
Are you prepared to make the decisions that matter most?

Decision making in consumer goods





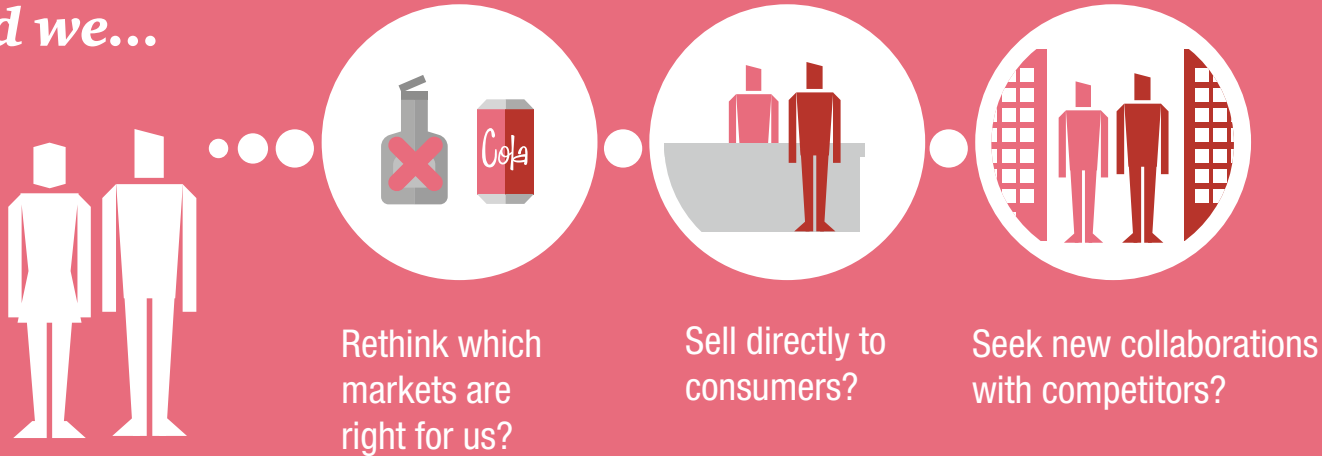
consumer
goods

Changing demographics everywhere. Resource scarcity and vulnerable supply chains. Social media as a demand influencer. Consumer goods companies are experimenting continuously to engage consumers directly. Are your analytics set up to help you quickly spot and evaluate new possibilities and impacts?

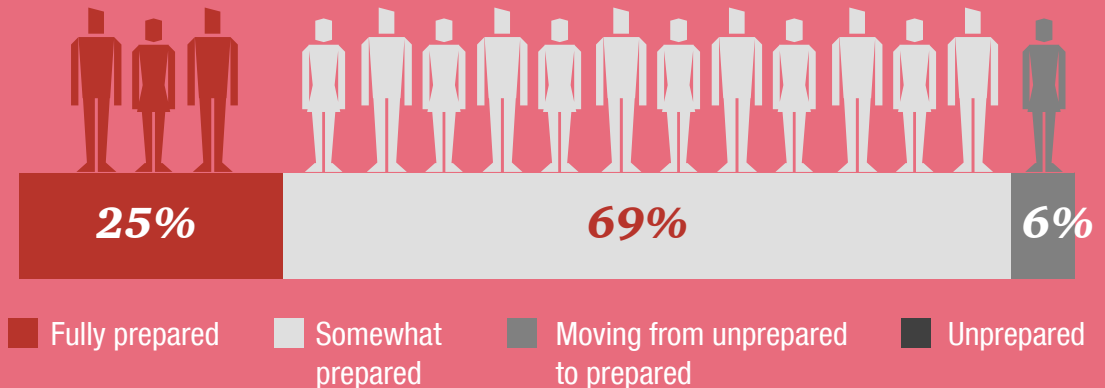
Big decisions in the consumer goods

Big decisions change strategy and long-term course.
Few feel fully prepared to make big decisions.

Should we...



