



P&G at Tor Vergata

Big Data Event

4th October 2018

Università di Roma



Tor Vergata

AGENDA

Topic	Time	Who
Introduction to Big Data Master		Prof. Cubadda
Introduction to the Event & Agenda		All
Storytelling on Career Path		Luigi/Sabina/Pat
Focus on Big Data <ul style="list-style-type: none">- Why Big Data counts in a FMCG environment- How commercial world can evolve thru Big Data- Introduction to Venus + Big Data practical case- P&G Solution		Andrea/Antonio/Andrea
Speech		Antonio
Process: sponsorship etc.		Luigi/Pat

- Pat, Andrea, Fazzari
- Storytelling to explain more on the company



OLAZ

MAX FACTOR X

OLAY
REGENERIST
point super age-defying cream

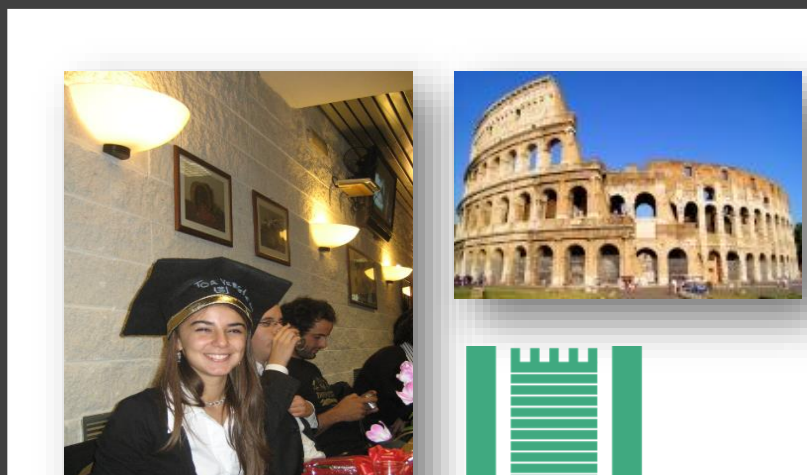


DURACELL

BRAUN

CONAD

coop



P&G



UNIVERSIDAD DE SEVILLA



my DAY 1.

Sabina Santoro Sales



Gennaro D'Ambrosio

Shave Care Italy ABM

My recent assignments in P&G

I'm the Italian Assistant Brand manager for Venus and Gillette. I work everyday with an amazing multifunctional team which includes sales, product supply, marketing and analytics people.

Passion Project

I had the privilege to launch and design for the first time in Southern Europe, P&G Media strategy within Amazon.

About myself (home city, interests)

I'm from Naples, city in which i lived in and studied. I'm passionate about soccer and food!

If you may need a Goalkeeper for your soccer matches.. I'm here 😊.

I can help you with

- Give you perspective on Shave Care Category trend
- Give you guidance on how to create a media campaign





universidade de aveiro



Università di Roma
INGEGNERIA
Università degli Studi di Roma Tor Vergata



Gillette



Federico Mercurio
Sales





Luigi Biafora

Talent – P&G Southern Europe

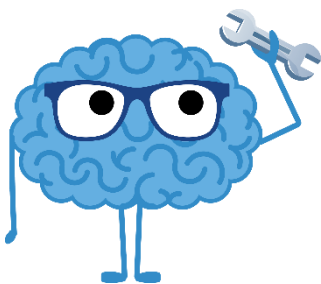




- 2015 HR Business Account Manager

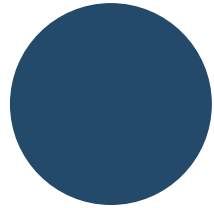


- 2017 Talent Supply – Southern Europe



- 2018 Talent Manager – Southern Europe





WHO WE ARE



What if video



DAY 1.

P&G TRIVIA
DID YOU KNOW?

**WHAT DO
THESE COMPANIES
HAVE IN COMMON?**

nielsen
.....


Hewlett Packard
Enterprise


Unilever


CLOROX®

CEOS ARE P&G ALUMNI

P&G TRIVIA
DID YOU KNOW?

**MEET THE WORLD'S
1ST RECYCLABLE
SHAMPOO BOTTLE
MADE WITH BEACH
PLASTIC – WHAT
BRAND LAUNCHED IT?**





180

COUNTRIES
WHERE OUR
BRANDS
ARE SOLD

65

LEADING
BRANDS

100,000

EMPLOYEES WORLDWIDE



5 BILLION

CONSUMERS SERVED
BY OUR BRANDS

70

COUNTRIES OF
OPERATION

**180
YEARS**

**PURPOSE
VALUES
PRINCIPLES**



A COMPANY OF LEADING BRANDS



10 CATEGORIES OF LEADING BRANDS

65 INDIVIDUAL BRANDS



FABRIC CARE



HOME CARE



BABY CARE



FEMININE CARE



FAMILY CARE



GROOMING



ORAL CARE



PERSONAL HEALTH CARE



HAIR CARE



SKIN & PERSONAL CARE

WHAT WE OFFER YOU



- **CHALLENGING & MEANINGFUL WORK FROM DAY 1**
- **WORLD CLASS LEARNING & LEADERSHIP DEVELOPMENT**
- **GLOBAL LEADERSHIP**
- **INCLUSIVE & BUILD FROM WITHIN CULTURE, WITH PURPOSE, VALUES, AND PRINCIPLES (PVPS)**
- **FLEX@WORK**
- **SUSTAINABILITY & SOCIAL RESPONSIBILITY**

Sustainability + video

WHY BIG DATA

Slides Andrea

- Why Big Data counts in a FMCG environment
- How commercial world can evolve thru Big Data

Gillette
Venus



Venus Data
Challenge

AGENDA

A vertical agenda diagram consisting of four light blue rectangular boxes stacked vertically. Each box is connected to a grey circular node on the left by a thin teal line. The nodes are connected in a zig-zag pattern: the top node connects to the top of the first box, the second node connects to the bottom of the first box, the third node connects to the top of the second box, and the fourth node connects to the bottom of the third box.

