

Managing With Analytics At P&G

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Introduction

A large amount of investment in analytics at P&G is a result of the company's focus on data-driven decision-making. The company's strategy is to use data to drive growth and improve efficiency. This is achieved through a combination of internal data and external data from various sources. The company's focus is on the following areas:

- Product Development
- Marketing
- Supply Chain
- Customer Experience
- Operational Efficiency

Its Industry, and Business Model

The consumer goods industry is highly competitive and characterized by rapid technological change. P&G's business model is based on a combination of product innovation and operational efficiency. The company's focus is on the following areas:

- Product Development
- Marketing
- Supply Chain
- Customer Experience
- Operational Efficiency

Types of Management Systems

Management systems are used to manage the organization's resources and activities. The types of management systems used at P&G include:

- Financial Management Systems
- Human Resources Management Systems
- Marketing Management Systems
- Operational Management Systems

Procter & Gamble

"Thinking Data, Improving Data"

Group of Names:
Mansour Alkhatib
Mansour Alkhatib
Shaykh Shukh

Decision Process

The decision process at P&G is data-driven and involves the following steps:

- Identify the problem
- Collect data
- Analyze data
- Make a decision

Organizational Culture

Organizational culture is the set of values and beliefs that guide the organization's behavior. The organizational culture at P&G is characterized by the following values:

- Integrity
- Teamwork
- Customer Focus
- Innovation

Involvement in International Business

P&G is a global company with a presence in over 180 countries. The company's involvement in international business is based on the following factors:

- Product Innovation
- Operational Efficiency
- Customer Experience

Organization of Culture Environment

The organization of culture environment at P&G is based on the following factors:

- Product Innovation
- Operational Efficiency
- Customer Experience

Decision Making

Decision making at P&G is data-driven and involves the following steps:

- Identify the problem
- Collect data
- Analyze data
- Make a decision

Procter & Gamble

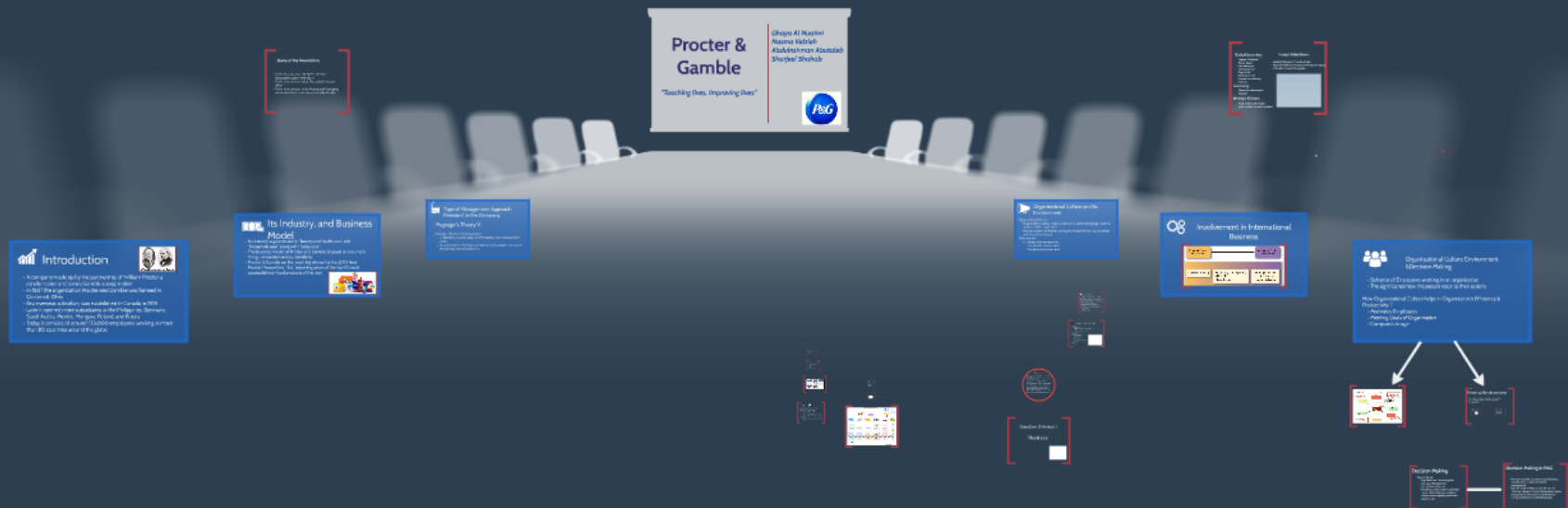
"Touching lives, Improving lives"

*Ghaya Al Nuaimi
Nasma Kelzieh
Abdulrahman Abutaleb
Sharjeel Shahab*



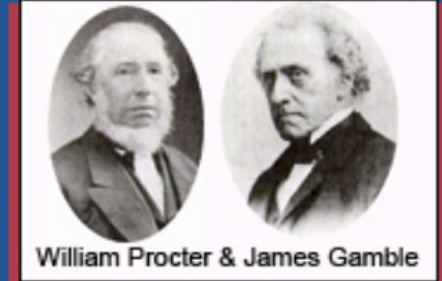
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- A company made up by the partnership of William Procter a candle maker and James Gamble a soap maker
- in 1837 the organization Procter and Gamble was formed in Cincinnati, Ohio
- first overseas subsidiary was established in Canada in 1915
- Later it opened more subsidiaries in the Philippines, Germany, Saudi Arabia, Mexico, Hungary, Poland, and Russia
- Today it consists of around 135,000 employees working in more than 80 countries around the globe