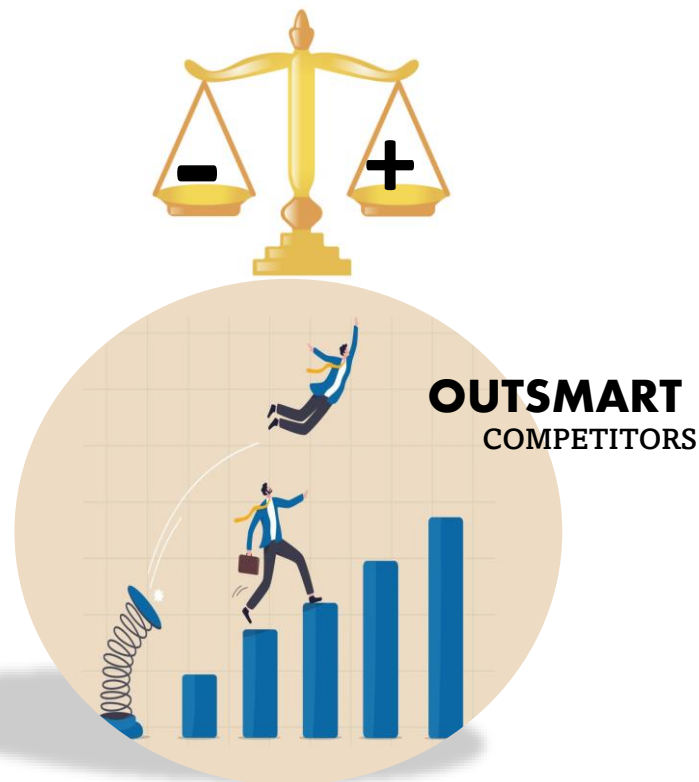




**PEPSICO**

# Disrupting Market Execution through Granular Insights

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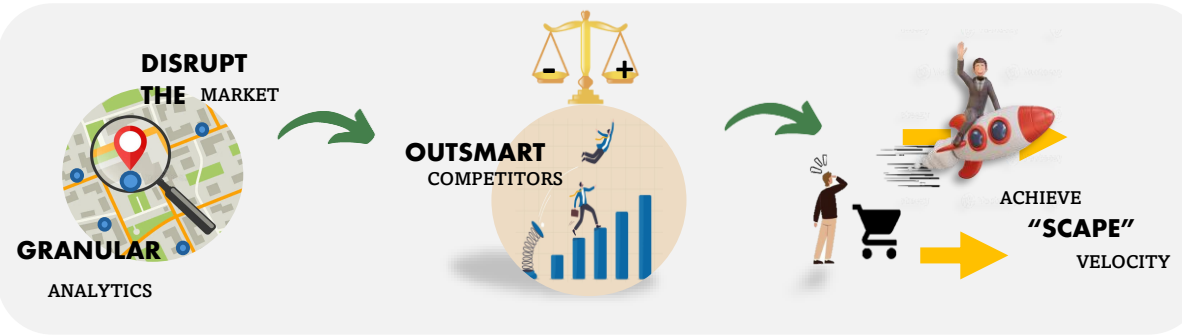




**Ricardo Cuellar**

Global Director - Perfect Store Insights  
***PepsiCo***

I think we can



What set up do you need?



What do you do with that set up?



Who do you bring along in the journey?