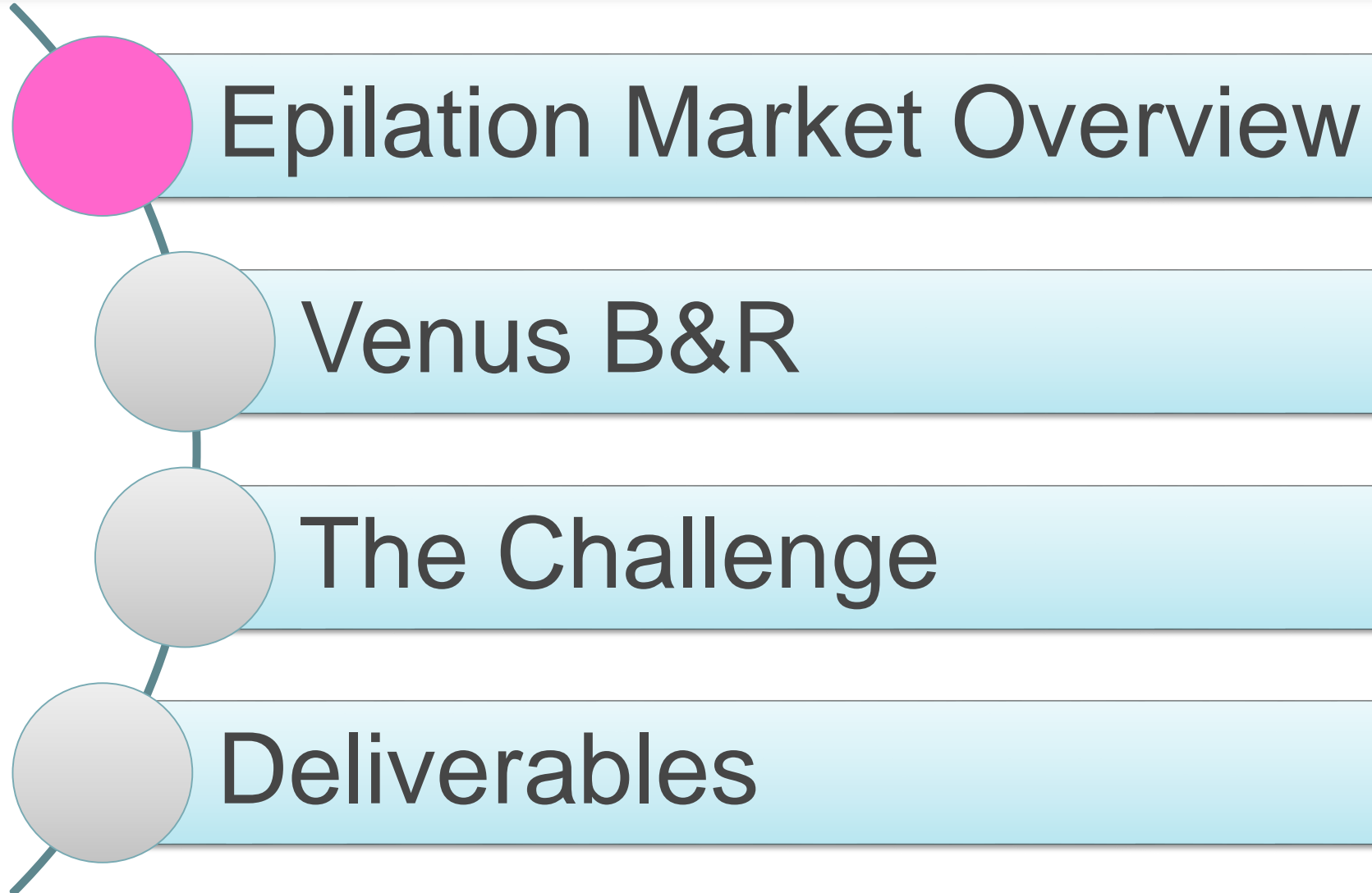
Epilation Market Overview

Venus B&R

The Challenge

Deliverables

AGENDA



EPILATION MARKET OVERVIEW

Gillette®
Venus®



EPILATION MARKET IN ITALY:

- It is 'equally' divided into Beauty salon and Retail
- Both segments are growing Year on Year

