WINE INDUSTRY
TECHNOLOGY
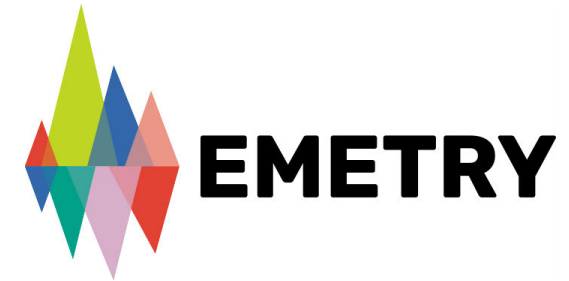# SYMPOSIUM

Where Are We At Risk??

Risk Factors

- Where are we at risk for missing plan?

- Where are we at risk for losing a wine club membership?

- Where are we at risk for losing a point of distribution in a chain retailer?

Solutions Partner

TABS Analytics

EMETRY

TABS Analytics

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SYMPOSIUM

Our Analytics & Insights **PARTNERS**

Full suite CPG analytics firm focused on syndicated data excellence

"Wine-centric" analytics services with consumer lens in addition to 3-tier and DTC insights

Strengths

- Distributor Management
- Nielsen/VIP Data Set Integration
- Custom Syndicated Product Attribution
- Advanced Promotional Insights
- Revenue Growth Management
- Syndicated Baseline enhancements

Strengths

- Predictive Modeling
- Unique Data Resources
- Platform functionality developed in partnership with clients
- Digital Ninjas

Where are we at risk for losing a point of distribution in a chain retailer?

Scenarios To Consider:

- How is our brand doing in comparison to its direct competition (price segment, varietals, etc)

- How is our brand doing in comparison to the wine category

- How is our brand doing based on it's share of the shelf

- How is our brand doing against specified Retailer KPI's

Partnering with TABS Analytics, we evaluate risk based on 3 factors: Sales Performance, Productivity, & Velocity

Market Name	Wine Type Group	Price Segment	Brand Family	OVD $ - CURR	OVD $ % CHG	OVD $ % CHG Variance vs Comp	$ % CHG Growth Risk	OVD $ per SKU - CURR	OVD vs Comp Velocity Index	Productivity Risk	OVD $ Velocity % CHG	Velocity % CHG Risk	Risk Profile	
				$1,528,498	28.0%	14%	OK	$1,450,919.5	94%	Risk	26.7%	OK	🟢	1
				$784,114	59.8%	55%	OK	$849,435.2	187%	OK	54.8%	OK	🟢	0
				$771,099	58.7%	52%	OK	$814,167.4	209%	OK	53.7%	OK	🟢	0
				$765,839	94.6%	54%	OK	$860,783.2	227%	OK	87.9%	OK	🟢	0
				$606,473	60.0%	59%	OK	$651,999.9	257%	OK	53.4%	OK	🟢	0
				$585,366	70.9%	35%	OK	$673,295.6	230%	OK	61.2%	OK	🟢	0
				$560,227	20.6%	8%	OK	$805,689.2	119%	OK	15.2%	Risk	🟢	1
				$365,468	24.4%	14%	OK	$643,032.9	70%	Risk	22.1%	OK	🟢	1
				$364,570	7.1%	-5%	Risk	$260,855.1	84%	Risk	14.4%	OK	🟠	2
				$333,542	37.7%	37%	OK	$394,073.3	206%	OK	30.0%	OK	🟢	0
				$328,655	20.8%	-4%	Risk	$652,901.8	72%	Risk	-9.5%	Risk	❌	3
				$309,664	1.8%	-12%	Risk	$632,225.4	60%	Risk	28.0%	OK	🟠	2
				$284,178	42.2%	27%	OK	$388,327.7	62%	Risk	45.1%	OK	🟢	1
				$259,423	3.1%	-11%	Risk	$205,826.8	153%	OK	7.7%	Risk	🟠	2
				$257,198	99.2%	104%	OK	$387,113.6	93%	Risk	44.6%	OK	🟢	1
				$256,761	35.6%	21%	OK	$1,450,919.5	94%	Risk	26.7%	OK	🟢	1
				$224,523	47.6%	34%	OK	$222,215.2	61%	Risk	31.4%	OK	🟢	1
				$222,428	64.0%	60%	OK	$230,273.5	226%	OK	53.7%	OK	🟢	0
				$214,521	59.7%	57%	OK	$227,030.8	185%	OK	53.2%	OK	🟢	0
				$205,620	35.7%	10%	OK	$198,954.8	322%	OK	27.2%	OK	🟢	0
				$202,168	24.8%	-4%	Risk	$211,983.0	102%	OK	22.6%	OK	🟢	1

