



Case Study: Predicting the future without a crystal ball

How Conagra Brands built a better forecasting model with the 84.51° Collaborative Cloud

Challenge:

The anomalies of 2020 retail presented a significant challenge to any forecaster. With periods of empty shelves and changing consumer consumption habits, Conagra wanted to understand shopper behavior using their custom segmentation and own data scientists.

Solution:

Leveraging the 84.51° Collaborative Cloud, we built a shared data environment. This collaboration was powered by 84.51° transaction-level shopper data and included persistent household identifiers so Conagra's Data Science team can evaluate shopping behavior changes across many products and predict which new behaviors are sticking.

Results:

Conagra's team is making smarter decisions on production levels, shopper retention efforts and marketing spend.

The Collaborative Cloud is informing strategies to retain a disproportionate number of new brand buyers in 2021.



"The Collaborative Cloud has become a go-to resource for my team's most complex analyses. As we work to make great tasting food for consumers, it covers the bases for our modern, data-driven approach for innovation: speed, compatibility with our tech stack and a robust national footprint of household purchase behavior."



Brian Archey
Senior Director, Data Science & Analytics
Conagra Brands