TOTAL MARKET
€318MM



TOTAL RETAIL
€162MM



BEAUTY SALON
€156MM

FEMALE
€137MM

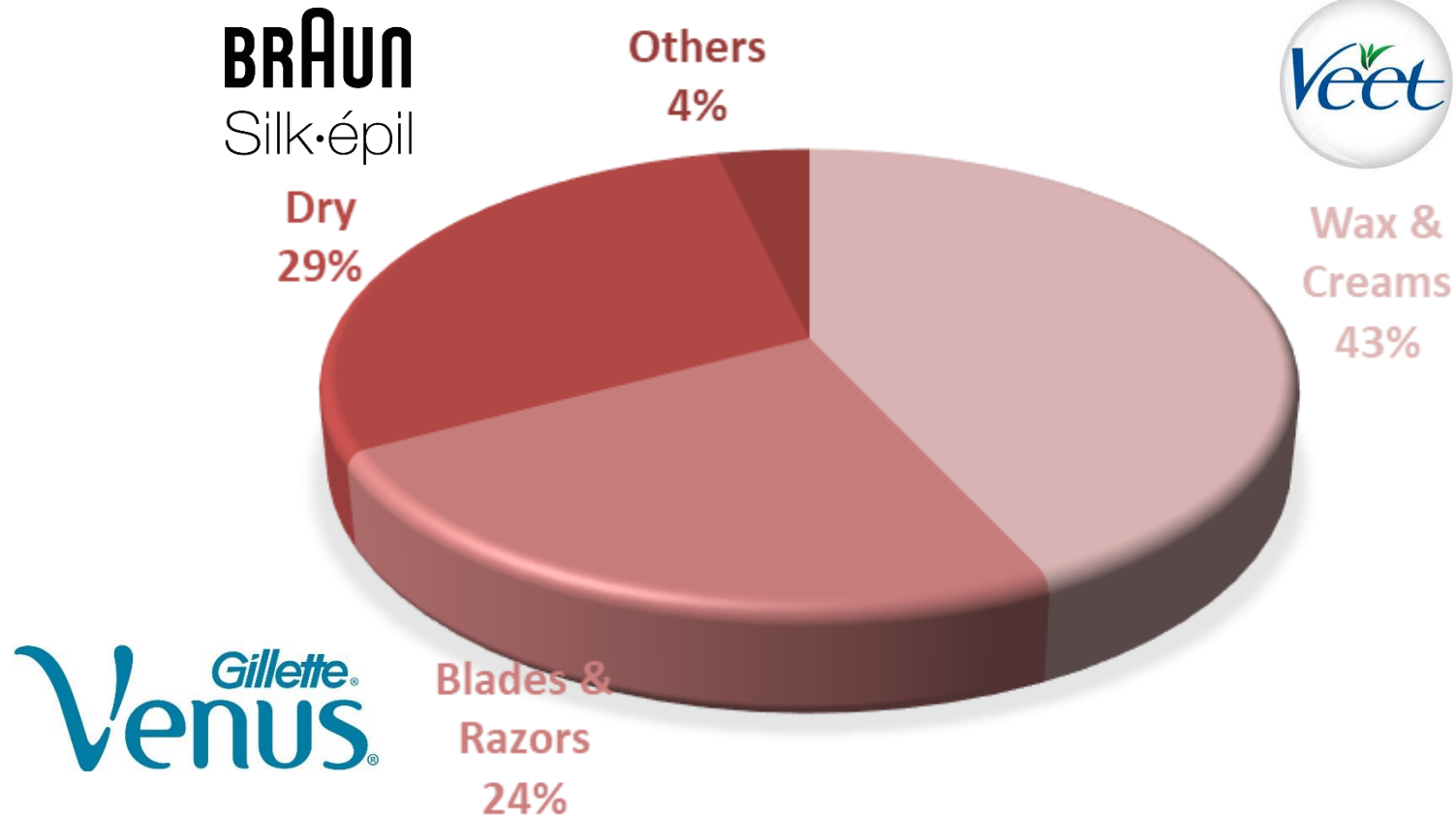
MALE
€25MM

EPILATION MARKET OVERVIEW

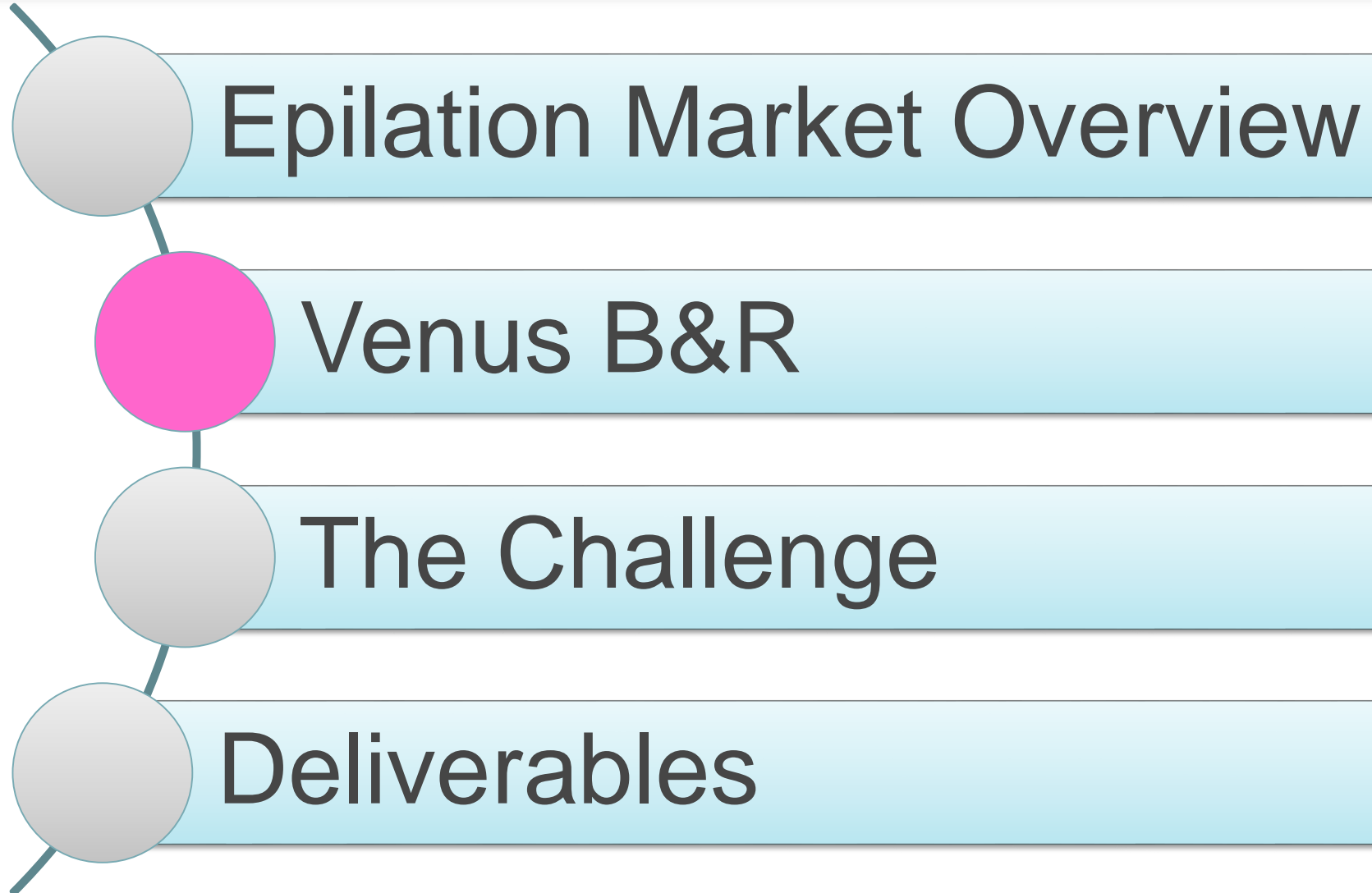
Gillette®
Venus®

- **RETAIL EPILATION MARKET IN ITALY:**

- Each segment has its market leader who owns at least 50% value share.
