PepsiCo generates reports up to 90% faster with Trifacta

CUSTOMER
PepsiCo

INDUSTRY
Food & Beverage / Retail

USE CASE
Sales Analytics

ENVIRONMENT
Trifacta

Microsoft Azure

Background

Consumers enjoy PepsiCo products more than a billion times each day in over 200 countries around the world. PepsiCo's Collaborative Planning, Forecasting, and Replenishment (CPFR) team analyzes retail sales data from each outlet where PepsiCo products are sold. This team also collaborates with large retailers to supply the right quantities of product to warehouses and retail stores.

Problem

In the retail industry, it's a challenge to supply the right amount of a particular product to retail distributors. Excess inventory results in wasted resources and higher costs. Too little inventory leads to unhappy customers, and potential loss of revenue. Empty shelves in a store will result in customers moving to a competitor and can cause undesirable effects for the brand. Sales forecasts need to be constantly updated to keep the right balance between product inventory, revenue, and healthy margins.

PepsiCo's wholesale retail customers provide reports that include warehouse inventory, store inventory, and point-of-sale inventory. PepsiCo combines this data with production numbers, forecast data, and shipment history. Each retailer uses their own unique methodology to gather data for the reports, which are different from PepsiCo's internal systems. As an example, PepsiCo relies on UPC codes to identify each product, while customers have had their own internal codes. Merging, transforming, and standardizing this data was manual, time-consuming, and error-prone.

Business Challenges

- Standardizing data from disparate sources across a wide range of details was key to accurate reporting. The team was looking for an accelerated solution that was scalable, easy-to-use, and able to be automated.
- Delivering timely and accurate sales forecasts was vital to steer the course towards increased sales, revenue, and margins.

Technical Challenges

- Spreadsheets were cumbersome to use and took up to 6 months to gather and merge massive amounts of data.
- Data errors were not identified as part of data operations, leading to poor data quality and incorrect reporting.

TRIFACTA
The Data Engineering Cloud
+ Microsoft Azure

Solution

PepsiCo turned to Trifacta to address these challenges and provide timely and accurate data reporting. PepsiCo's preferred cloud service provider was Microsoft Azure.

Trifacta on Azure helped PepsiCo assess, profile, and transform data from disparate sources. Data quality issues were identified earlier in the cycle. Using an AI-assisted approach, Trifacta was able to proactively provide suggested data transformations. This resulted in efficient reporting without errors and manual intervention. With Trifacta, the PepsiCo CPFR team reduced the end-to-end reporting time by up to 90%, resulting in accurate reporting and improved sales forecasts.

"With Trifacta, we're able to turn customer data around and present it to the rest of our company, in a way that everyone can understand, faster than our competitors."

Mike Riegling
Supply Chain Analyst,
PepsiCo

Benefits

Faster resolution of data issues

Active data profiling from Trifacta allows the CPFR team to identify issues and outliers quickly. Using the suggestions from Trifacta, they can resolve these issues promptly.

Accurate data preparation

Using a visual "guide and decide" interface powered by machine learning, Trifacta provides predictive data transformations enabling faster and more accurate data preparation. High-quality reports are generated up to 90% faster.

Improved productivity

Data pipelines were automated and scheduled. This helped teams focus on effective analyses rather than manually running data operations.

Staying competitive

Accurate reporting with insights into sales analytics has helped PepsiCo be agile, stay relevant, and drive additional sales.

TRIFACTA®
The Data Engineering Cloud

Trifacta is the only open and interactive data engineering cloud platform to collaboratively profile, prepare, and pipeline data for analytics and machine learning. With an AI-assisted, self-service approach, Trifacta democratizes data for analysts and engineers to assess, correct, and validate data quality, accelerate transformation, and automate robust data pipelines at scale. Learn more at trifacta.com.

For Additional Questions
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Try the Trifacta Data Engineering Cloud
www.trifacta.com/start-wrangling