Use Case

Kellogg's

Faster MMM Turnaround

Challenge

For FMCG companies, one of the main challenges for the brands they manage is the allocation of the marketing budget specifically across Media & Trade. This becomes even more complicated when one considers the impact on the brand performance in the long run.

To be able to answer this question, Kellogg's data science team, conducted a Marketing Mix Modeling project to understand the true contribution of Trade Promotions in the absence of Media for one of their

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