- Market growth has been driven by: Product Innovation; Marketing Investments



AGENDA

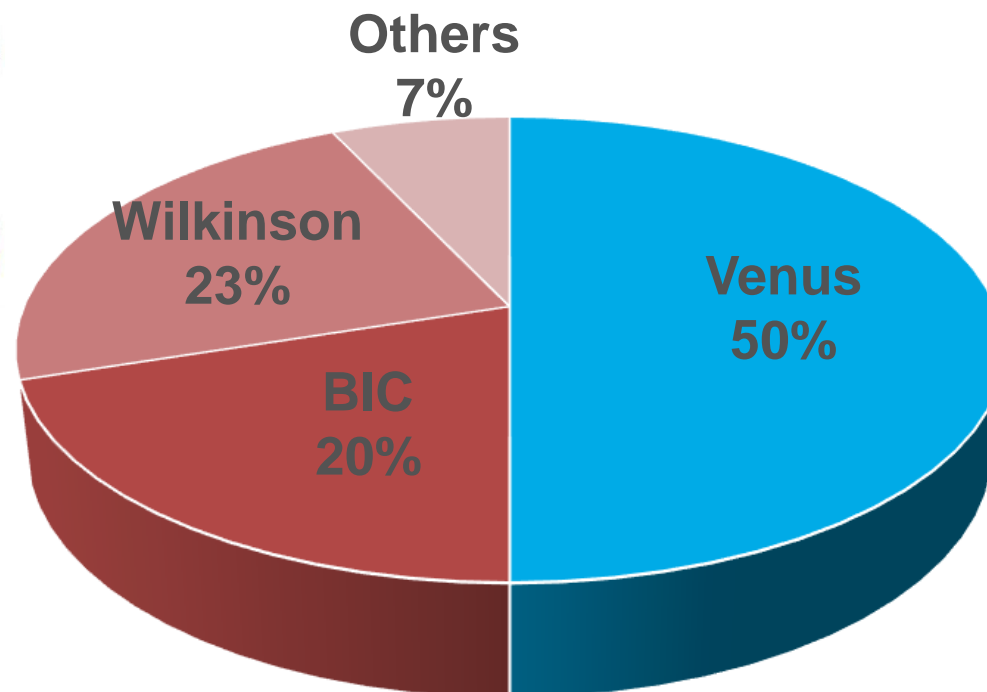


B&R MARKET

Gillette®
Venus®

- **BLADES AND RAZORS MARKET:**

- Market has growth by 10pts in the last 3 years
- Venus has the highest value share in the market (+3pt versus past year)



