

Our Purpose

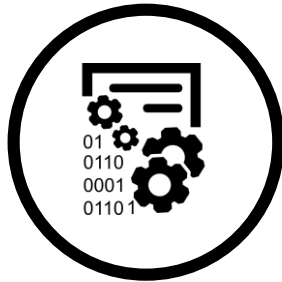
**INSTIGATE A MORE OPEN WORLD,  
ONE (ABSOLUT) NIGHT AT A TIME**

- Today we have an unprecedented access to existing data.  
As a consequence we do not need to collect as much new data.
- Today, new Business Intelligence tools allow fast and easy access to data.
- Today, we get higher quality data from consumers that want to co-create with us.

**CASE: THE PARADIGM SHIFT IN THE RESEARCH INDUSTRY, CREATED BY THE  
DATA AVAILABILITY, NEED FOR SPEED AND CO-CREATION**

**MAGNUS GUSTAFSSON, DIRECTOR CONSUMER INSIGHTS,  
STRATEGY & BUSINESS INSIGHTS, THE ABSOLUT COMPANY**

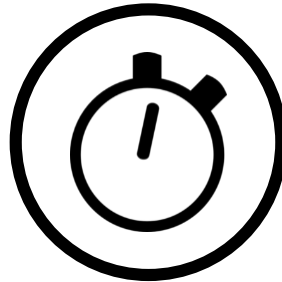
# WE ARE OPERATING IN A DIGITAL ERA



BIG DATA

**40%**

We do not need to collect as much new data by asking, but rather analyze data that exist and being produced by consumers (which is 70% of all data)



SPEED

**8 Seconds**

We need to be faster to satisfy consumers needs



CO-CREATION

**Better Together**

We need to co-create as a mutual relationship

# THE CONSUMER INSIGHTS FACTORY IS A ONE-STOP-SHOP FOR INSIGHTS – COMBINING MULTIPLE PLATFORMS TO GENERATE MARKET UNDERSTANDING

## THE CONSUMER INSIGHTS FACTORY (CIF)



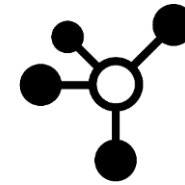
### **The community**

A customer panel available 24/7 for faster, cheaper, and more agile



### **DIY portal**

Self-ordering platform for standardized research enabling fast delivery of insights



