BUILDING A HIGH-IMPACT DATA FUNCTION TO DRIVE VALUE IN RETAIL AND CPG



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Global Data Products Lead at Kenvue

Experienced Technology and Data executive with 20 years in healthcare and CPG industries.

Specialized in product management and commercial business support, successfully implementing CRM, SFA, and Data & Analytics solutions.

Expertise in leveraging data as a strategic asset to build scalable products and execute analytics and AI for actionable insights in the Consumer Health sector.



Data as Business Goals enabler

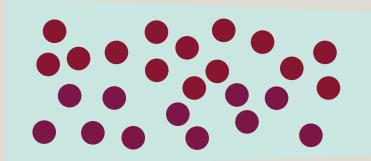
Organized and Scalable Data Products

Culture of Data Driven

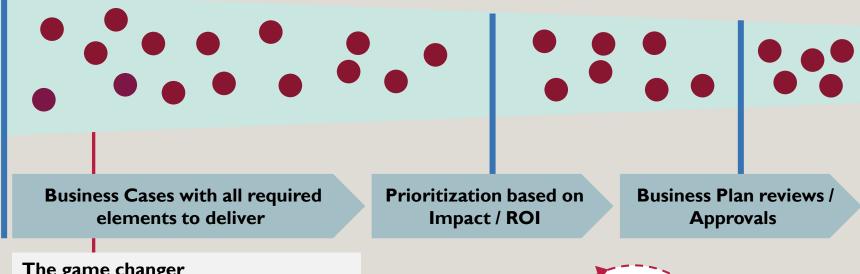
Data Marketplace



DATA AS A BUSINESS GROWTH ENABLER



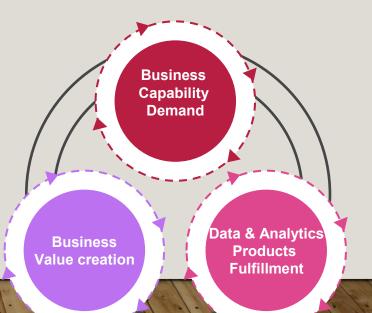
BP - Demand Collect/ Shape by Function & Programs



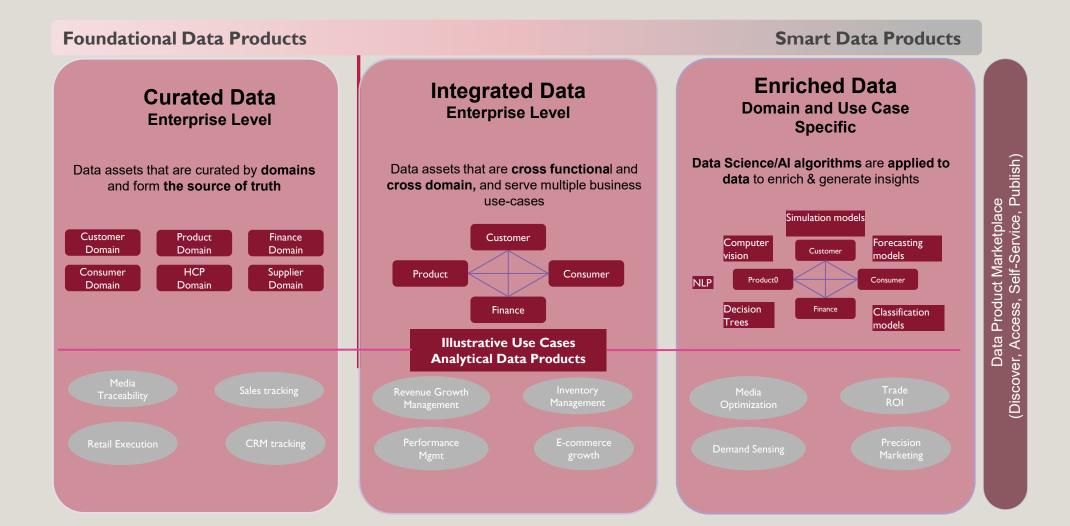
The game changer

Consider all elements for a Capability be consistent and scalable:

- Capability build cost
- Data Product build cost
- Data Foundation as enabler
- Data Governance cost
- Master Data / Hierarchies
- Running Operational Cost after implementation



ORGANIZED AND SCALABLE DATA PRODUCTS



DATA PRODUCTS PRINCIPLES AND MEASUREMENT

Foundational Data Products

Curated Data

Enterprise Level

Data assets that are curated by domains

and form **the source of truth** on top of which additional data assets are built

Integrated Data Enterprise Level

Data assets that are **cross functional** and **cross domain**, and serve multiple business use-cases

Smart Data Products

Enriched Data Domain and Use Case Specific

Data Science/Al algorithms are applied to data to enrich & generate insights

GUIDING PRINCIPLES

Foundational Data Products

Scalability	Availability	Cataloging & Metadata
Performance	Quality	Value oriented
Integration and Inter- operability	Trust	Ingest & curate once
Cost Efficiency	Source Facing	

GUIDING PRINCIPLES

Smart Data Products

Customer-centric Focus	Proactive Value Tracking
KPI Development	Analytics Product Sustainability
Defining Access	Quality
Refresh Procedures	Consumption Facing

MEASURED VALUES



















CULTURE OF DATA DRIVEN

Governance Capabilities: Increase Confidence in Data

- **Embedded** governance standards
- **Measurable** data quality
- Defined taxonomy and schemas
- Data Culture adoption & improvement
- Tracked lineage
- Proactive health check & monitoring

Data Literacy

Increase knowledge in Data

Communicate: Open the black box of data - agenda with different communication channels and different levels / granularity

Senior leadership commitment/ embed in the company culture

Data Marketplace

- Discover
- Access
- Self-Service
- Publish

Gartner defines data literacy as: The ability to read, write and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use-case application and resulting value.

Gartner IT Glossary