B&R MARKET

Gillette®
Venus®

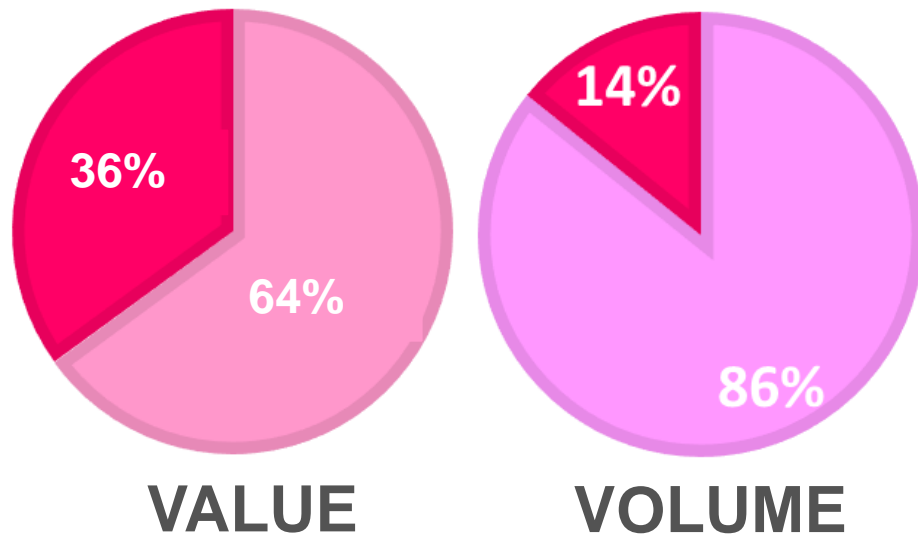
- **BLADES AND RAZORS MARKET:**

- Market is mainly divided into: a) Systems b) Disposable Razors
- Venus is Market leader in both Systems (80% Val.) and Disposable (33% Val.) segments

