



# Executing and Innovating with an Agile Advanced Analytics Capability

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# Who is Georgia- Pacific Consumer?



# Fun fact

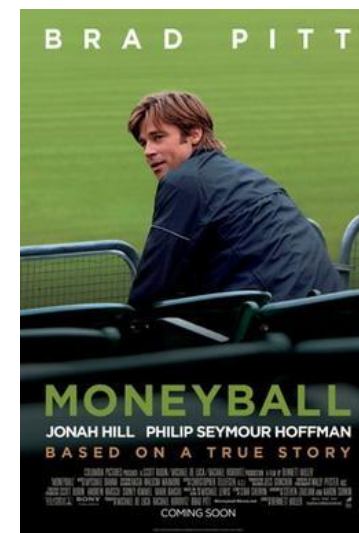


# A personal journey



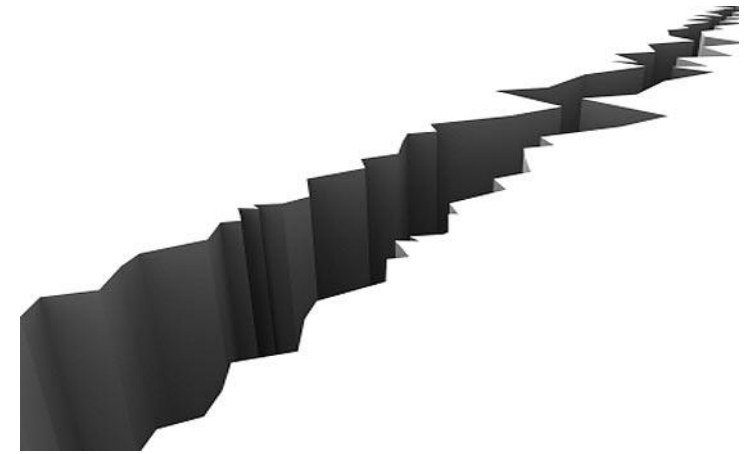
A decade of  
progress

“Unfortunately, the road from modeling problems to influencing organizational decisions is a long one. In many industries, analysts don’t even have a seat at the table.”



# The great analytics divide

A gap exists  
“between the  
analytics haves and  
analytics have-nots.”



Survival and growth in this world of the “What-I-want-when-I-want-it” consumer depends squarely on the ability to use insights to improve decision-making.

# Commercial data science COE

- Promo price elasticity
- Base price optimization
- Causal impacts
- Interactions & incrementality
- Promo optimization
- Assortment & portfolio planning
- Media effectiveness & efficiency
- Spend optimization
- Consumer research
- Awareness & equity impacts



