

# Data visualization provides a view into grower rebate program qualification

Through aggregation and visualization of data, a new understanding of rebate program performance is unlocked

## Overview

A competitive market for agricultural products drives the need for the Customer Insights group at an International Agribusiness firm to better understand the performance of their marketing programs. Appropriate pricing and incentives are essential to drive market share and maximize revenue.

Analysis of sales transactions is required for internal assessment and distributor performance feedback. To deal with the vast amount of data they had already created basic tables and charts using tools such as Excel & PowerPoint.

The process to create the charts was very time consuming as each distributor required a different set of data and their own chart. Our client wanted a more efficient method and wanted more appealing ways to visualize the information.

## The Challenge

Data availability and structure were a challenge in the creation of the data visualizations. To feed the visuals multiple CSV format files were provided. These CSV files themselves were reports that had been developed internally and included manipulation of the data. To manage the total size and number of fields in these files, custom data connections were required to access and join the information appropriately.

Due to annual marketing program changes and the nature of how farmers were enrolled (in some cases at multiple retail locations) in the program additional calculated fields were required to accurately measure the count of farmers.

**Industry:** Pharmaceutical and Life Sciences

**Location:** Calgary, AB (headquarters of Canadian Agriculture arm of business)

**Size:** 110,000 employees globally (1,400 in Canada)

## Company Bio

The company is a multinational pharmaceutical and life science company. The work described herein was completed with the Canadian Agribusiness arm of the company.



Insights into rebates for thousands of growers



Comparison of retailer & distributor performance



Mapped view of grower and retailer performance

## The Solution

By leveraging Raven Bay's expertise and by working closely with the Customer Insights team, we raised both the functionality and design to a new level that the Customer Insights group had not experienced before.

The new data visualizations that were created included sales maps, layered charts, and aggregated dashboard views. The sales maps consisted of custom sales regions plotted onto geographical maps that visually showcased the performance of each region.

## The Results

The charts that were included provided comparison of growers who wished to participate in the program but didn't reach threshold levels to receive marketing incentives. Finally, all the program offerings were aggregated into an interactive dashboard that provided a quick view of performance with the ability to drill down to detailed information when required.

*"large data sets are nuggets of vital information surrounded by large sets of non-useful or noise data. The challenge for the data hounds is discovering the nuggets. It's the digital data world equivalent of the needle in the haystack. The data visualization tool needed to decipher these large data sets into something that is meaningful and actionable is Tableau"*

Forbes<sup>1</sup>