

CASE STUDY



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Data & Analytics Business-Case for a £10 million programme of work- FMCG

Executive Summary and Challenge

In this Programme of work, we covered the successful implementation of a Business Intelligence (BI) Programme of a Fast-Moving Consumer Goods (FMCG) organisation. With a budget of £10 million, the challenge was to develop a compelling business case for funding and oversee the program's execution. This case study outlines the challenges faced, the approach taken and the achieved results.

Challenge

This organisation was in a highly competitive FMCG industry, with ever-evolving consumer preferences and market dynamics. Our client, a leading FMCG company, recognised the need to harness the power of data and analytics to stay competitive. However, securing a budget of £10 million for the uplift of the BI Programme was a daunting challenge. The challenge was twofold: first, to demonstrate the potential ROI of the program, and second, to ensure the successful execution of the complex initiative. A large vendor was a key player.

Approach

- **Strategic Alignment:** By aligning the BI Programme's objectives with the company's strategic goals, emphasizing how data-driven insights could lead to better decision-making and increased profitability.
- **Business Case Development:** The business case was developed, highlighting the expected benefits, cost savings, and long-term value of the BI Programme. This included a detailed ROI analysis, risk assessment, and a phased implementation plan.
- **Stakeholder Engagement:** We engaged with key stakeholders, including senior executives, IT teams, and end-users, to ensure buy-in and alignment throughout the organization. Their input was invaluable in shaping the program.
- **Implementation and Monitoring:** The Programme was implemented in phases, allowing for continuous monitoring, feedback incorporation, and course correction. Regular reporting and dashboards were established to track key performance indicators.

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Results

- **Secured funding:** The compelling business case played a pivotal role in securing the £10 million budget required for the BI Programme.
- **Improved Decision-Making.** The BI tools and insights enabled data-driven decision-making at all levels of the organization. This led to quicker responses to market changes and improved product development.

Testimonial

"Mignon was the Program Manager for a £10 mill program of which I was the Senior Responsible Owner. Mignon's management style, ability to get Business and IT engaged and overall organisation were fantastic and without which the Program could not have succeeded. Mignon is certainly a CAN DO person and has a keen sense of judgement for risks and issues without being incorrectly optimistic. I thank Mignon for the time we worked together and hope there may be another opportunity in the future"
MK.

"Mignon worked in my team as a programme manager during a time of challenging transformation. She has all the characteristics you would normally expect from a successful programme manager - she is an effective and skilled planner who gets up to speed rapidly, she manages risk very capably, she builds a cohesive and loyal team, and she is a skilled communicator at all organisational levels. In addition, however, what made her a particularly valuable member of the team was her relationship building skills and EQ - I found that in an often-difficult environment Mignon was consistently calm and collaborative, bringing the team with her to find a successful outcome to conflicts. I would happily work with her again"
KS.

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