COVID  
accelerated  
the rate of  
change



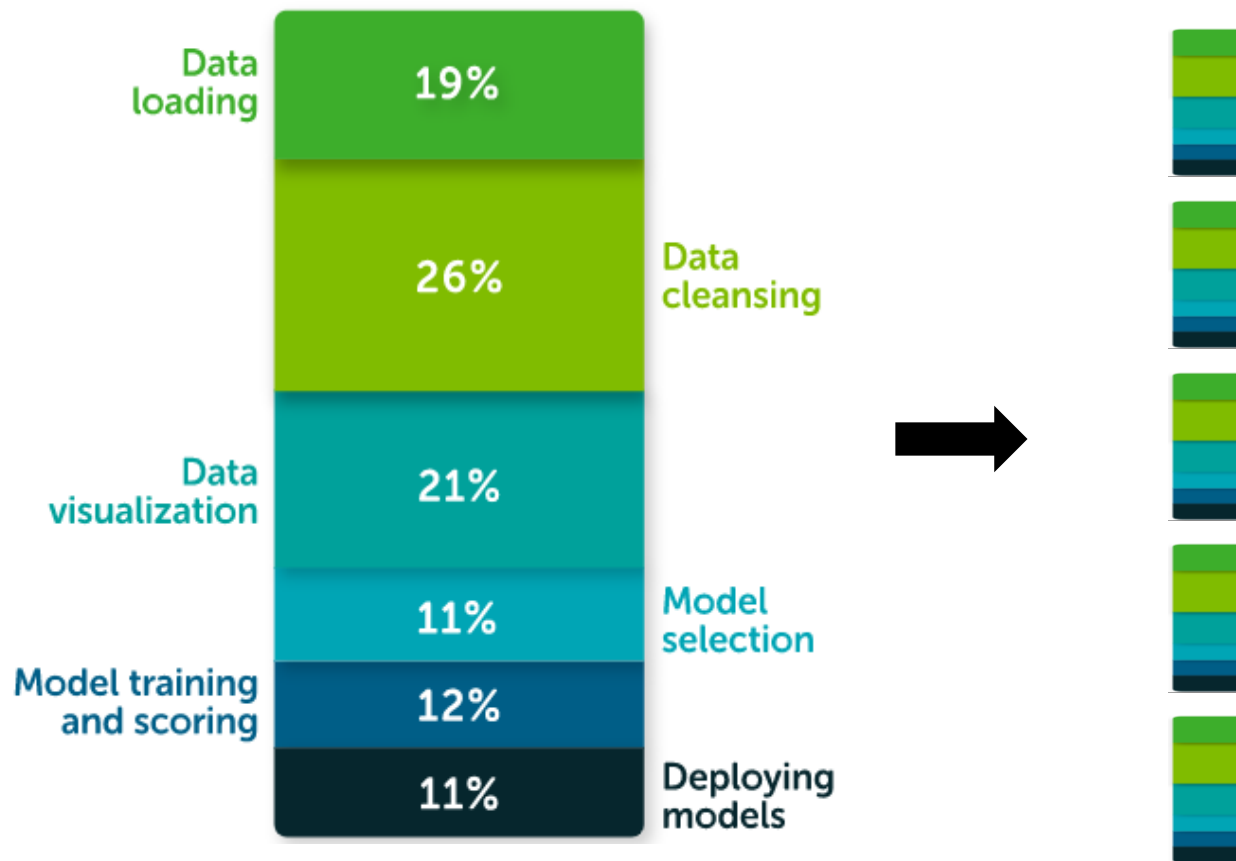
Before COVID



During COVID



We had to become more agile



Vendors still  