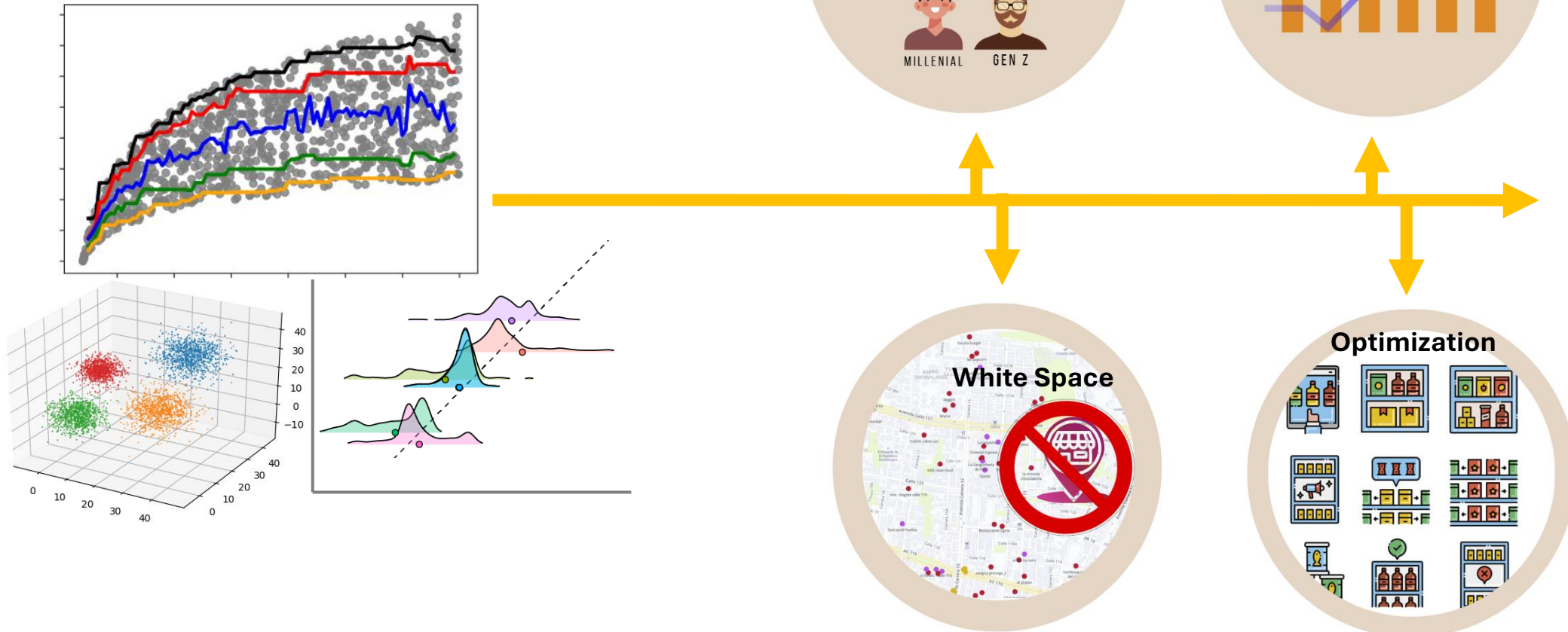
What do you do once you get to that end destination?