MARKET SPLIT

■ DISPOSABLE

■ SYSTEMS



Systems

- 1) Refillable Handle
- 2) Cartridges



Disposable

- 1) Disposable Handle

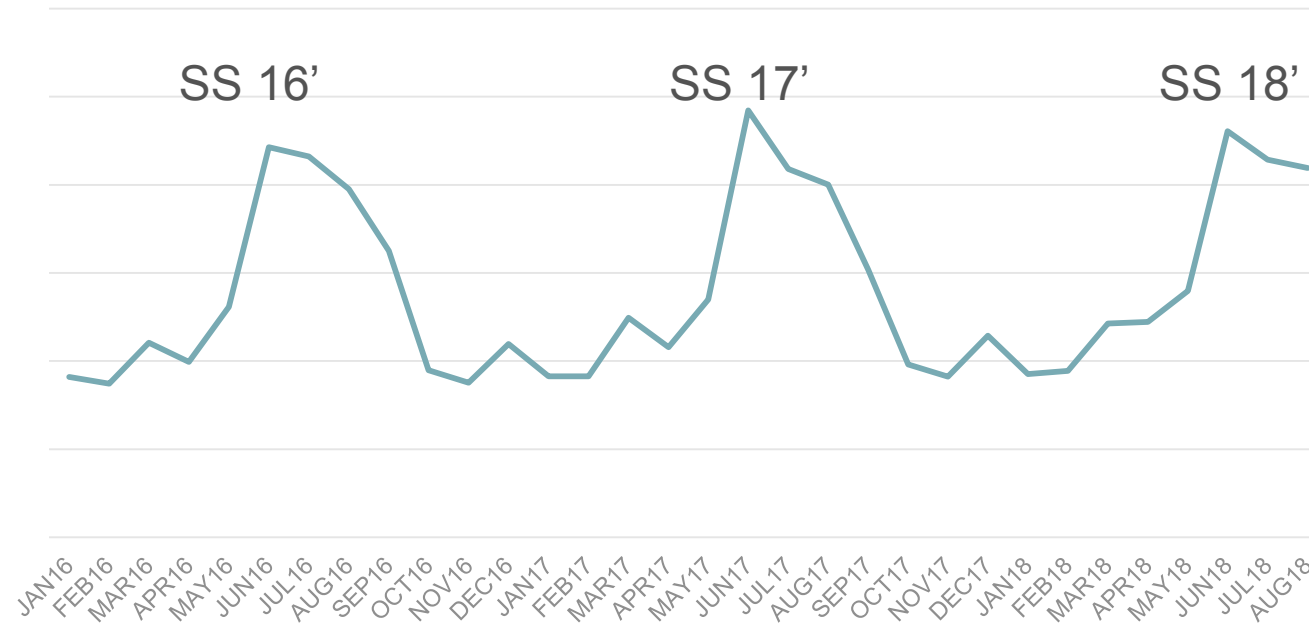


B&R MARKET

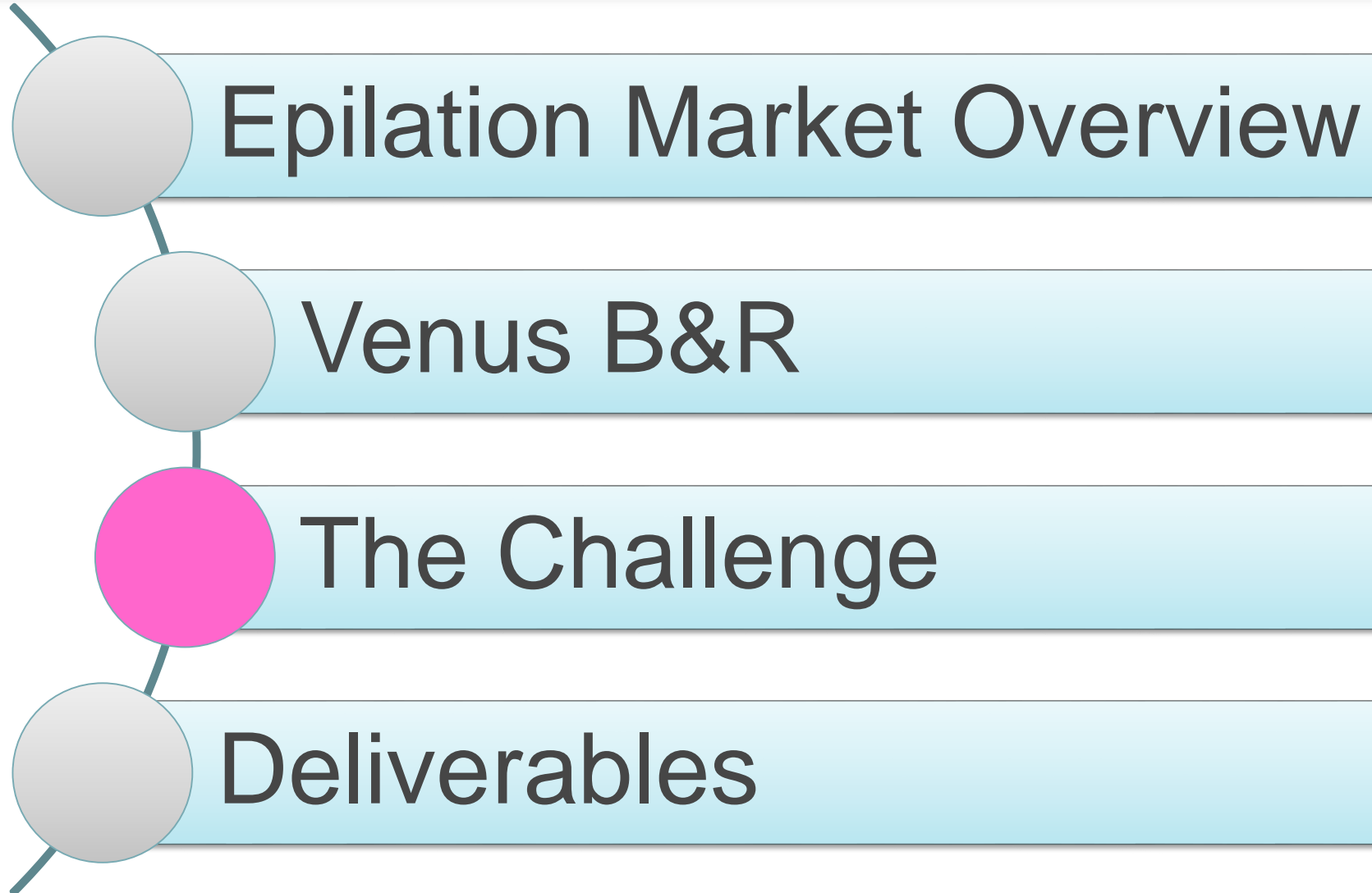


- **BLADES AND RAZORS MARKET:**
 - It is a very seasonal market
 - 2/3 of the total revenues are made during Spring/Summer

Value Sales



AGENDA



OBJECTIVE



INCREASE PENETRATION (GET NEW USERS) DURING SEASONAL PEAK



AVAILABLE DATA - 1

POS data Granularity:

- By store
- By SKU/product
- By day

Measures:

- Value sales
- Units sales
- Price



Contextual data

- Sociodemo by census
 - Climate and weather
 - Geolocated Social media feeds
 - Search logs and web traffic
- ...plus any other
(unconventional) data source
you might think of...