Few see their senior management as fully prepared to make the most important decision they need to make in the next 12 months

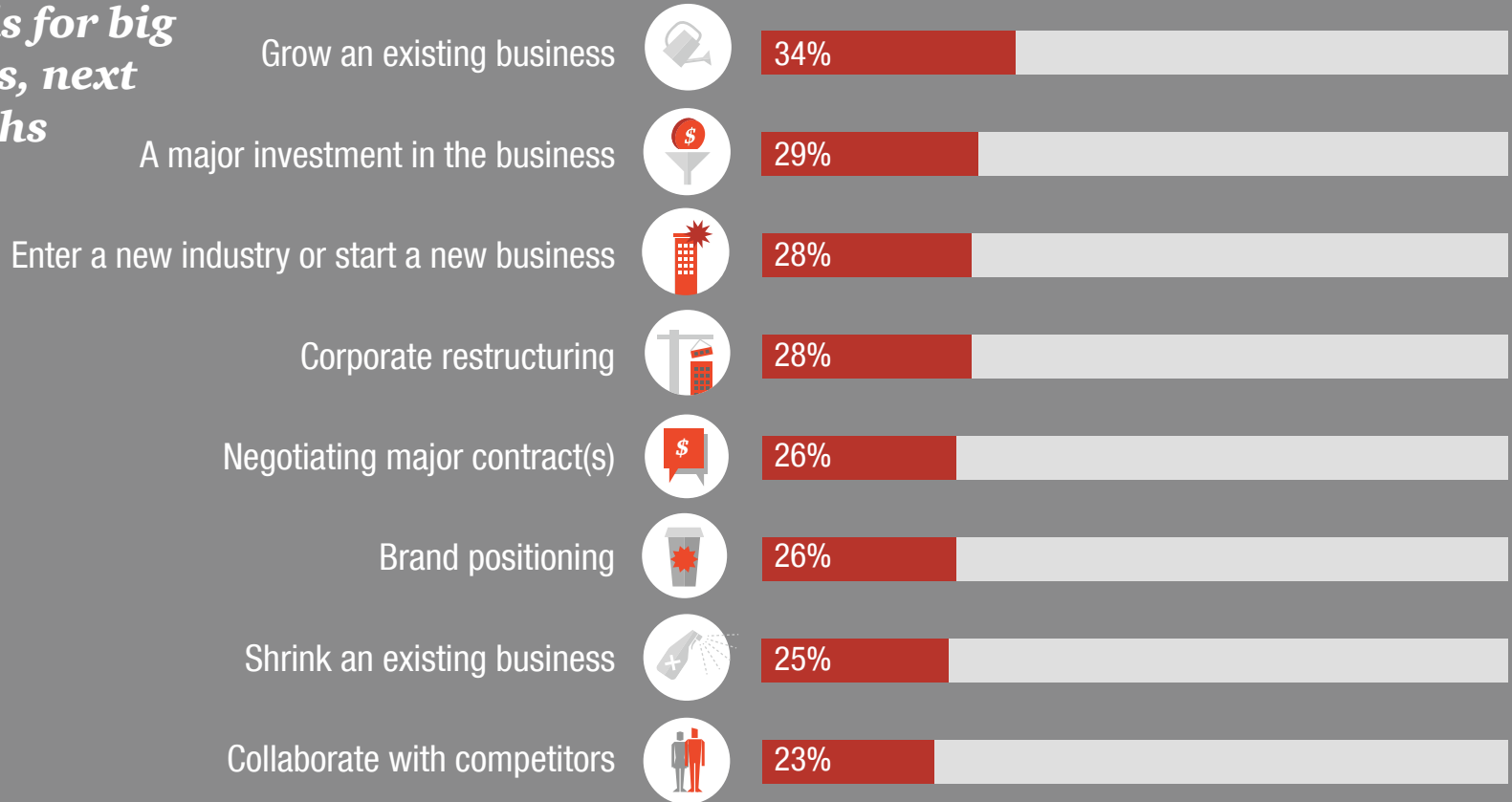


Where speed and sophistication count

The bigger the stakes, the bigger the difference that sophisticated analytical capabilities can make.