Aggregating risk factors for any given brand against it's category counterparts can quickly identify hidden dangers

Price Segment	Brand Family	OVD $ - CURR	OVD $ % CHG	OVD $ % CHG Variance vs Comp	$ % CHG Growth Risk	OVD $ per SKU - CURR	OVD vs Comp Velocity Index	Productivity Risk	OVD $ Velocity % CHG	Velocity % CHG Risk	Risk Profile
		$20,322		-30%	Risk	$21,285.8	40%	Risk		Risk	⊗ 3
		$9,722	5.3%	-12%	Risk	$14,362.1	33%	Risk	4.8%	Risk	⊗ 3
		$2,104		-31%	Risk	$3,870.5	22%	Risk		Risk	⊗ 3
		$1,937	-11.5%	-23%	Risk	$2,455.1	21%	Risk	-1.3%	Risk	⊗ 3
		$1,097		-16%	Risk	$1,961.0	34%	Risk		Risk	⊗ 3
		$1,282	-77.0%	-97%	Risk	$3,530.0	14%	Risk	-55.8%	Risk	⊗ 3
		$1,297	-87.4%	-98%	Risk	$7,597.5	10%	Risk	-67.8%	Risk	⊗ 3
		$405	-98.2%	-114%	Risk	$9,181.4	4%	Risk	-71.4%	Risk	⊗ 3
		$150,892	0.3%	-4%	Risk	$167,769.1	76%	Risk	-0.8%	Risk	⊗ 3
		$11,682		-3%	Risk	$15,302.3	28%	Risk		Risk	⊗ 3
		$5,649		-4%	Risk	$23,694.8	38%	Risk		Risk	⊗ 3
		$26,040	-14.1%	-22%	Risk	$39,707.5	81%	Risk	1.6%	Risk	⊗ 3
		$2,055		-17%	Risk	$3,309.4	17%	Risk		Risk	⊗ 3
		$6,211	-29.0%	-36%	Risk	$13,708.0	20%	Risk	11.4%	Risk	⊗ 3

You don't have to run faster than the bear to get away. You just have to run faster than the guy next to you."

