

WINE INDUSTRY  
**TECHNOLOGY**  
SYMPOSIUM

# Integrating and Visualizing Data

- Randy Browne, analytics and insights consultant for CPG and beverage alcohol companies
- Andrea Savaiano, director of strategy and analytics, Kosta Browne Winery
- Brandon Russel, IT, analytics, e-commerce and marketing consultant

# Session Focus



Analytics & Insights Ladder



Foundation A&I Toolkit



Data Visualization



Customer Experience  
Measurement

# Wine industry pain points with A&I

- Never really used data to help make decisions
- Don't have the right employee skill set in house
- Not enough time
- Minimal comfort level / understanding of A&I within organization
- Don't have the "right" tools
- Don't have enough tools
- Don't have the resources / \$\$\$\$
- Company isn't "ready" for it
- Not a high priority
- ***You're Not Alone***...Usage / Understanding / Acceptance of A&I is all over the place throughout the BevAI industry (especially Wine)
- ***BIGGEST OBSTACLE --- Mapping the A&I DNA of the Organization***
  - ***CULTURE > PEOPLE > TOOLS***



The diagram illustrates the progression of data analytics, categorized into two main groups: **Descriptive Analytics** and **Predictive Analytics**.

**Descriptive Analytics (the "what")** is represented by the bottom half of the diagram, labeled as the "Rearview mirror" that provides foundation and insight. It includes the following stages, questions, and tools:

- What happened?** (Tool: Std. Reports)
- How many, how often, where?** (Tool: Ad Hoc Reports)
- Where exactly is the problem?** (Tool: Query Drilldown)
- What actions are needed?** (Tool: Alerts)

**Predictive Analytics (the "so what" ...and the "now what")** is represented by the top half of the diagram, labeled as "Future orientated and source of competitive advantage". It includes the following stages, questions, and tools:

- Why is this happening?** (Tool: Statistical Analysis)
- What if these trends continue?** (Tool: Forecasting)
- What will happen next?** (Tool: Predictive Modeling)
- What's the best that can happen?** (Tool: Optimization)

The vertical axis represents **Competitive Advantage**, and the horizontal axis represents the **Degree of Intelligence**. The progression moves from bottom-left to top-right, indicating increasing intelligence and competitive advantage.

# Foundation A&I Toolkit for Wine Industry

## Depletion Data TradePulse / VIP

**WHAT:** Internal Depl, Accts Sold, PODs, Depl & Ship (inc. Goals) within TradePulse / Diver / VIP iDIG reporting platform

## AC Nielsen / IRI Off-Premise Consumer Pull Data

**WHAT:** scan sales data which can provide significant coverage of your Off-Premise sales by channel, by market, by retailer (PivotStream platform)

## Macro BevAI Trends

**WHAT:** Macro Level BevAI trends and wine category / varietal reviews published by AC Nielsen / Mintel / Technomic on an ongoing basis

## Impact Databank

**WHAT:** Comprehensive Calendar Year US Wine report  
Annual US depletion data for Wine industry by major supplier, major brands, varietals, and by state

## CDI/BDI

**WHAT:** Index of CA Origin Table Wine category performance and your specific brand performance by State.  
Helps you understand whether or not you are receiving your “fair share” of sales based on category conditions

## Gomberg-Fredrikson

**WHAT:** Monthly reports detailing wine shipments by category, varietal, and major supplier.  
They also host quarterly webinars on wine industry trends

## Consumer & Shopper Research

**WHAT:** Primary & secondary research on who your customer is, what they want, build a VoC process

## Customer Experience Measurement

**WHAT:** Track and measure overall DTC Tasting Room experience and compare vs benchmarks

## Data Visualization Platform

**WHAT:** Data Visualization Platform for KPI Reports & Dashboards. Every functional area of the business can benefit from a Data Visualization Platform

# Data Visualization Vendors



# Easy Win: Heat Maps

## Data Visualization

- Heat Maps are easy to Build in Data Visualization platforms such as **Microsoft Power BI**
- Heat maps can help you find out:
  - ❖ Where exactly your brand(s) are selling by zip code
  - ❖ Depending on your brand, overlay sales vs forecasted Population Growth or Median HH Income to target where you should go next
  - ❖ **Start to move you're A&I DNA towards being Proactive & Predictive**



# Customer Experience Measurement: Tasting Room





# Why Does Customer Experience Matter?

qualtrics

## INDUSTRY STATISTICS

66%

66% of consumers who switch brands do so because of poor customer experience.

