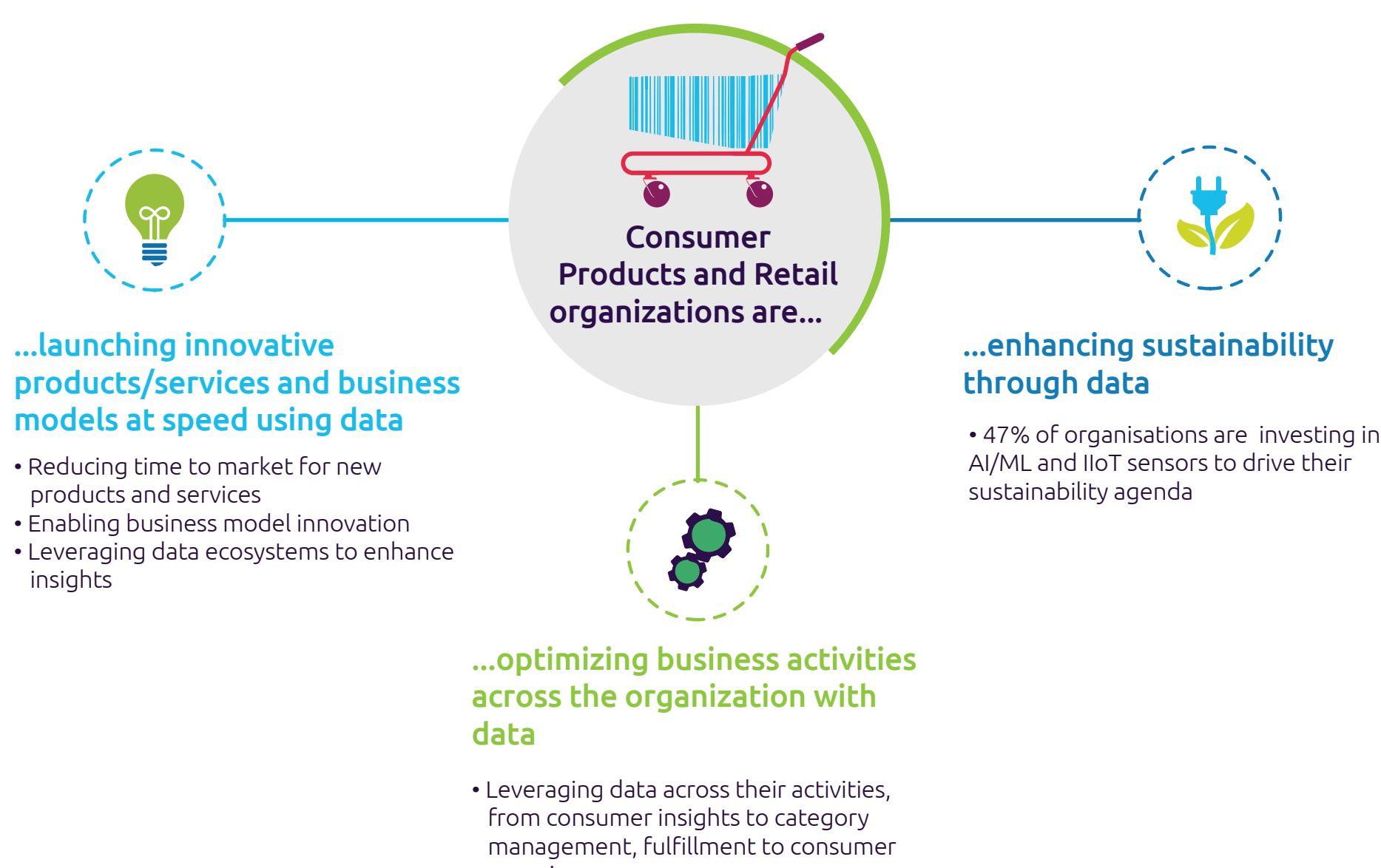


# The Age of Insight

How Consumer Products and Retail organizations can accelerate value capture from data