- Positive growth trends don't always mean you're out of danger…
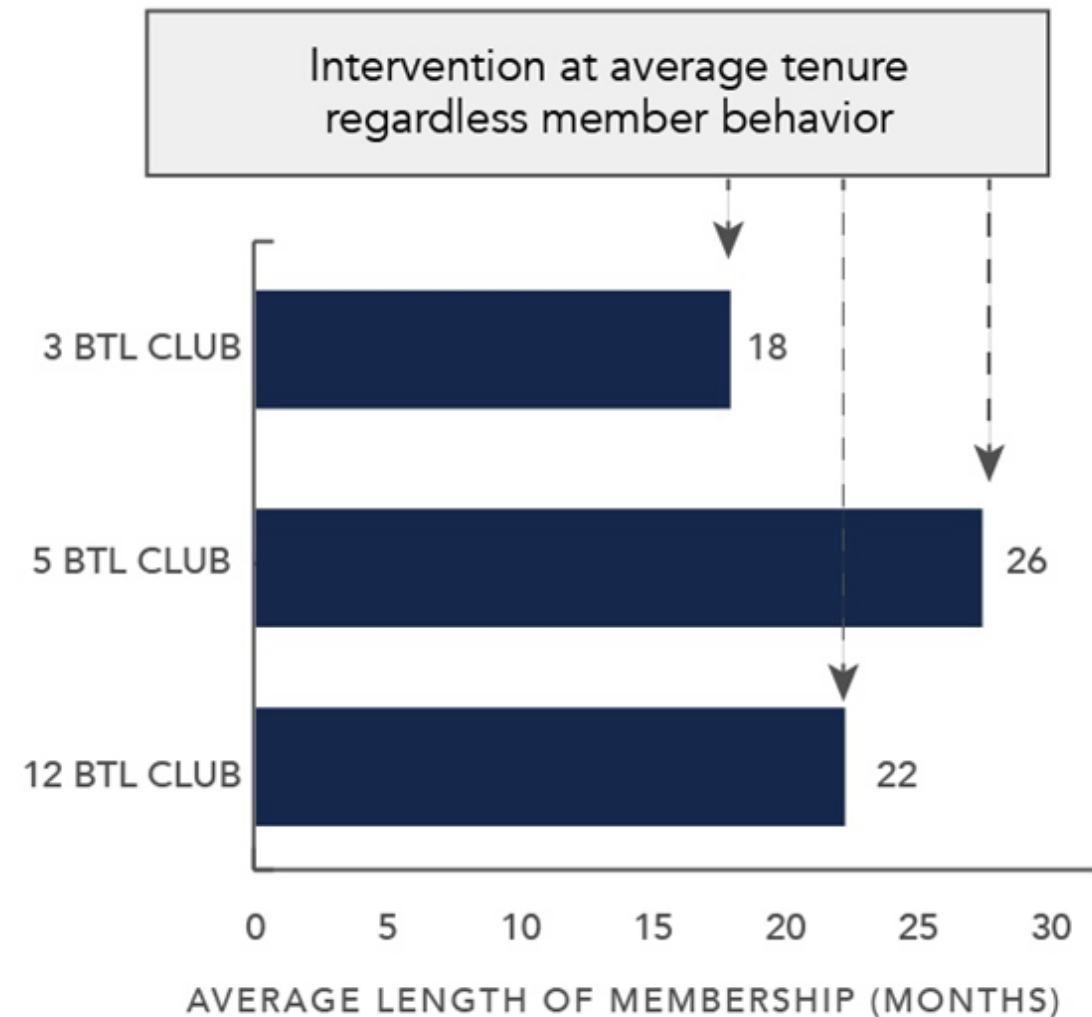
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September 15, 2020

Where are we at risk for losing a valued customer?

Scenarios To Consider:

A year ago wine club retention marketing was focused on a wine club's average tenure.

By leveraging customer data, now there is a model that predicts what members are most likely to cancel based on their behavioral queues and demographics.

Intervention at average tenure regardless member behavior

3 BTL CLUB — 18
5 BTL CLUB — 26
12 BTL CLUB — 22

AVERAGE LENGTH OF MEMBERSHIP (MONTHS)

Using machine learning, we are now able to analyze consumer behavior to predict wine club attrition

- Subtle signals in the way in which customers interact with our brands can be aggregated to forecast consumer drop off.