have a place



Data Assets



Tech & Tools



Flex Capacity



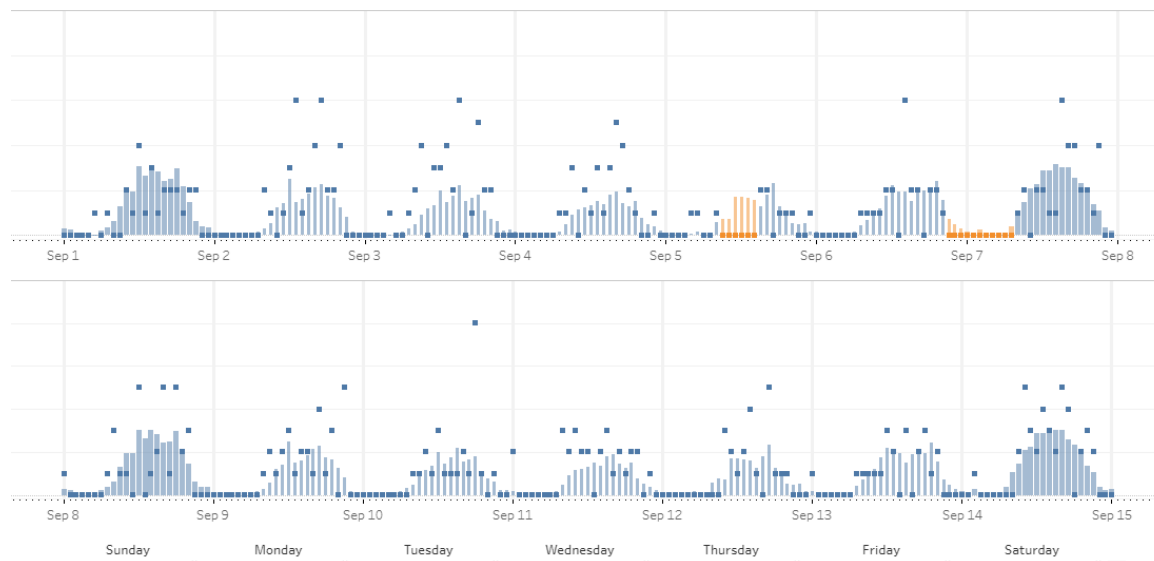
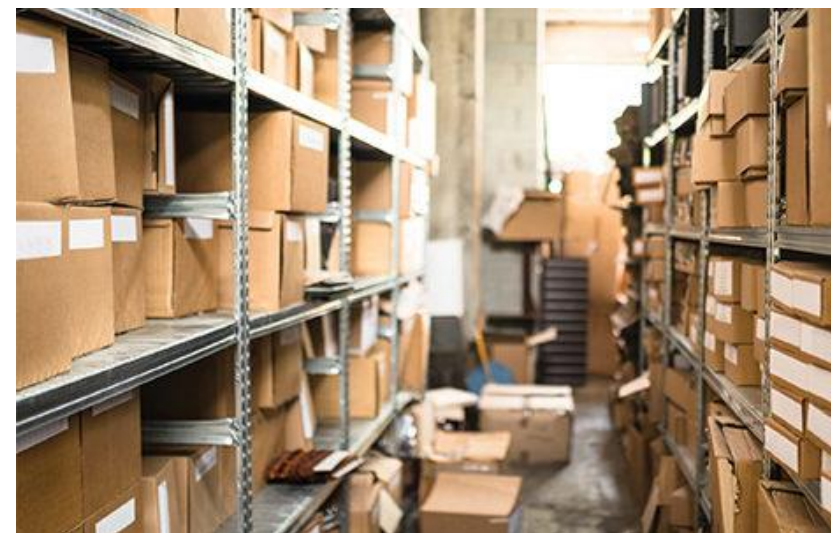
Capability Building