# Set up you need



# What do you do with that set up

## DATA SCIENCE

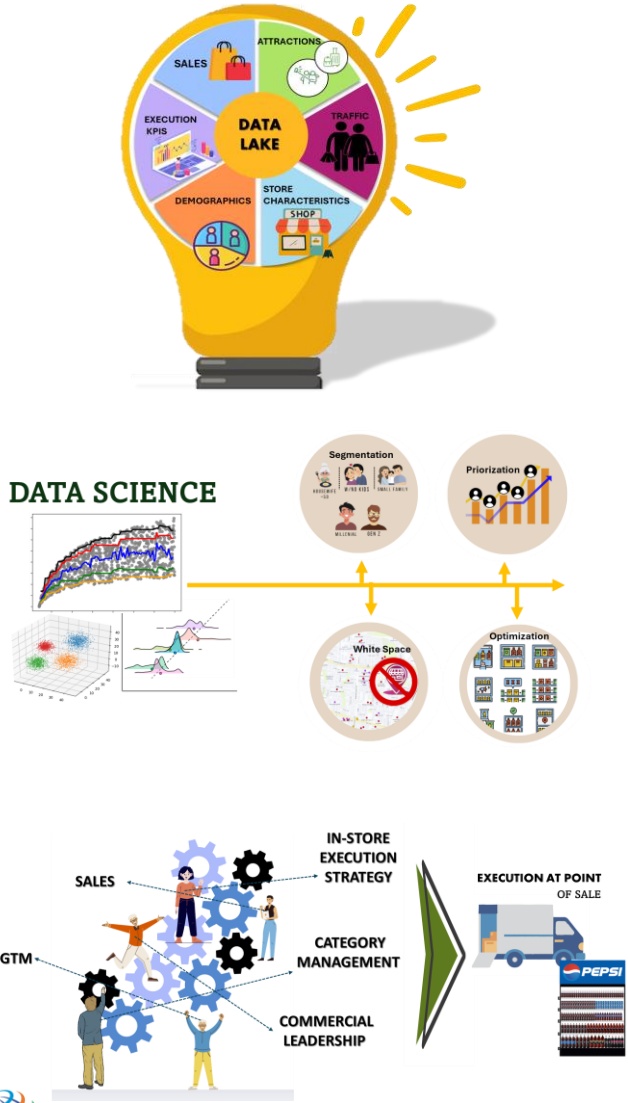




# Who do you bring along in the journey



# The journey so far



✓ Segment of 1



✓ Gaining share



✓ Consumer thrilled



✓ Store keeper super happy



✓ More efficient operation

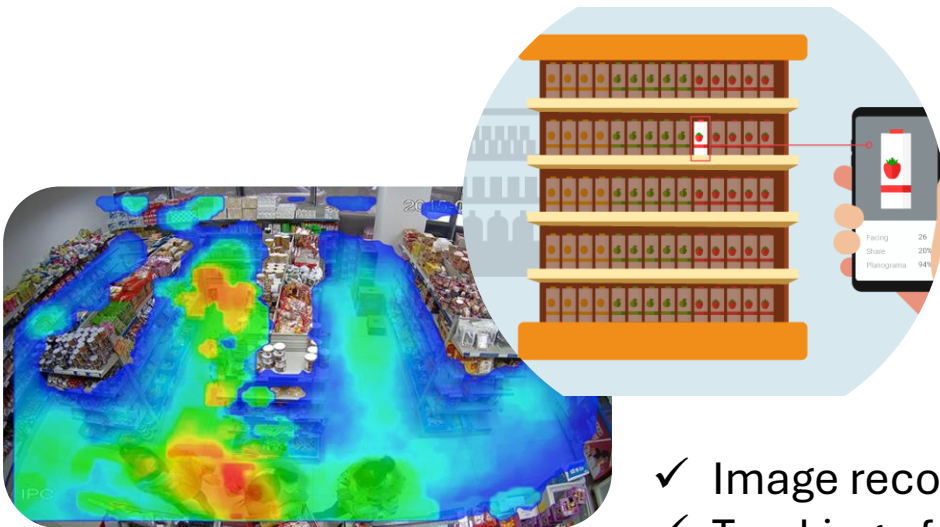




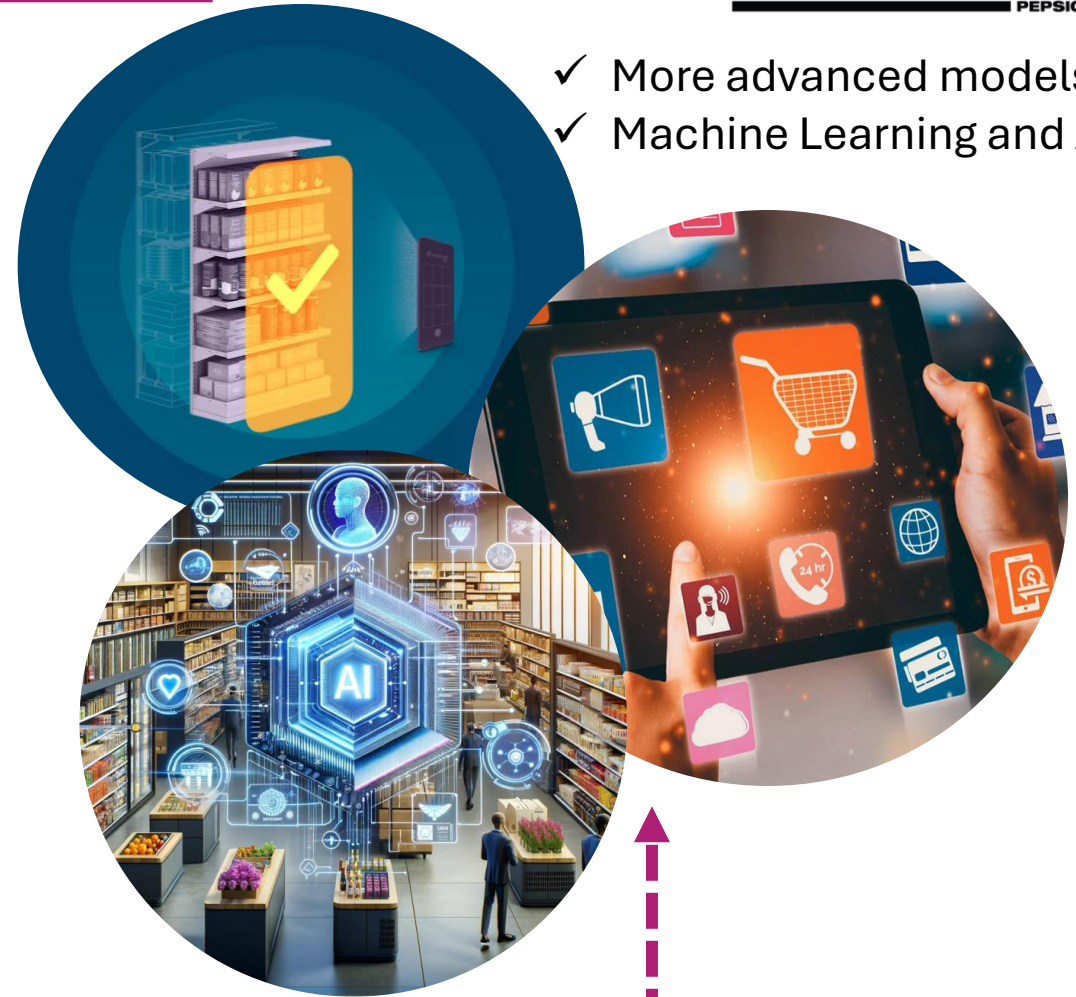
# Do you stop there?