- Our partners at Emetry analyzed these signals and developed a model that places a multitude of predictive factors into a learning model, which self adjusts over time.
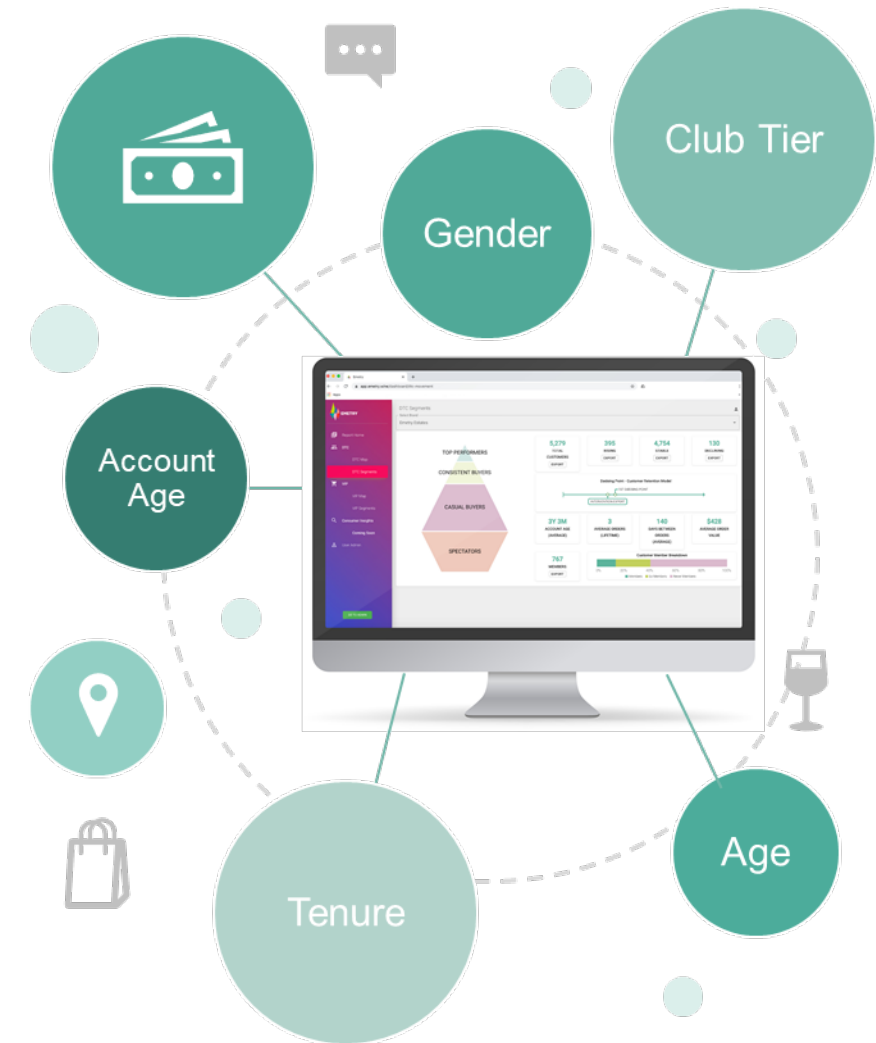
Regressive testing has proven 90% accuracy in predicting whether a member will/would cancel

Path To Perfection:

- Determine behavioral factors indicative of wine club cancelation

- Build a learning model to adapt and respond based on factor importance

- Run the model and compare the results to what occurred

- Tune the model and repeat the process till the accuracy rate is acceptable

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September 15, 2020

Where are we at risk for missing sales plan?

Scenarios To Consider:

- Granularity of planning attribution

- Speed to insight generation

- Timeliness to act

Tabs Delivered Solution:

- Integrated Sales Forecast Tracking

TABS Analytics

Intuitive sales goal's built in partnership with wholesalers & grounded in data

Syndicated Data & Multi Period Depletion Data

- Provide guidance For Market, Category, & Brand historic performance to more accurately forecast sales and gain wholesaler buy-in.