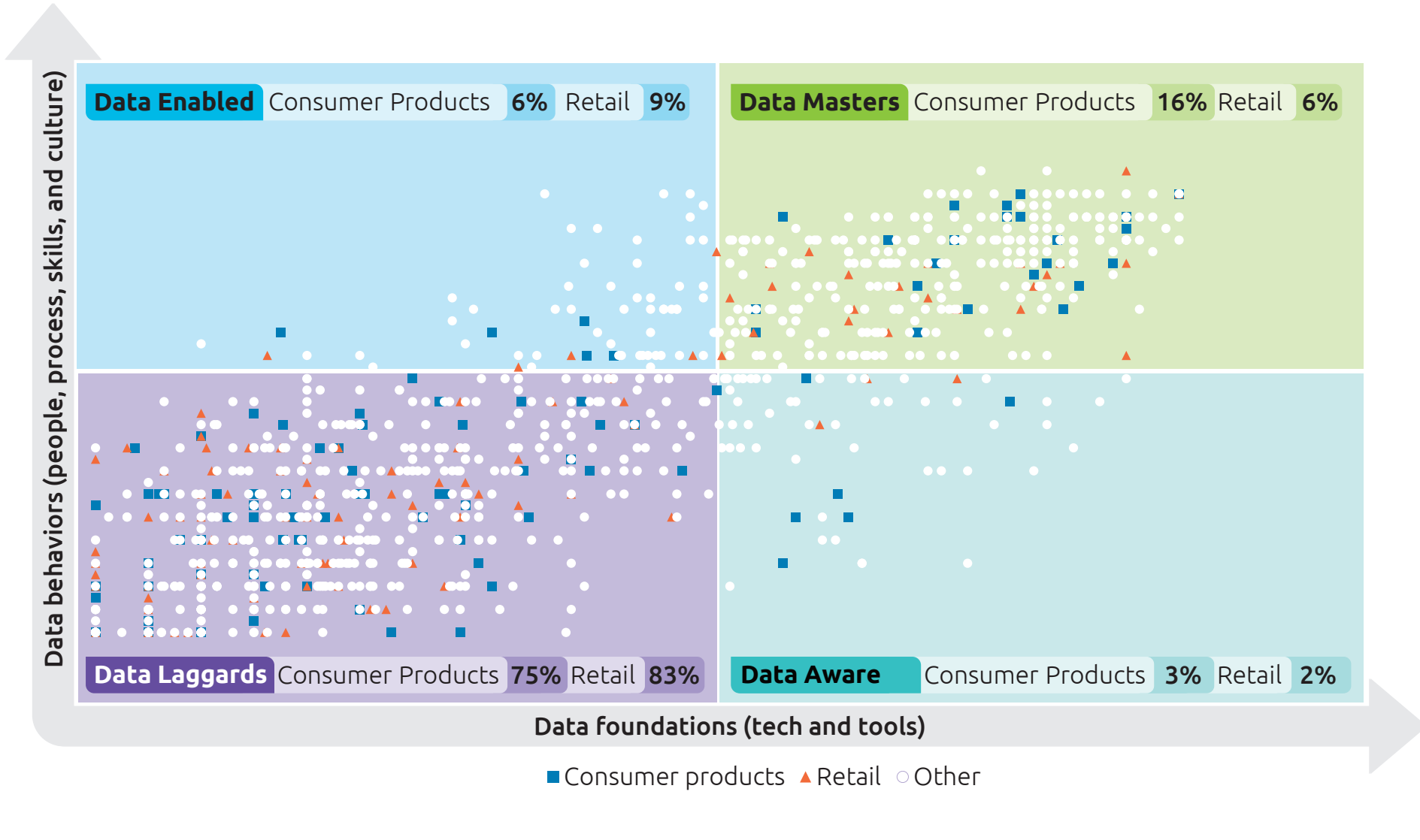
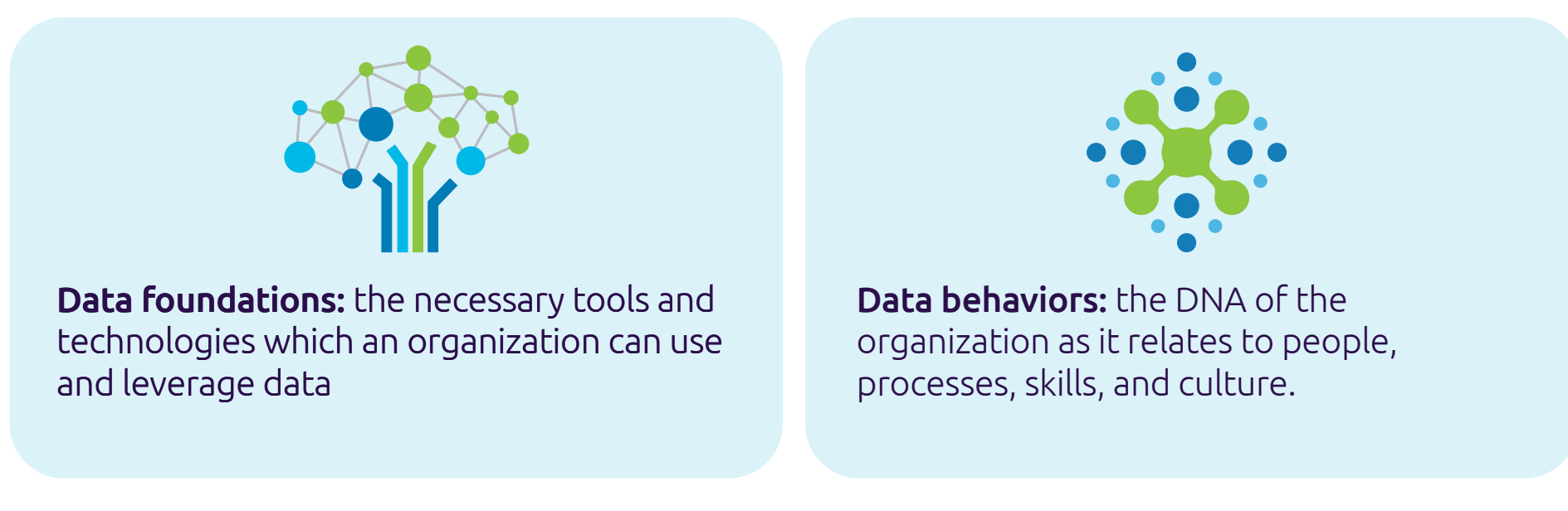
## How leading CPR organizations are using data to gain a competitive edge