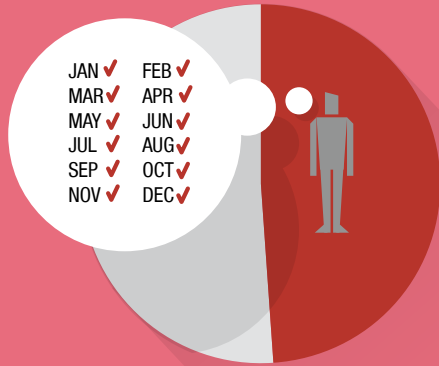
Among consumer goods executives

Top goals for big decisions, next 12 months



No time for indecisiveness

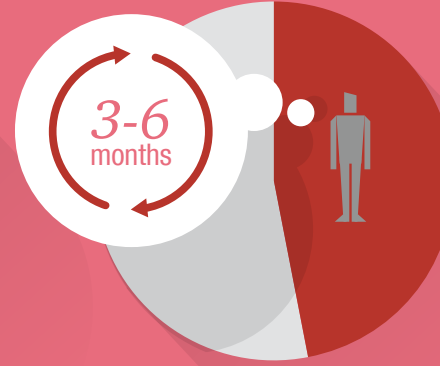
Among consumer goods executives, next 12 months



49% expect to make a big decision at least once per month

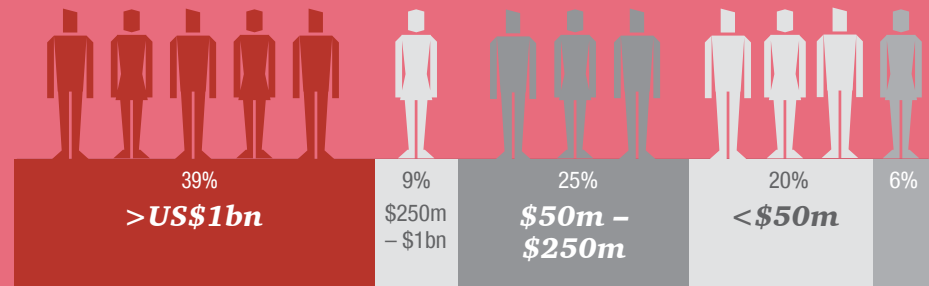


38% say they've been putting off or delaying the most important decision on their agenda



47% plan to revisit their most important big decision within 3-6 months to adjust for new information

39% estimate the value of their most important big decision as US\$1 billion or more in future profitability