KOLSKY

81%

Promoters are 81% more likely to repurchase compared with passives (44%) and detractors (16%).

FORBES.COM

95%

95% of dissatisfied customers tell others about their bad experience

DIMENSIONAL RESEARCH

86%

86% of consumers will pay more for a better customer experience.

CEI

\$41B

U.S. brands lose approximately \$41 billion in revenue each year due to poor customer experience.

NEW VOICE  
MEDIA

# Tasting Room Customer Experience Measurement

## Net Promoter Score

▼ Default Question Block

☐ Q1 On a scale from 0-10, how likely are you to recommend **X** Winery to a friend or colleague?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

**Detractors** **Passives** **Promoters**

Display This Question: **X** If On a scale from 0-10, how likely are you to recommend Winery to a friend or colleague? Is Detractor Is True

☐ Q2 We're sorry we have not met your experience expectations. What do you feel we can improve upon?

Import Questions From... + Create a New Question

Measure and benchmark your tasting room experience

Open-ended follow-up for a Detractor rating (0 to 6)

Depending on how the visitor rates the experience, an open-ended question follows



# Tasting Room Customer Experience Measurement

## Net Promoter Score

- **Mixture of Data Collection Methods**
  - Mobile Link
  - 2-Way SMS Text
  - Email
  - On-Site Tablets
- **Timing**
  - NPS question / open ended questions can be sent within a set time frame after customer leaves tasting room
  - 1 HR / 2 HRS / 24 HRS, or even at checkout / leave the tasting room

# Tasting Room Customer Experience Measurement Segmentation & Beyond

- **Customer Demographics**
  - Gender / Age
  - Where are they from?
- **Spend Patterns / Varietal Preferences**
  - Spend data can be connected to Demographics
  - # of Orders per customer per varietal
  - What is the Customer Lifetime Value by segment?
- **Potential for Demographic Deep Dive**
  - Who tends to leave your Wine Club? Why?
  - How long does each segment stay with your Wine Club?
  - What would make them stay longer?

**START TO MAP THESE OUT  
VIA DATA VISUALIZATION**

# Map the Customer Journey within Napa Valley

Where do  
they Start?



Where do  
they Finish?

# Thank You!

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# From Data to Decision Making