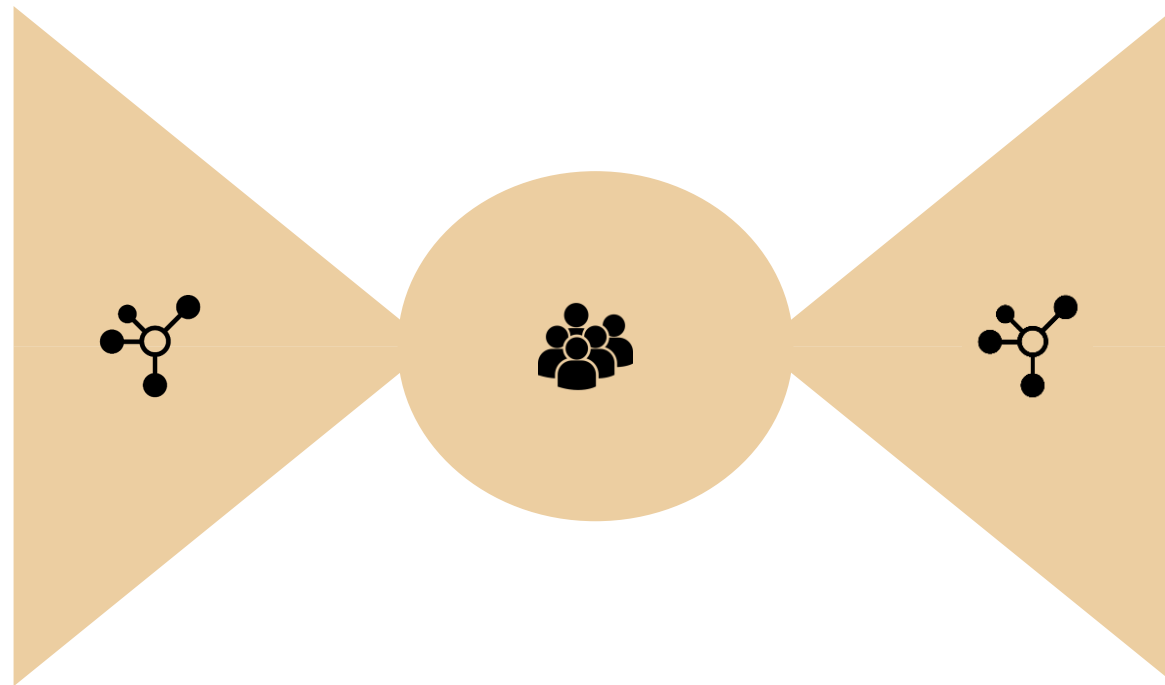
### **Datalake - Smart data**

Integrated with other data sources via data modelling

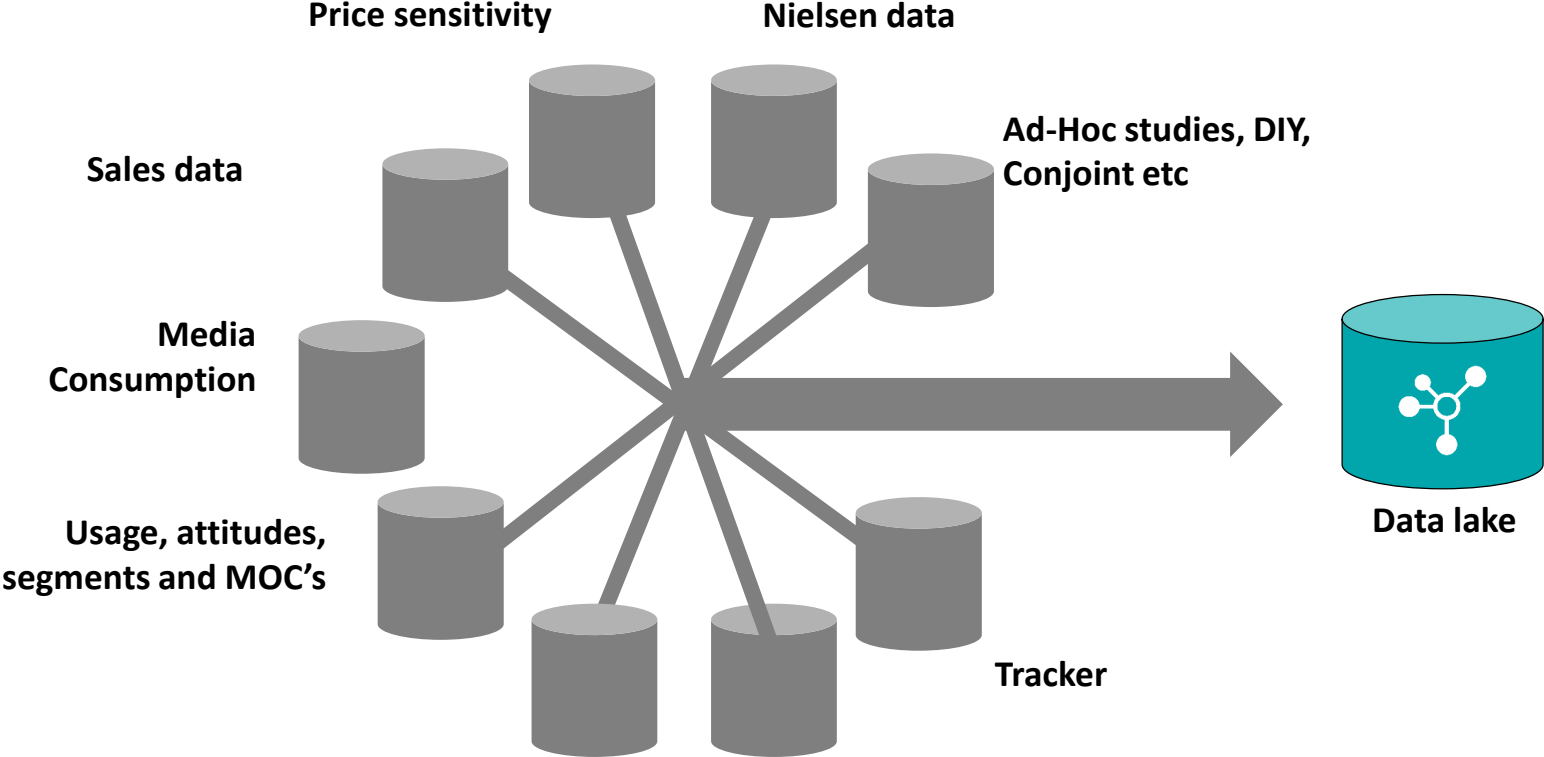
Using **Tableau to Visualize** and distributed automatically to stakeholders through dashboard.