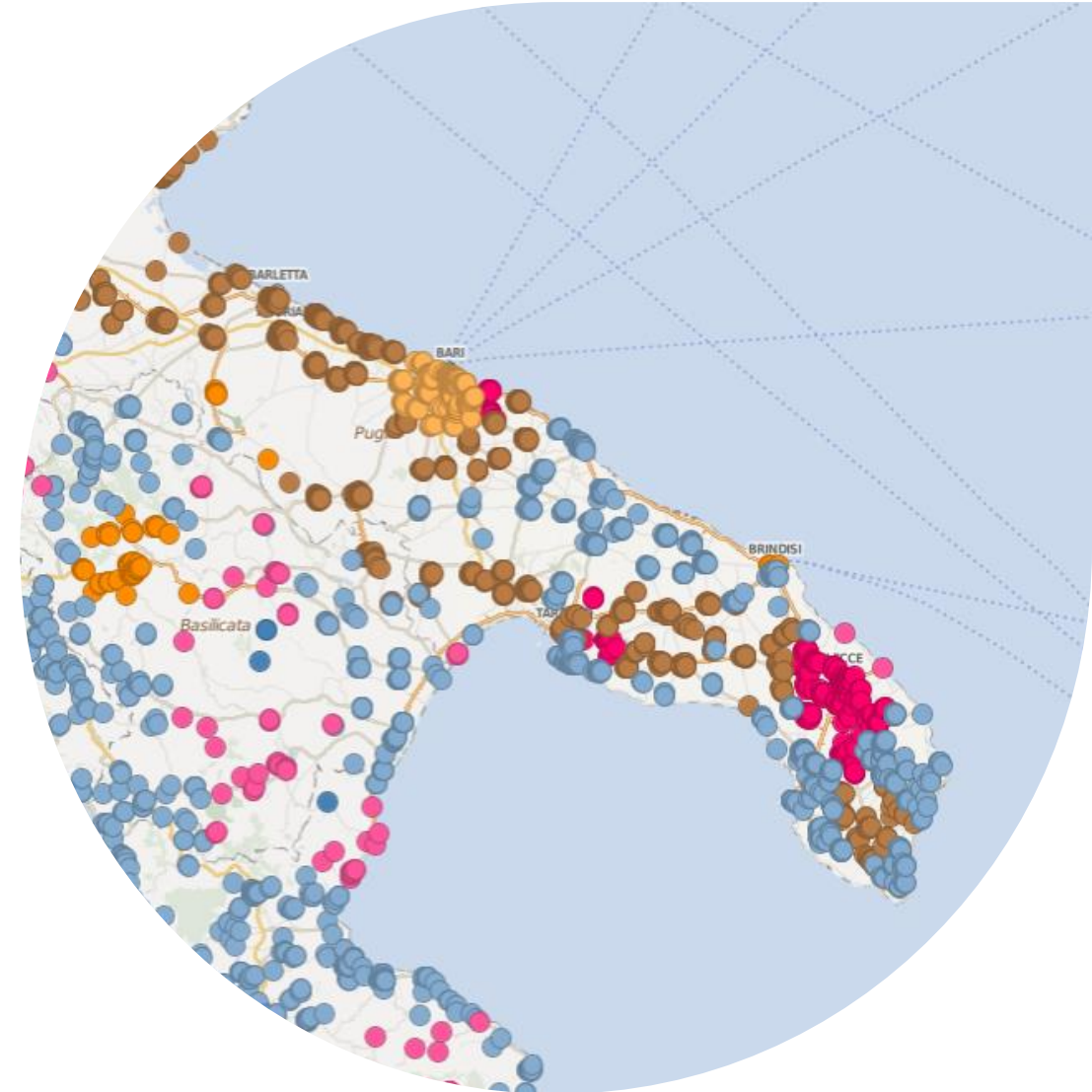


OUR CORE QUESTIONS

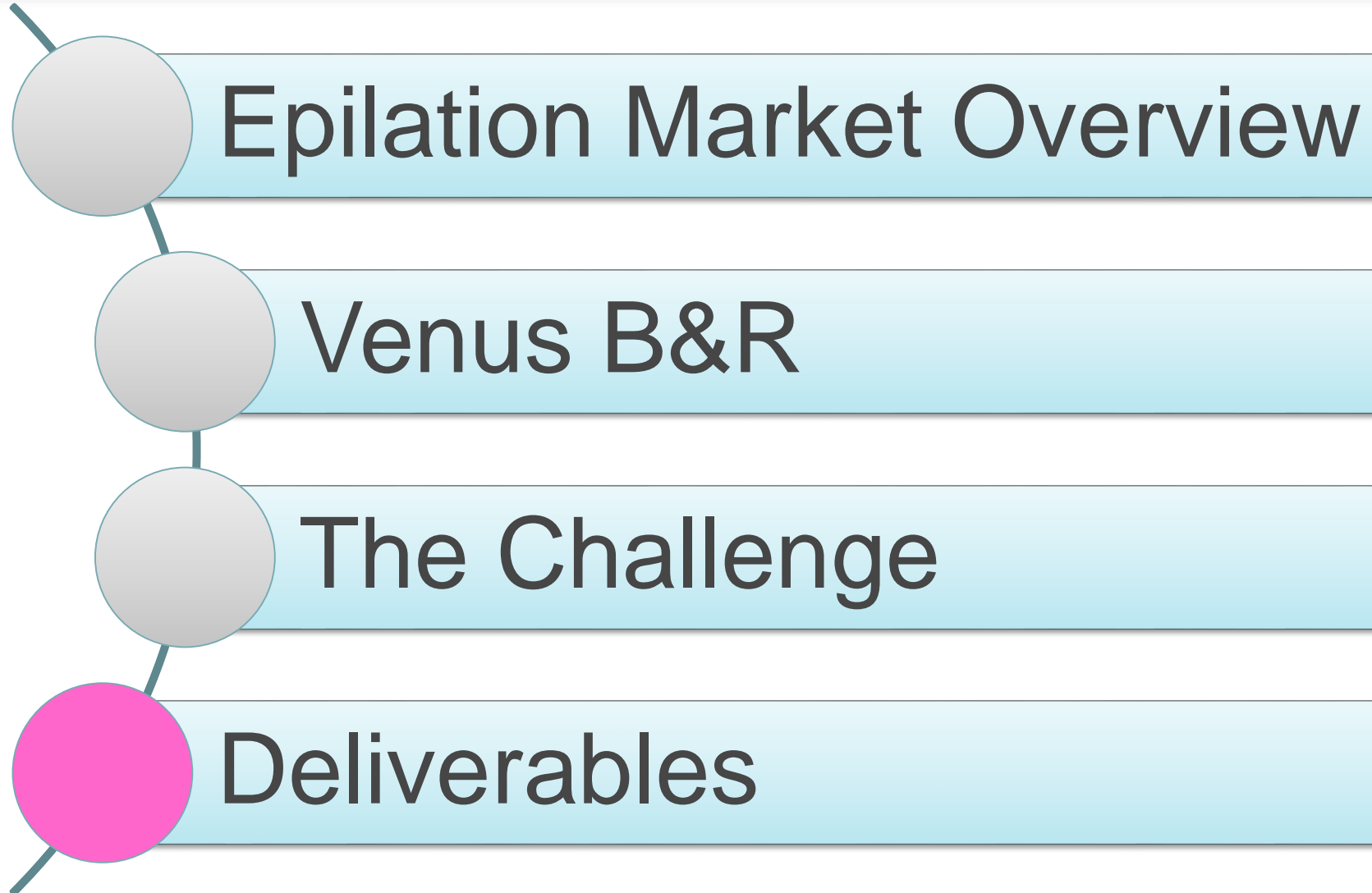


Think of the following aspects:

1. Are all stores the same? Can you differentiate offer accordingly? How?
2. Are all shoppers the same? Can you diversify communication?
3. What “hidden consumer behavior” can be unveiled by Big Data?
4. What is really “feasible” to implement? Is the ROI acceptable?
5. What data is needed to make it work? Does it need to be harmonized? How?
6. What data analytics tools are required?



