

Covid-19 response, leveraging Data Science

There are major business challenges linked to the spread of the Covid-19 around the world, some known and some still unknown, but a global recession is almost guaranteed.

- In this context, senior leaders require **drastic changes** in the way the business is run and operations face **significant budget cuts** on all fronts.
- Organizations must **act and decide fast**, **while being focused both on short- and long-term needs**.

Data science solutions to respond to the Covid-19 crisis with Advanced Analytics & modeling

| BUSINESS STRENGTH PRESERVE REVENUE | FINANCIAL HEALTH MODEL P&L & CASH FLOW | BRAND SALIENCE ENSURE LONG-TERM RESILIENCE |
|---|---|---|
| <ul style="list-style-type: none"> Realign marketing & sales efforts for new business needs Benchmarks & measurement to maximize e-comm sales Predictive model to forecast market and category bounce back AI modeling to predict demand & ensure Supply Chain resilience | <ul style="list-style-type: none"> Algorithm to predict bottom line under budget realignment Modeling to forecast cash flows Simulate business model scenarios to respond with agility post-crisis Battle plan & war gaming for acceleration as markets open up | <ul style="list-style-type: none"> Model impact of key actions on brand equity and salience Customer centric analytics focused on high-value customers Predict budget change impacts on baseline & customer lifetime value |

Areas where data science can make a strong impact

| | DURING the crisis | RECOVERY phase | BACK TO NORMAL the new business as usual |
|---------------------------------|--|-------------------|--|
| FORECAST ECONOMIC REBOUND | <ul style="list-style-type: none"> ► Model impact of Covid-19 on global / local economy - Identifying the best new leading indicators from even small data (e.g., electrical consumption, manufacturing indexes, air pollution, web listening, etc.), impact on current macro-economic indicators ► Economic recovery forecast - AI-based scenarios of market predictions (learning from APAC recovery, previous recessions, industry-specific experiences) - expert-based scenarios (intelligence reports, U/V shape scenario testing) ► Time-To-Market strategy - Define triggers for marketing reactivation, value of not going dark, competitive war-gaming, plan to accelerate back into market | | |
| ADAPT BUSINESS STRATEGY | <ul style="list-style-type: none"> ► Marketing Crisis Playbook - Benchmark & best practices from past crisis (2008 and others) ► Strategy for e-commerce - ROI library / Deep Dives to support/monitor B&M to e-comm shift ► Budget change optimization tools - ROI-driven budget changes & portfolio optimization | | <ul style="list-style-type: none"> ► Understand new rules of the game - Analytics for new purchase behaviors, price & promo sensitivity, new distribution channels and new media landscape ► Customer lifetime value analysis - Activation scores to re-engage with loyal customers ► Budget reforecast & acceleration plan - Scenario forecasting, financial stress test ► Global arbitration - Transversal allocation tool across market, brands, media & channels |
| EXECUTE & TRANSFORM | <ul style="list-style-type: none"> ► Media & promo strategy - Short term sales forecast & ROI, baseline evolution & brand equity monitoring to support long term ► Supply chain optimization - Demand forecasting & speed to fulfillment ► Fraud detection - Online payments, compliance | | <ul style="list-style-type: none"> ► Micro budget arbitration - Benchmark of ROIs, budget allocation across lines of business & media channels, battle plans, "what if" scenarios ► Data-driven supply chain - AI-based demand forecasts (SKU/POS level), optimization of supply chain under constraints to reduce shortages, obsoletes & returns ► Operations Excellence - Agile data governance & business processes to anchor decision-making to data & analytics insights |