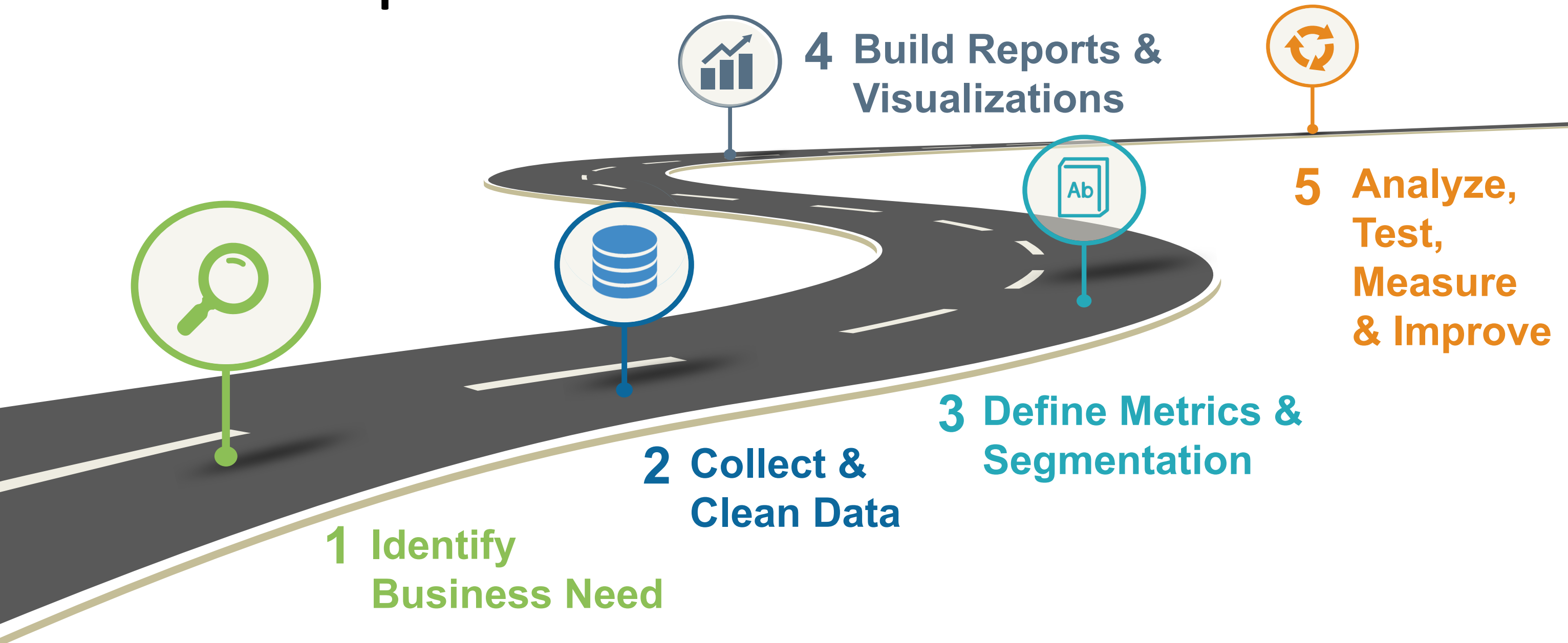
A Roadmap for Using Your Data Effectively

Andrea Savaiano

Director of Strategy & Analytics

Kosta Browne Winery

# Roadmap for Effective Data Use





# Identify Business Need

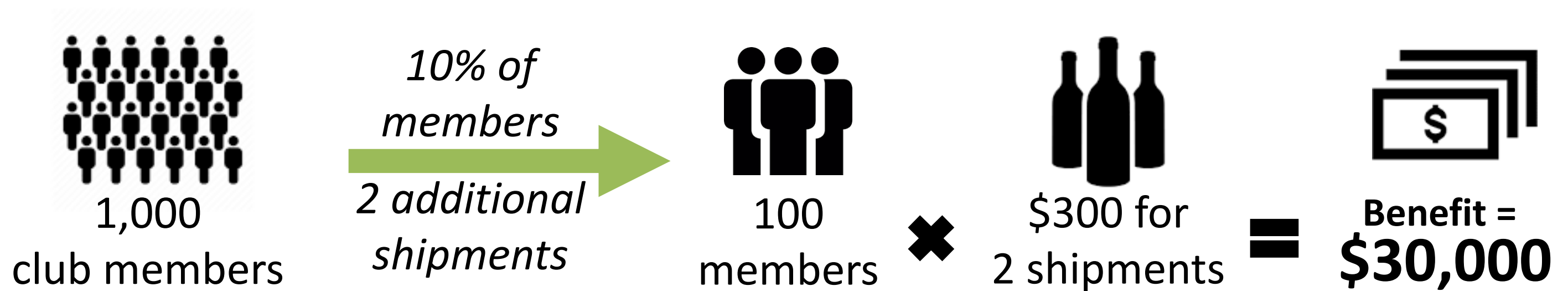
- Start with Buy-In
  - Early & often
  - Top to bottom
- Define success
- Use ROI (Return on Investment) analysis to prove value