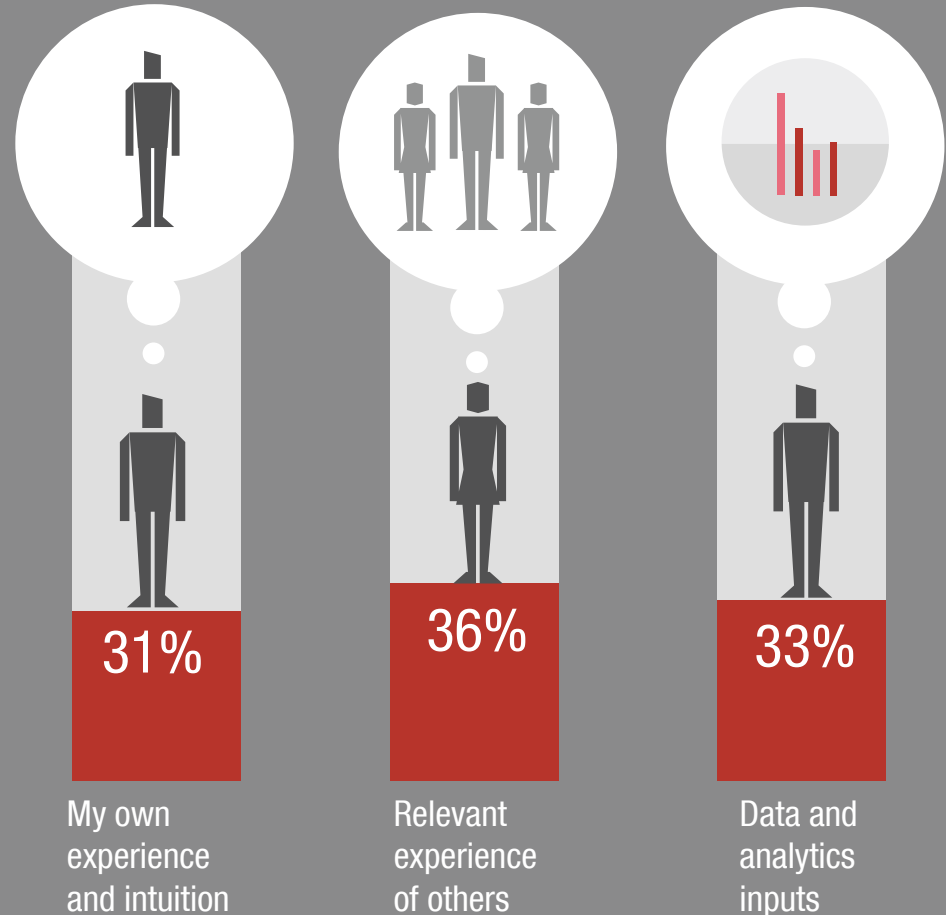


Both intuition and analytics matter

It's no longer good enough to make decisions based on intuition alone.

Among consumer goods executives

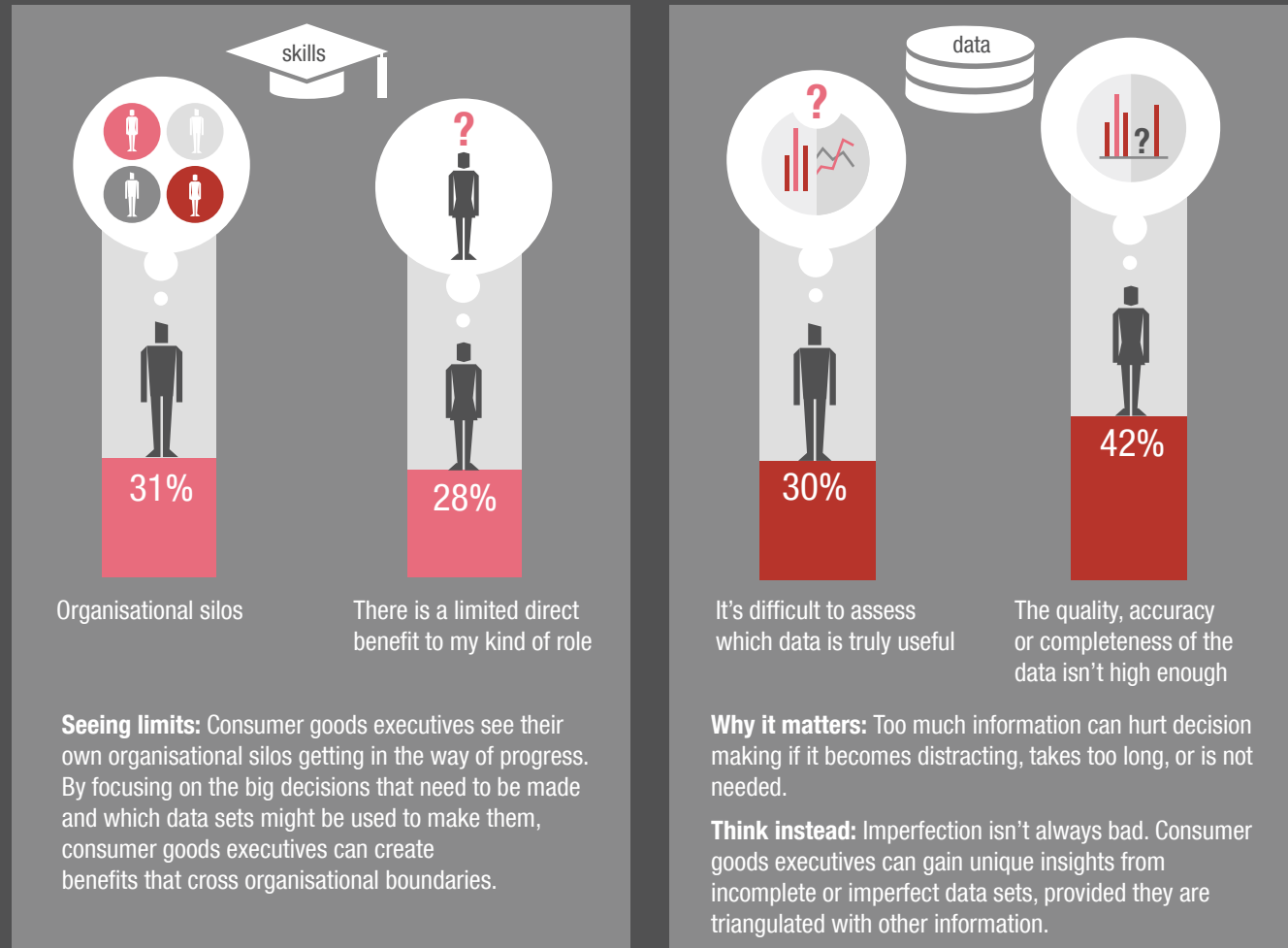
Which did you rely on most for the last big decision you made?