**Chase more granular data**



- ✓ Image recognition
- ✓ Tracking of traffic INSIDE the store



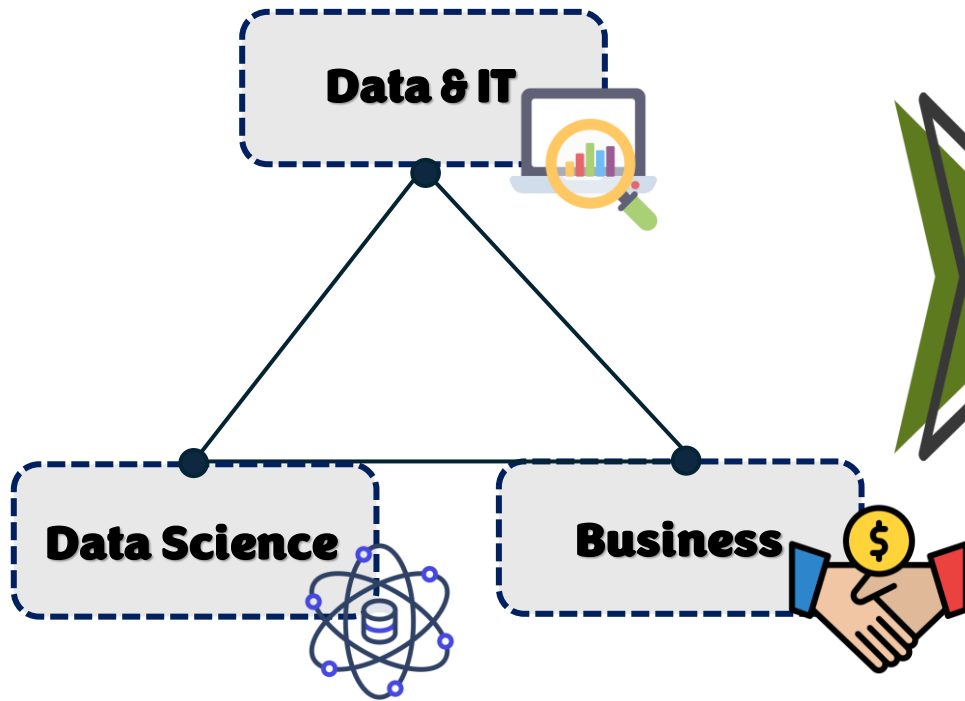
- ✓ More advanced models
- ✓ Machine Learning and AI