## Points on the board

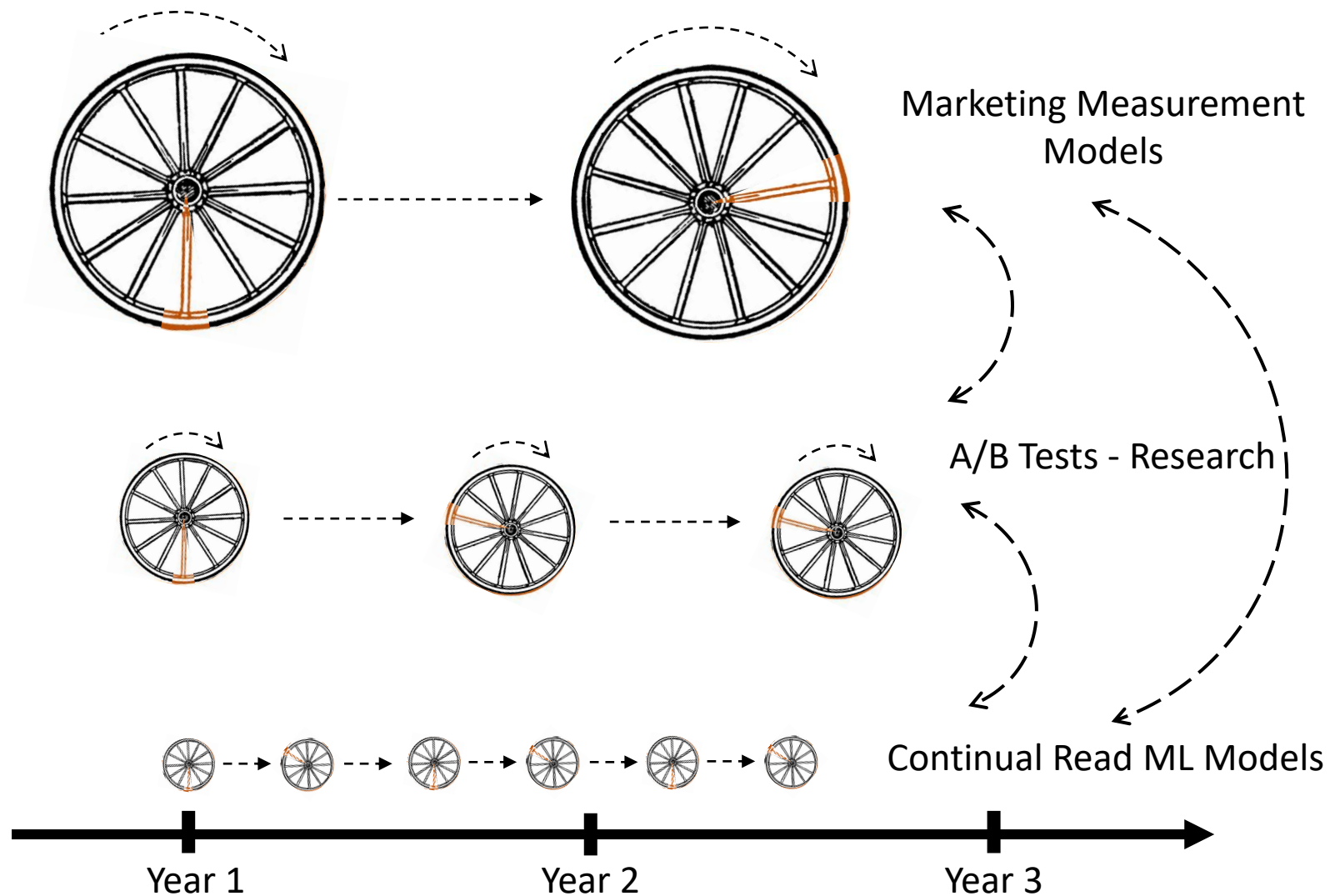
- Transparency
- Benefit of business context
- Objectivity
- Clean data
- Continual reads
- Customizability



