



Case Study: Monday morning reports – easy peasy!

General Mills democratizes data and empowers organization with 84.51° Stratum Direct

Challenge:

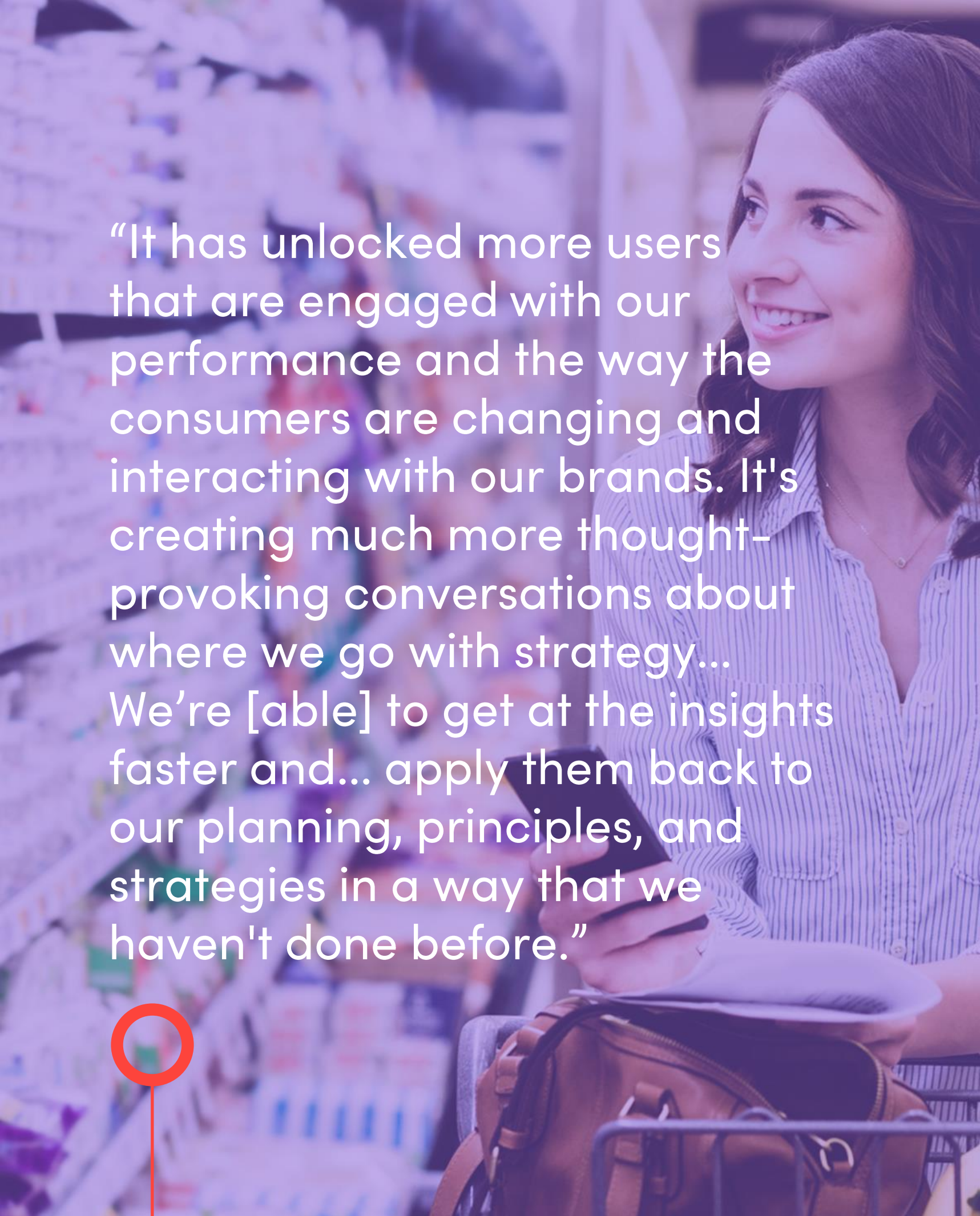
General Mills sought to systematically ingest, configure, and deploy 84.51° household-level data in their language, with their aggregations. With so many ways to slice and dice and combine data, they wanted to “Do It Themselves” to power new tools across the organization.

Solution:

General Mills leveraged 84.51° Stratum Direct, a KPI data feed solution, aggregating millions of rows of shopper data so 84.51° customer intelligence is available in a cloud data warehouse. General Mills connects their internal dashboarding directly to 84.51° data, populating standard weekly reporting on Monday morning without running or exporting a single report.

Results:

Faster, automated reporting has led to more strategic conversations focused on leveraging the insight & impact to accelerate business growth, versus how to pull the data. This is part of a larger initiative to democratize data and empower individuals across General Mills.



“It has unlocked more users that are engaged with our performance and the way the consumers are changing and interacting with our brands. It's creating much more thought-provoking conversations about where we go with strategy... We're [able] to get at the insights faster and... apply them back to our planning, principles, and strategies in a way that we haven't done before.”



Jason Resch
Customer Vice President, Kroger Region
General Mills Inc.