**Chase better data science**

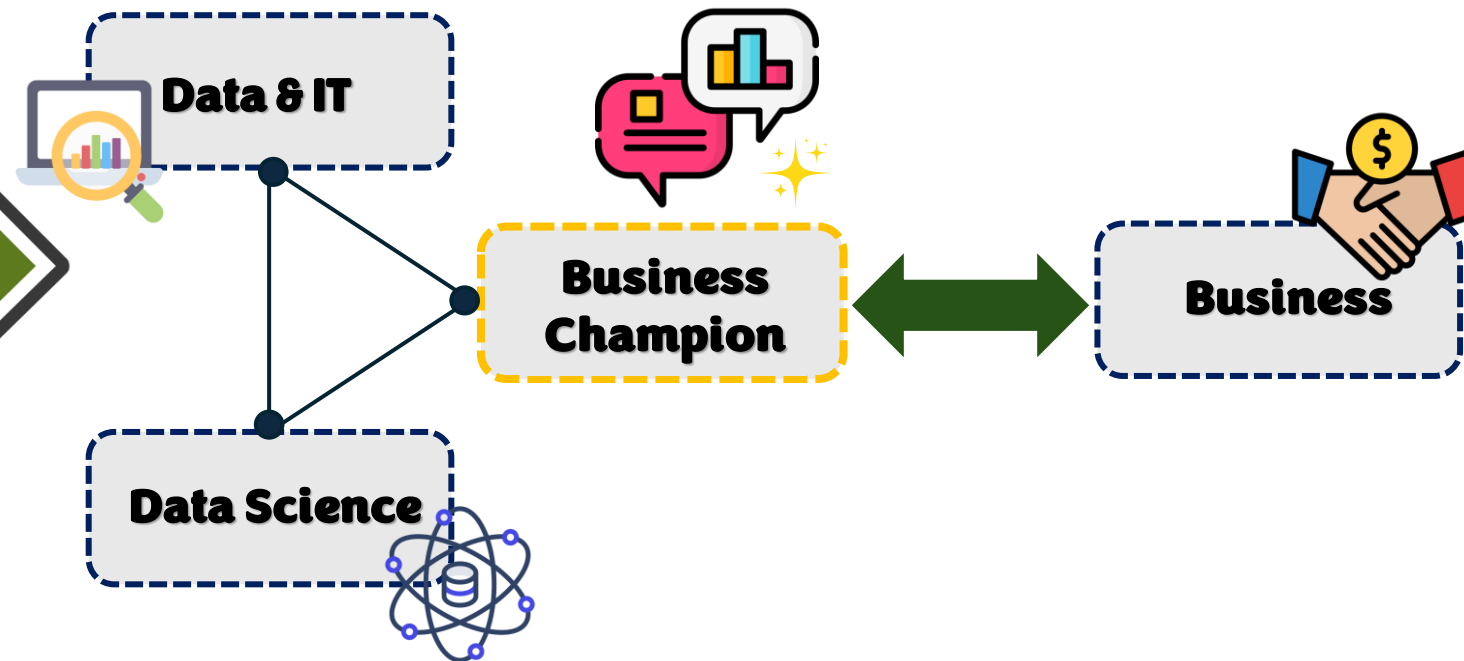


# Any final additional tips for success?

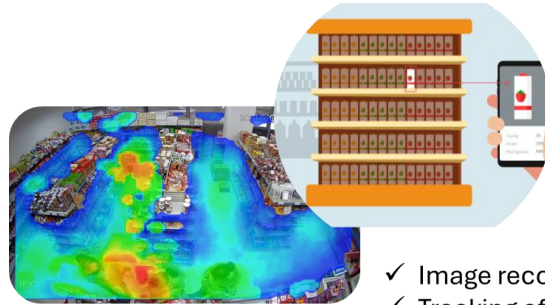
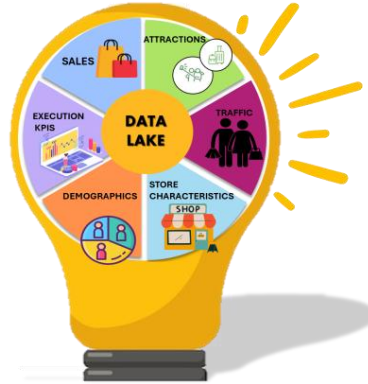
## TRADITIONAL APPROACH



## IMPROVED APPROACH

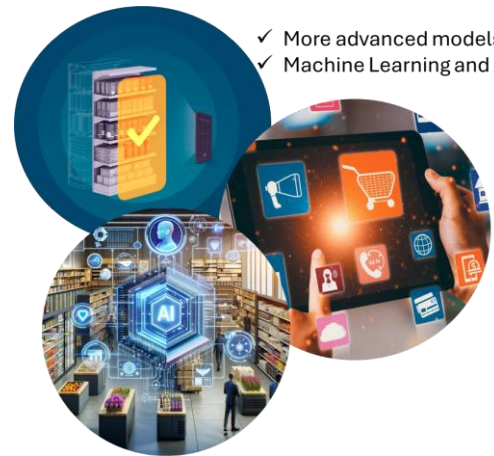
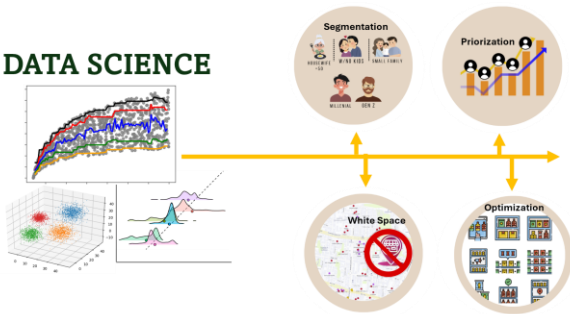


# Are there any *questions?*



- ✓ Image recognition
- ✓ Tracking of traffic INSIDE the store

## DATA SCIENCE



- ✓ More advanced models
- ✓ Machine Learning and AI

## IMPROVED APPROACH