# A NEW WAY OF WORKING TO GENERATE INSIGHTS

Business Question?



# DATALAKE CONTENTS



# DATA IMPUTATION

*Source: Ad hoc survey, where Question A is interesting*

RespondentId	Gender	Vodka drinks per month	Question A
1	Female	2	X
2	Male	4	Y
3	Female	8	Z
4	Male	10	V

**How?**

- Each panelist gets data from the most similar respondent in the ad hoc.
  - Similarity is determined through machine learning methods

**Why?**

- Enables analysis of questions we have not asked panelists about



*Most similar to respondent 3*

*Most similar to respondent 2*

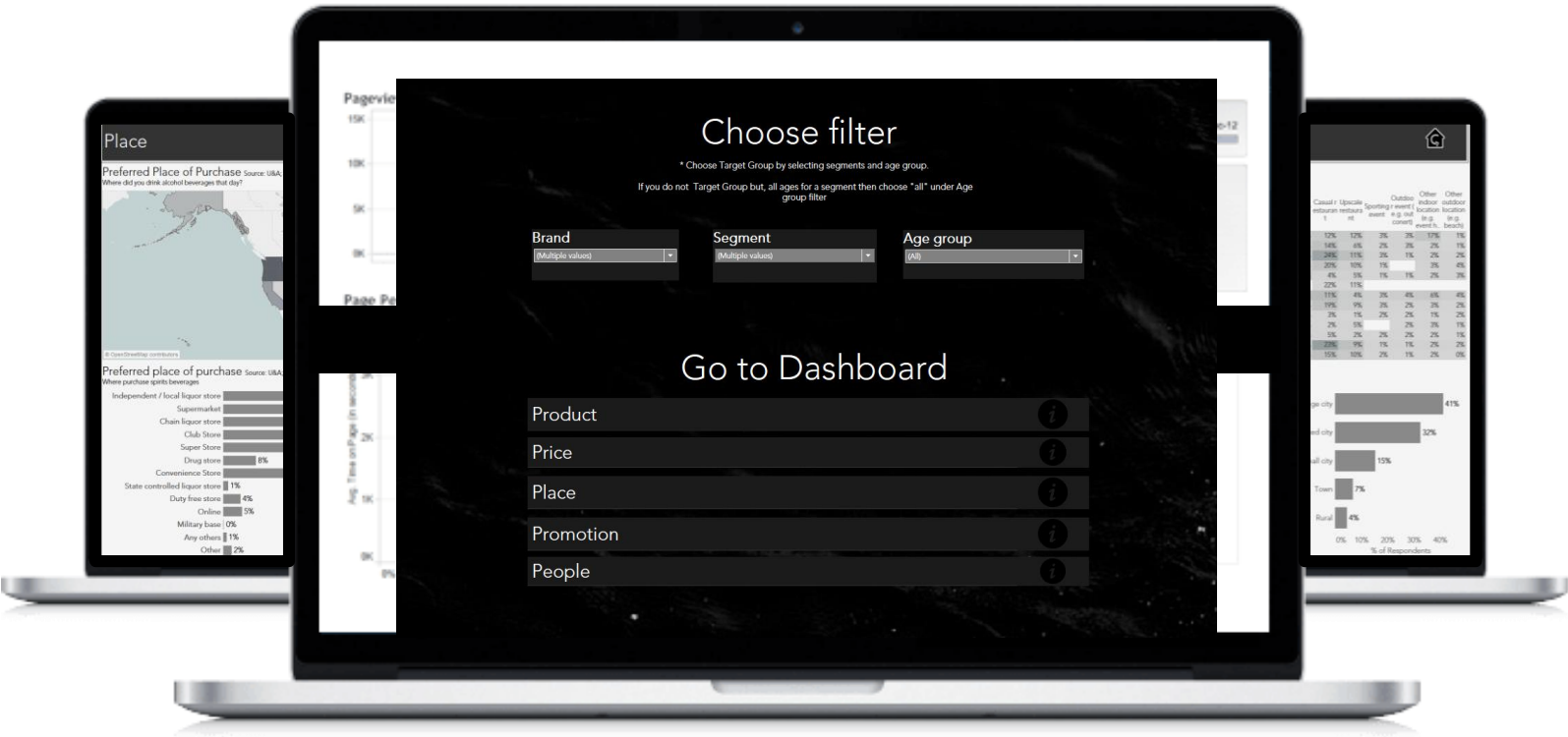
*Most similar to respondent 4*

*Panelists which have not answered Question A*

