The COVID pandemic had a strong impact on Coca-Cola Southwest Beverages’ revenues. Recapturing the lost revenue as soon as possible has become a top business priority.

How can analytics help us recapture revenue?

**Context**

**Problem Statement**

Optimize the allocation of business development visits to customers to boost Coca-Cola’s revenue recovery. The customers here are outlets where you drink Coca-Cola on-site (restaurants, bars, etc.).

Therefore, our task is to:

- **Prioritize customers**

How:

- **Context**
  - The COVID pandemic had a strong impact on Coca-Cola Southwest Beverages' revenues.
  - Recapturing the lost revenue as soon as possible has become a top business priority.

- **Problem Statement**
  - Optimize the allocation of business development visits to customers to boost Coca-Cola’s revenue recovery.
  - The customers here are outlets where you drink Coca-Cola on-site (restaurants, bars, etc.).

When:

- **May:** Data cleansing, first results with clustering.
- **June-July:** Model development, test & integration.
- **July:** CEO meeting.
- **August:** Final presentations.
- **Upcoming:** Roll-out.

**Methodology**

1. **Clustering Customers**

   - **Customer Types**
     - Types: Gain, retention, churn, location, demographics, profitability, etc.
     - These are very heterogeneous!

   - **Challenge**
     - Create clusters that compare customers to relevant peers and are globally consistent.

2. **Identifying high Potential Customers**

3. **Optimizing Customer Ranking**

   - **Goal:** Maximize customer value objective.
     - Revenue in $ for next month.
     - Revenue generated by customer will order in the next month.

4. **Impact**

   - **Optimization results integrated seamlessly into current planning tool.**
   - Pilot test will be put in place next weeks.
   - Model will impact more than 40k customers.
   - First Advanced Analytics project at Coca-Cola Southwest Beverages.

   - **Output:** Prioritized list of customers.

   - **134% more revenue visited.**
   - **15% more profitable customers.**
   - **21% more relevant customers.**

   - **Backtesting performed on half a year of data, comparing actual visit plans versus the optimization.**

- **Data**
  - COVID-19 Community Mobility Reports.
  - Census.
  - Data Lake.

- **Revenue Recovery Grade:**
  - Champions
  - Reactivated
  - Normal revenues
  - Below normal levels

- **Methodology**
  - Backtesting already revealed interesting results as to how customers are spread across clusters.
  - Understandable business logic that some results that are:
    - Quick.
    - Interpretable.
    - Consistent.

- **Business already matured using this data-based language to derive clear customer in conversations!**