## What CPR "data masters" do differently

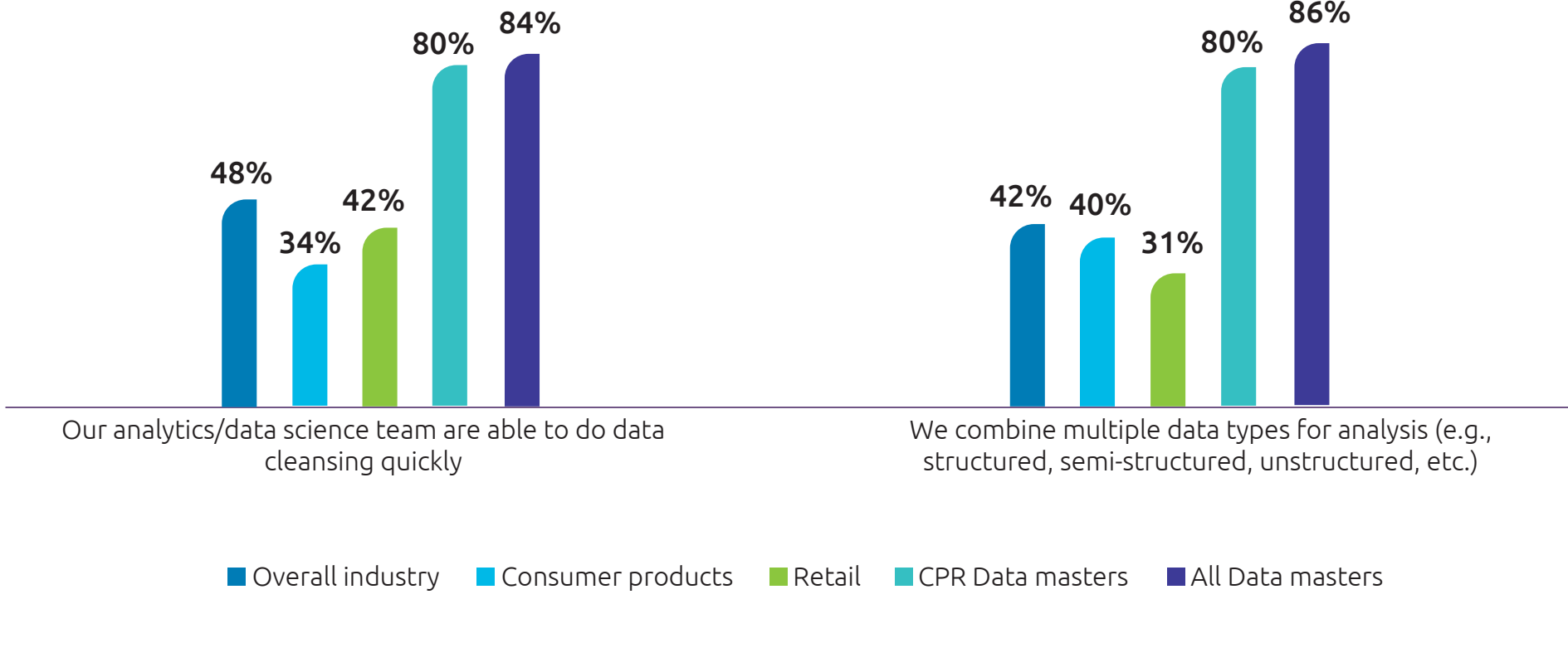
Only 16% of CP organizations and 6% of retail organizations are data masters

