

MONASH INDUSTRY TEAM INITIATIVE (MITI)

Data & Analytics Dairy Optimisation

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Project Brief

Bega was keen to see the implementation of data integration and analytics of underutilised data. Our challenges were to identify and understand Bega's data sources and its data utilisation. Furthermore, Bega was intent on linking its different business units and identifying business hindrances caused by data.

Methodology

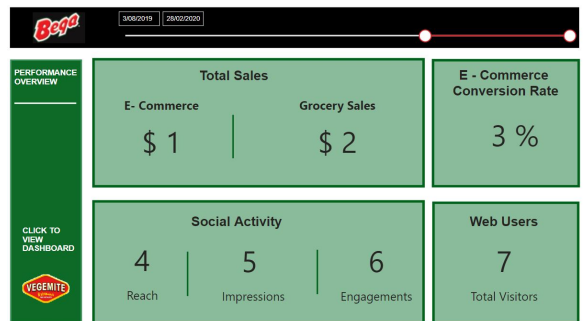
- Identification of data challenges through stakeholder interviews
- Understanding of data sources & utilisation
- Visited Tatura & Strathmerton factories
- Conducted data exploration to identify trends
- Conducted data modelling to determine trend causation
- Implemented data integration through Power BI

Project Outcomes

- Developed Pricing Tool solutions in Sales Forecasting & Price Optimisation that could potentially improve promo plan
- Designed and developed Marketing Dashboard to integrate datasets previously segregated



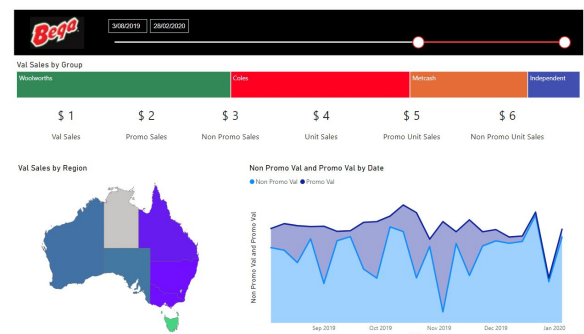
Pricing Tool - Sales Forecasting



Marketing Dashboard - Home Page



Pricing Tool - Price Optimisation



Marketing Dashboard - Grocery Sales Page

Future Scope

- Live data integration through Power BI connectors
- Improve accuracy and flexibility of models
- Further investment in data analytics and data architecture