PanelistId	Gender	Vodka drinks per month	Imputed Question A
46	Female	10	Z
77	Male	1	Y
22	Male	8	Z

# VISUALIZATION TOOLS

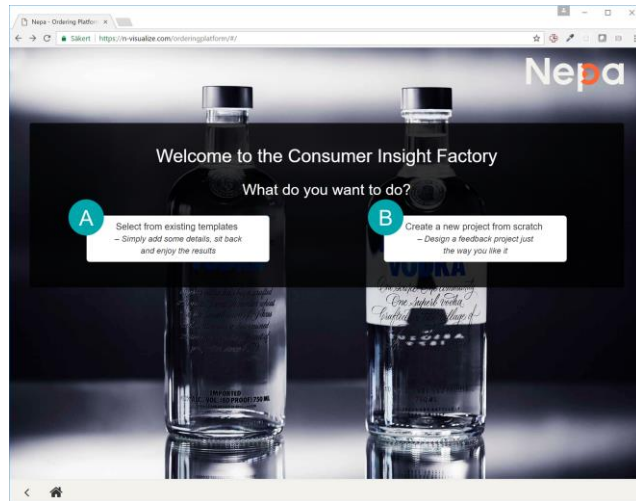
Endless possibilities to answer the toughest business questions and to discover new insights





# DIY PORTAL

## I. Order



## II. Get report

Get answers to specific business questions within 48-72h



## III. Get more insights

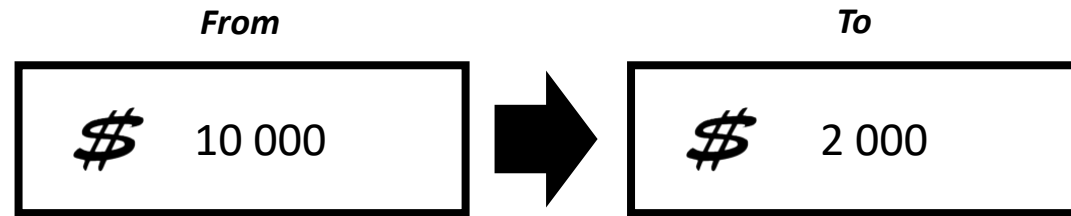
Dashboards defined based on the 5P



# WHY USE THE CONSUMER INSIGHTS FACTORY?

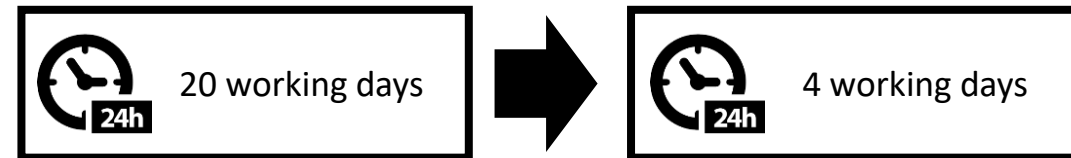
## 1. Increase insight ROI

- Merge data → zero cost
- New data >50% cheaper



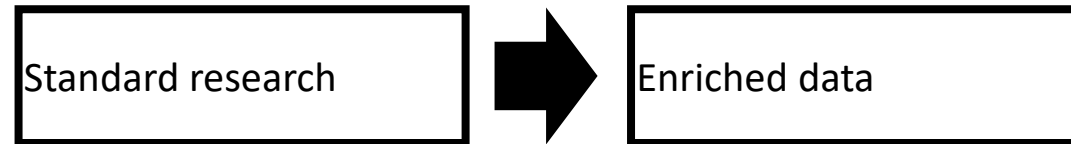
## 2. Enable a fast and agile organization

