

HOW EUROPEAN FOOD AND DRINK COMPANIES LIKE UNILEVER MAKE USE OF BIG DATA

Unlocking the secrets of big data in the food industry can deliver a host of wide-ranging benefits for dynamic players – if they strike while the iron is hot.



Nestlé's rallying cry for the producers and regulatory bodies across the food industry to share big data in the quest to spot emerging food safety problems resonates beyond compliance.

BIG DATA REVELATIONS

100,000,000

The number of analytical tests carried out by Nestlé annually – generating analytical data which, mapped with metadata, could provide the food industry with unparalleled insight into every area of food safety, customer relationships and operations.

500%

Increase in downloads of Arla Foods' recipe app, following a segmented engagement campaign based on big data analysis of iPhone-using customers.



60,000

The number of customer feedback responses captured at SSP outlets in the UK over a six-month period.



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Big data will have big reach into food and beverage pricing... that kind of on-point pricing information for today's more fully wired consumer can end up influencing critical purchase and point of purchase decisions – contributing to today's ultra competitive marketplace.

Steve Safranski, partner - Robins, Kaplan, Miller & Ciresi, CIO Review

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PERFECT FISH FINGERS

5.6 million

Birds Eye fish fingers are eaten every day. Iglo Group uses a combination of big data analysis and Complaints per Million (CPM) metrics to deliver 'fish finger superiority' – modelling hypothetical, plausible explanations for shifts and variations in customer satisfaction.



A CONSOLIDATED VIEW

At Bakkavör, a standardized reporting platform has liberated business users to spend more time on data analysis and value-adding tasks – **delivering three key benefits:**

- 50% time savings
- More timely and accurate decision-making
- Greater internal accountability and consistency



TARGETED MARKETING

Big data is delivering key insights from customers' mobile devices, allowing Unilever to identify location and direct consumers in hot weather to the nearest place where they can buy a Magnum with a coupon.

“
We shouldn't think of data as a way for us to know more, but as a way to help people in the most positive and impactful way.”

Marc Mathieu, global SVP marketing, Unilever



TAKEAWAYS



A holistic view of your big data could hold the key to the integrated strategies that are essential for any player looking to grow its share of European food and drink markets.



From perfect fishfingers to flexible pricing, real-time analysis of big data in the food industry empowers you to respond instantly to shifting market conditions.



A consolidated data landscape based on the availability of real-time information will give your business the agility it needs to thrive in the intensely competitive European food industry.

How to Achieve Supply Chain Traceability in Food and Drink



Supply chains are becoming ever more complex, but cloud-based technologies can ease the challenge of traceability.



Discover How to Assess the Risks Facing Your Company. Download:

How to Achieve Supply Chain Traceability in the Food and Drink Industry

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