# Working with our Retail Partners to Create Value



# Model coordination



# An outsider's view of marketing

- Marketing ROI = Short Term + Long Term
- Digital Ad space is getting crowded
  - 60 percent of ads on the internet are not even seen<sup>1</sup>
  - Banner ads click-through rate went from 50 percent <sup>2</sup>, to now 0.01 to 0.03 percent<sup>3</sup>
  - “Marketplace” based on bidding
- “Targeting” is key, but comes at a cost
- Gradient Descend vs Global Optimum

Data Is  
Power

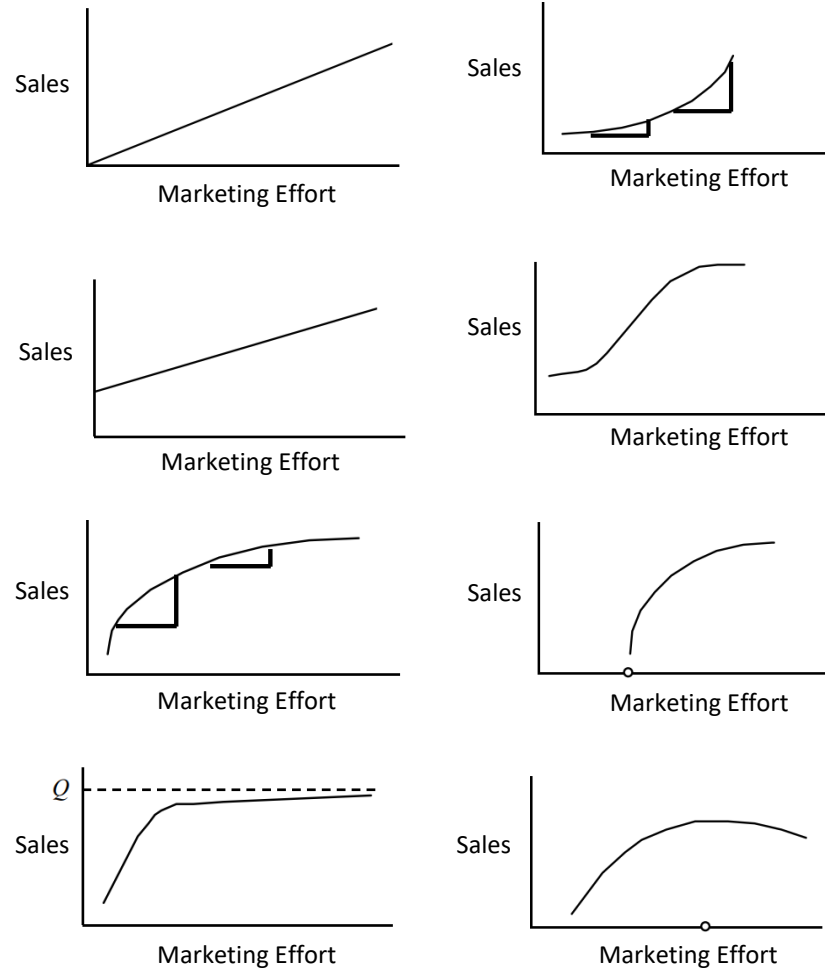


With Great  
Power Comes  
Great  
Responsibility



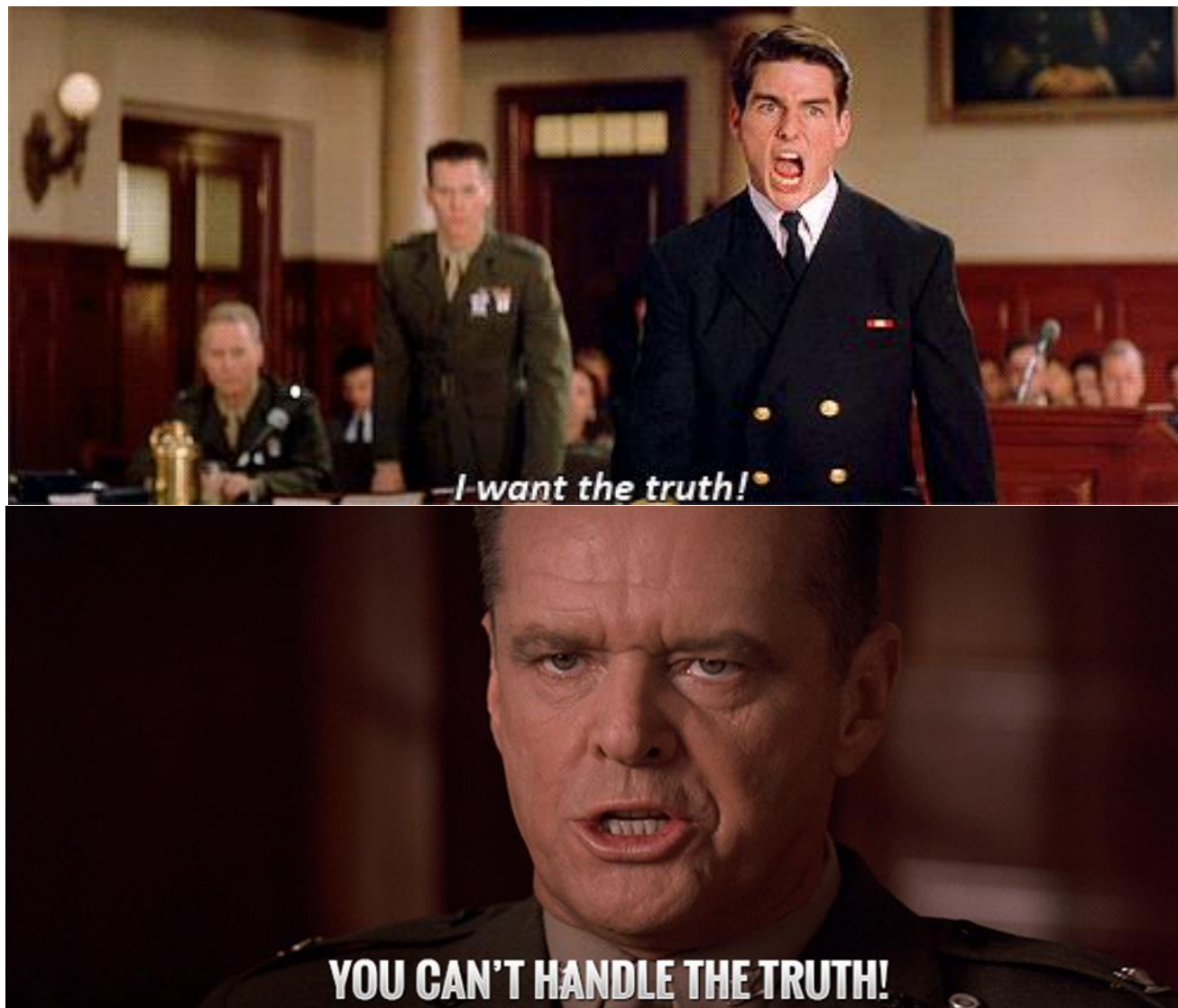


# Technical Note on Market Response Curves



- ADBUDG model
- Dynamic Model
- Negative Binomial etc.

# Data Driven Decision Mindset





# Thank you!

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Georgia-Pacific Consumer Business