- Immediate access
- 3w → 4 days



## 3. Improve your market relevance

- Engaged answers
- Dialog



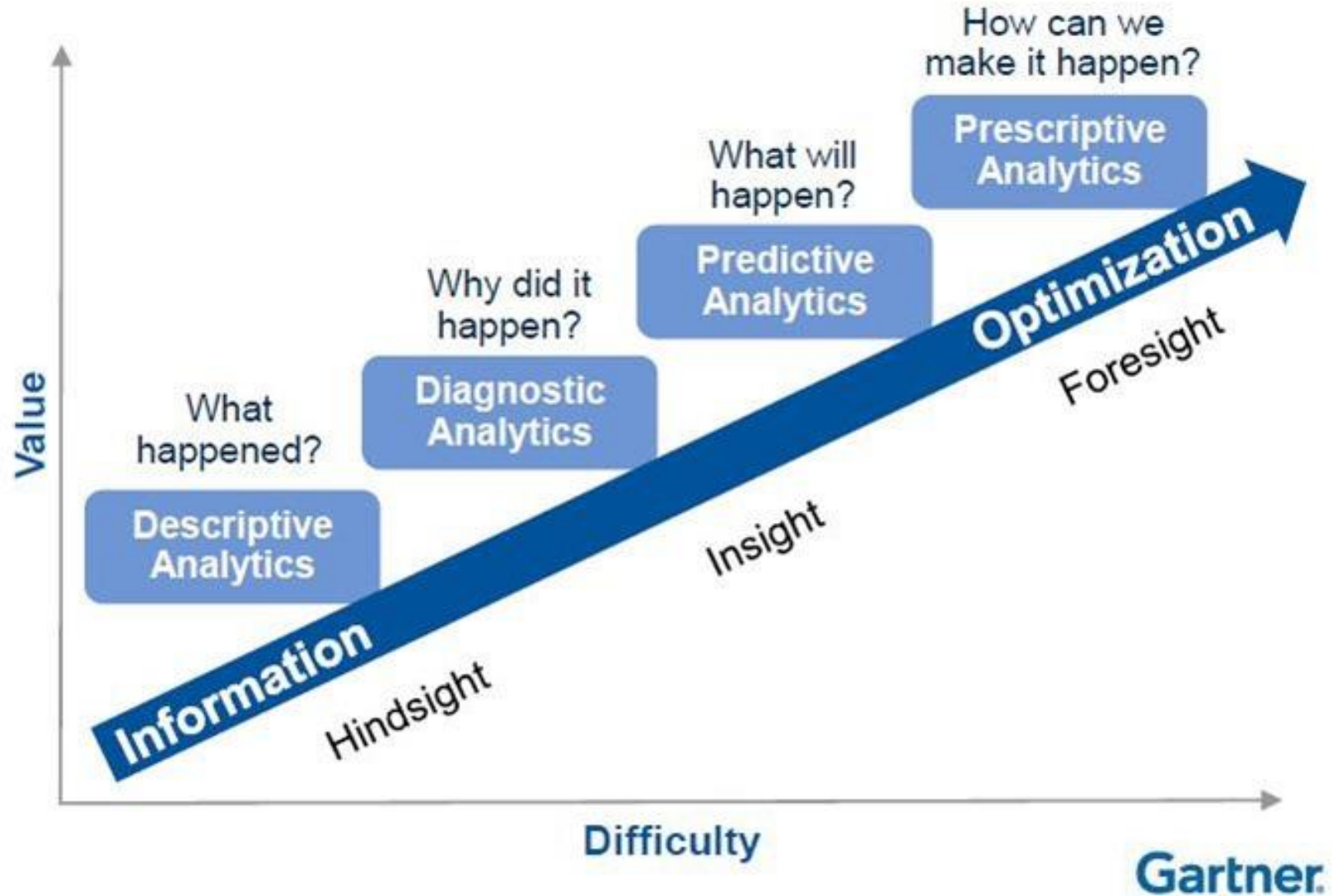
## **CAN THE SYSTEM GIVE US ALL ANSWERS?**

What are the driving forces behind areas such as:

- Craft, handmade
- Health & wellbeing
- The crisis for manhood

In addition - The power of now & the age of higher awareness

# WHAT DOES THE FUTURE LOOK LIKE?



The age of data & science - What I want when I want it

The age of higher awareness & meaningfulness

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