AGENDA



YOUR DELIVERABLES



Your recommendation should include 2 distinct elements:

1. **Analytical strategy:** you should describe what data sources you need (include collection techniques and, if required, any cost) and what you plan to do with data
2. **Commercial strategy:** describe how you will use the results of your analysis to impact the business. Please as specific as possible.

You have 10 minutes to present your recos.

Expect questions!

HOW WE ADDRESSED THE CHALLENGE



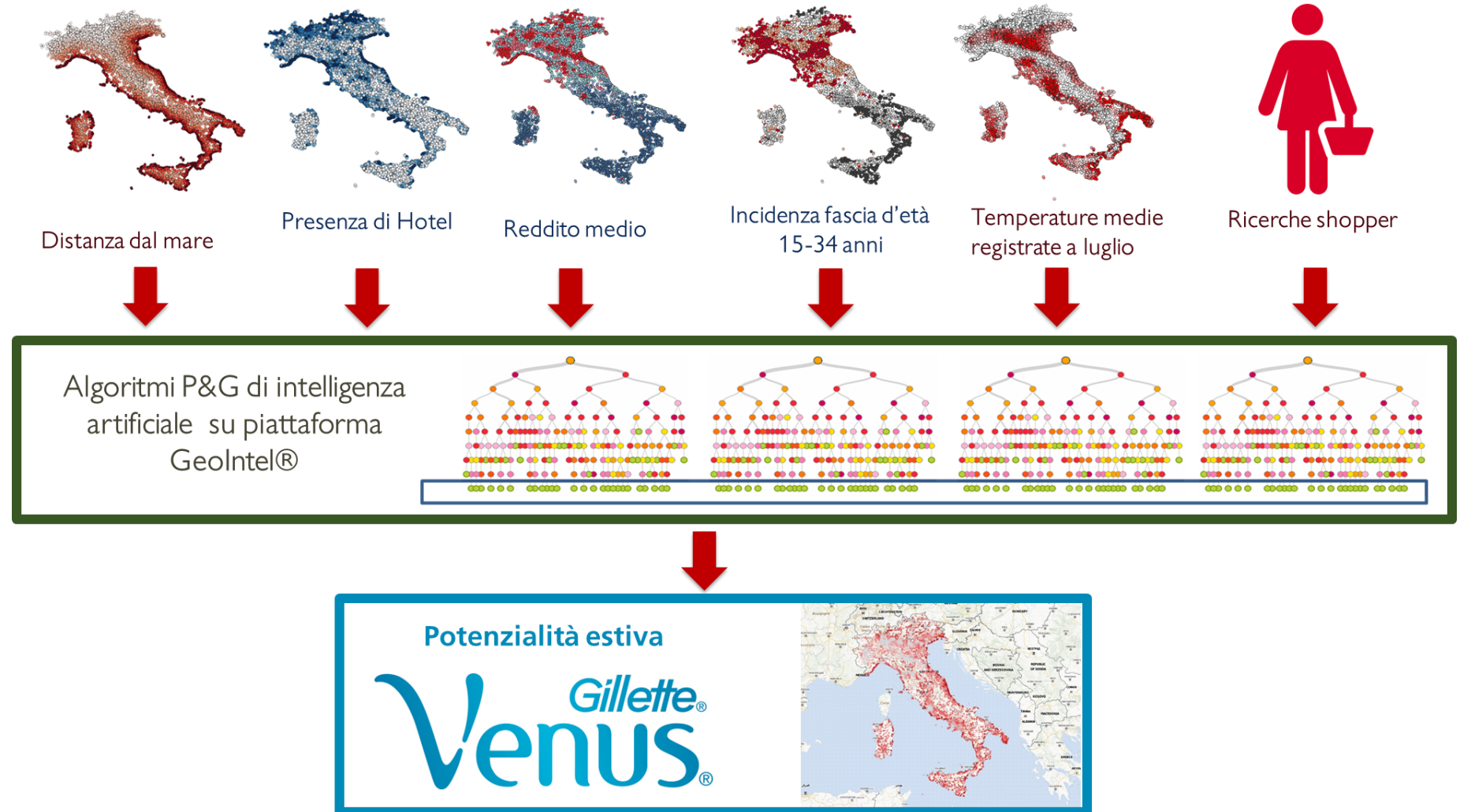
We harmonized data and built a versatile platform...



HOW WE ADDRESSED THE CHALLENGE

Gillette®
Venus®

We implemented predictive models through Machine Learning



THE ACTIVATION



We executed parallel activations, all synchronized by P&G Advanced Data Analytics capabilities

Geolocalized communication



Enhanced in-store support



Personalized CRM campaign



Antonio Fazzari

- Slides needed?

**WANT TO
JOIN US?**

P&G sponsors a scholarship to enroll in the Master in Big Data!

HOW TO JOIN AT P&G



ALL THE OTHER CANDIDATES WILL CONTINUE THEIR SELECION PROCESS WITH P&G!

TOR VERGATA DEDICATED JOB POSTING

shortlink



DO SOMETHING THAT MATTERS

Global (English) ▼

Saved Jobs

Application Status

Application Help

LIFE AT P&G ▼

OPPORTUNITIES ▼

HIRING PROCESS ▼

BEGIN A MEANINGFUL CAREER RIGHT HERE

SEARCH OPPORTUNITIES 🔍



TOR VERGATA - BIG DATA MASTER SCHOLARSHIP (M/F)

SAVE JOB

APPLY NOW

DESCRIPTION

Chat with our Recruiting Assistant



**APPLY
BEFORE
NOV 5TH**