We divided organizations based on their data maturity, assessing them against two dimensions:



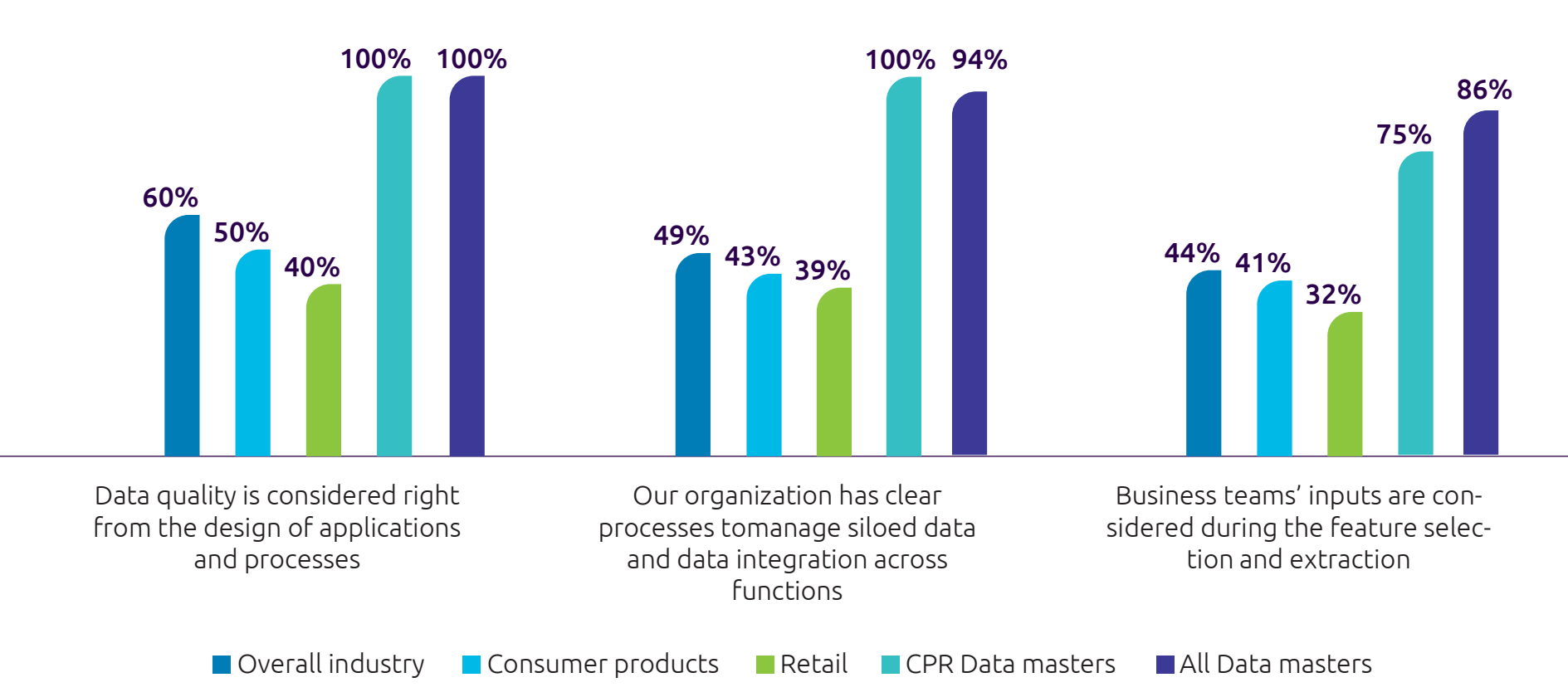
Source: Capgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 global organizations, N=100 consumer products manufacturing and retail organizations each.