Hyper Granular Sales Planning

- In partnership with TABS, we plan at a hyper granular level in order to more accurately track performance and act on variances.
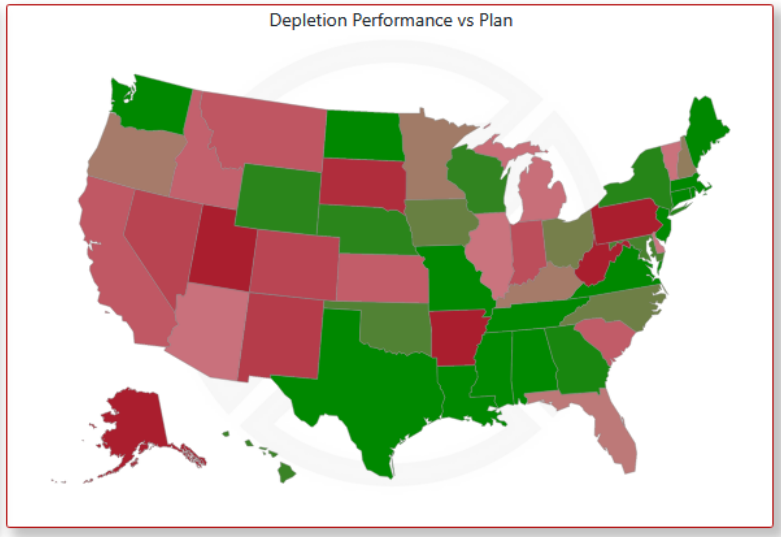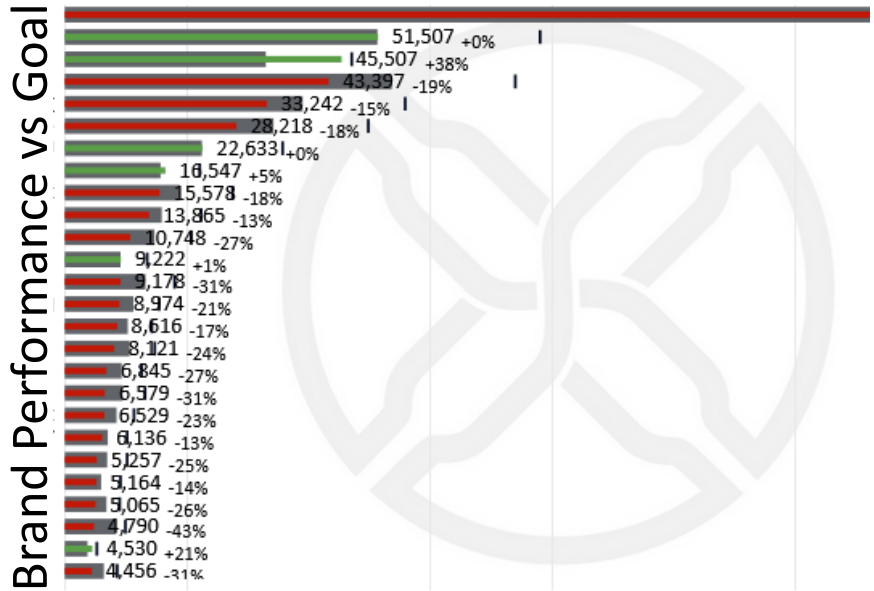
Intuitive Phasing

- Monthly sales phasing driven by historical and categorical insight, devoid of promotional modifiers
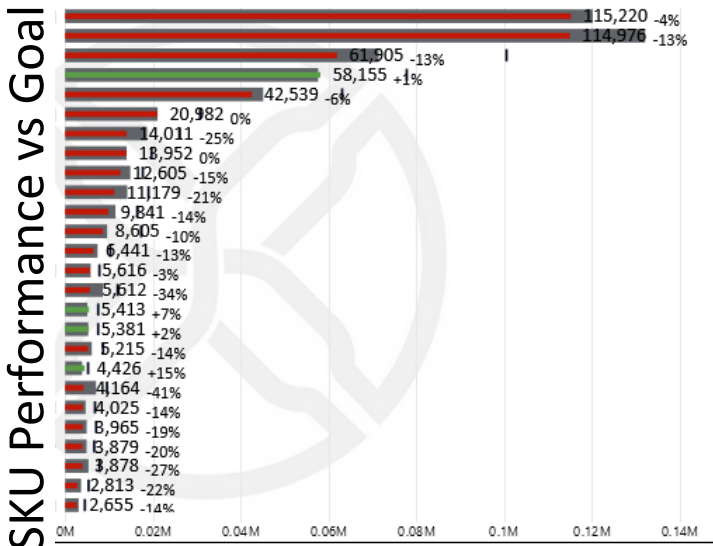
TABS Analytics

Harmonizing market, product, and time delimited sales planning with real time depletion data enables us to instantaneously diagnose source of variance and quickly act upon it

State/Wholesaler → Brand → SKU, Premise, Channel, Account...

ACTION IN SECONDS
Promote, Demo, Incentivize, Realign Budget, etc

Thank you!

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