Where deciders struggle: new skills, better analytics

Among consumer goods executives: top responses

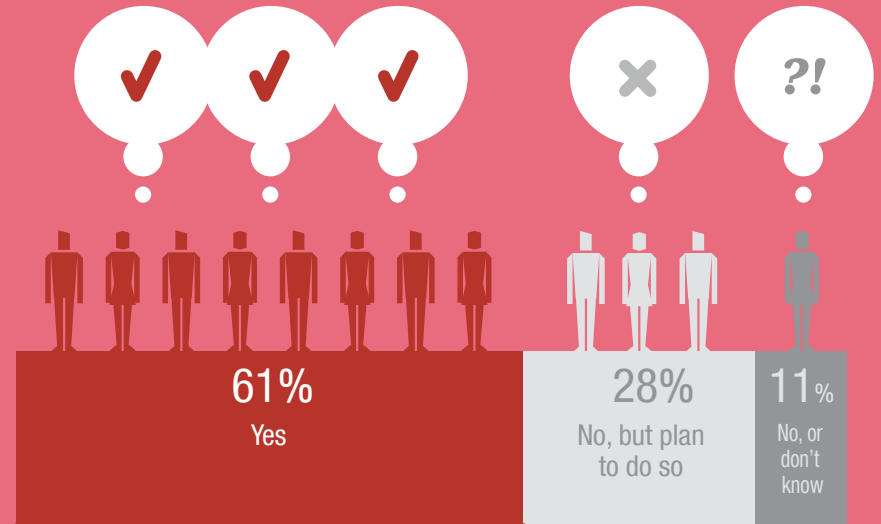
What prevents you from making greater use of data and data analysis when making big decisions?



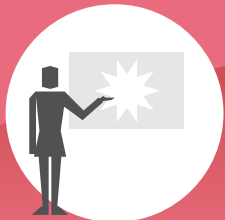
Where change in decision making is starting to happen

Among consumer goods executives

We've changed the way we approach big decision making as a result of big data or analytics



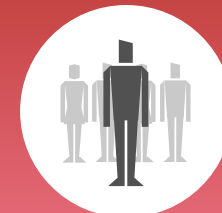
Top three changes, last 24 months



Changed the way data or analytics is presented to management



Made greater use of specialised analytical tools



Trained executives on interpreting data/data analysis techniques

Big decisions need better analytics

Some decisions you need to make are big enough to change the course for your business. And your past experiences may not be good predictors of the future. More data are within your reach to understand what was previously unknown. Sophisticated analytical tools are available to you to 'see' a wider range of possibilities and evaluate them quickly. Now is a good time for an upgrade in your decision making capabilities. Where should you start?

To explore the data and more: www.pwc.com/bigdecisions

Base: Consumer goods (65); All respondents (1,135). Responses of “do not know” and “other” are excluded. Responses may not total to 100%.

Source: PwC's *Global Data & Analytics Survey 2014*

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