# Justify Resources with ROI Analysis

## ROI of improving member retention:



Cost of improvement under \$30,000  
results in a positive ROI

# Collect & Clean Data

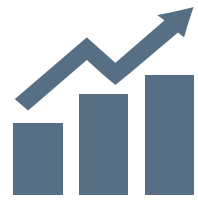
	Collect	Clean
Systems	<p><u>Where</u> does your data live?</p> <ul style="list-style-type: none"><li>- ERP, Ecommerce/POS, CRM, Excel, etc.</li></ul>	<ul style="list-style-type: none"><li>- Create rules to standardize data</li><li>- Set default values, if appropriate</li><li>- Develop reports to alert users to gaps</li></ul>
People	<p><u>Who</u> will collect and input data?</p> <ul style="list-style-type: none"><li>- Leverage front-line staff to collect information</li></ul>	<ul style="list-style-type: none"><li>- Inputters responsible for fixing incomplete or inaccurate data</li></ul>
Process	<p><u>How</u> do you collect your data?</p> <ul style="list-style-type: none"><li>- Streamline data inputs with existing workflow</li></ul>	<ul style="list-style-type: none"><li>- Establish consistent review of data</li><li>- Create process for users to report gaps or inconsistencies in data</li></ul>



# Define Metrics & Segmentation

Create a TRUSTED data dictionary to democratize your data

- **Living document** Data dictionaries are not static
- **1:1** Each metric has 1 name & each name has 1 metric



# Build Reports & Visualizations

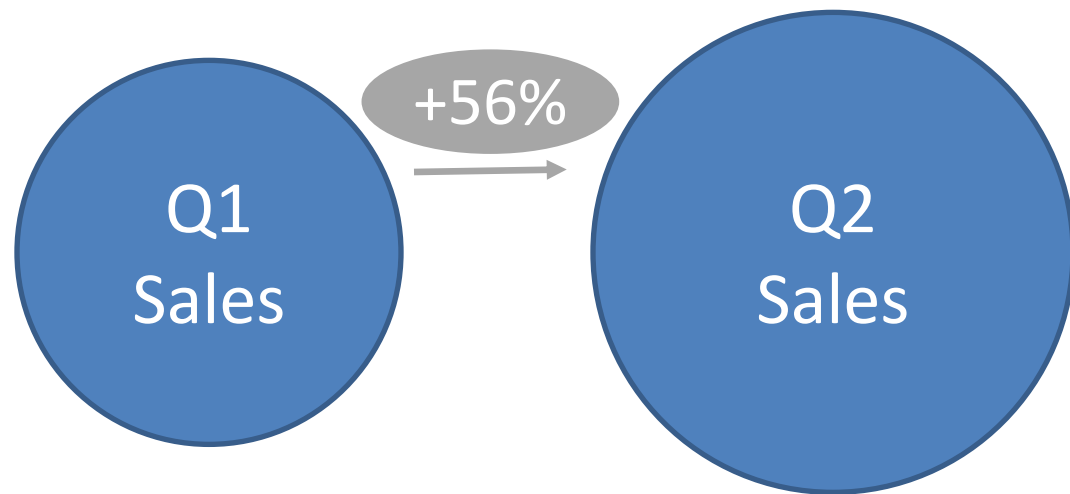
- Know your Audience: Executives vs. front-line sales reps
- Build reports & tools that people want to use
- Data viz best practices
  - Be aware of limitations of human perception
  - Eliminate chart junk
  - Keep it simple