## Data foundations: CPR data masters excel at data management practices



Source: Capgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 global organizations, N=100 consumer products manufacturing and retail organizations each, N=22 data masters organizations in CPR, N=159 all-sector data master organizations.

## Data behaviors: CPR data masters have established the right data processes

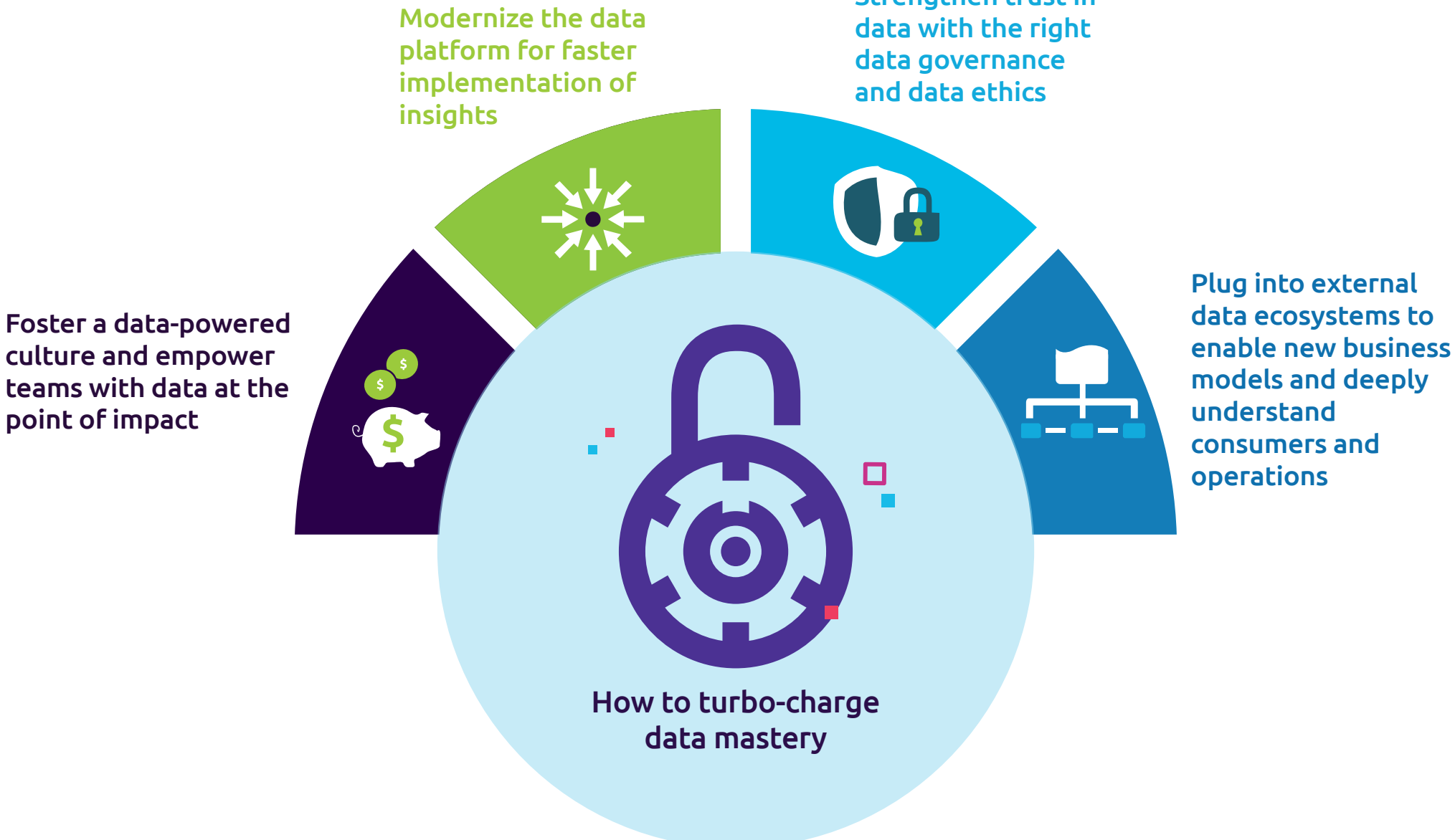


Source: Capgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 global organizations, N=100 consumer products manufacturing and retail organizations each, N=22 data masters organizations in CPR, N=159 all-sector data master organizations.

**96%** of CPR data masters organizations, data literacy is widespread

**91%** of CPR data masters focus on data skills such as data storytelling

## How can CPR organizations unlock business value through data?



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