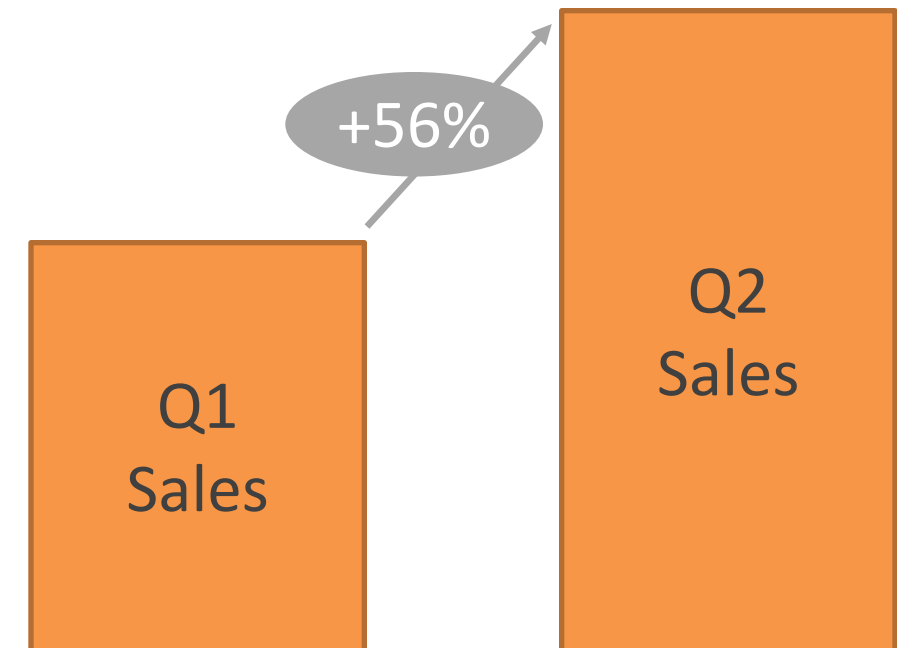
# Limitations of Human Perception

Which winery grew more from Q1 to Q2?  
By how much did each grow?

WINERY A



WINERY B

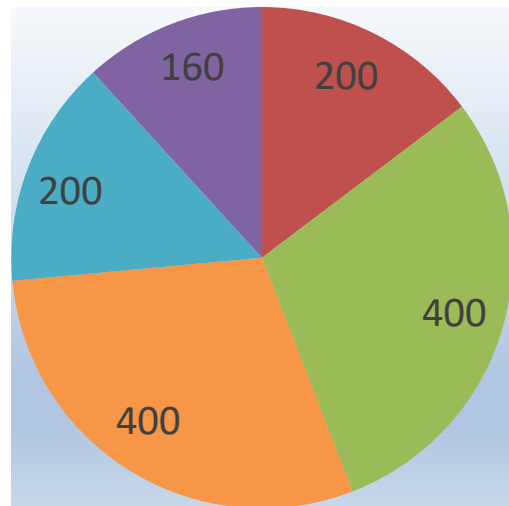




# Pie Chart vs. Bar Chart

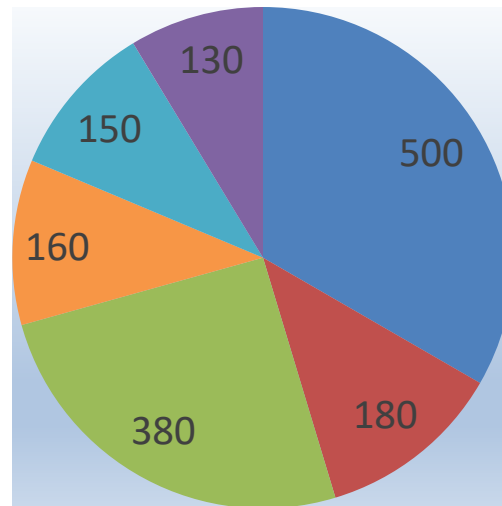
## Club Member Retention

*# of members by join date cohort*



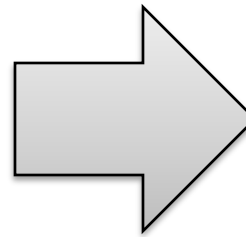
**Prior Qtr**

■ Q2-2019 ■ Q1-2019  
■ Q4-2018 ■ Q3-2018  
■ Q2-2018 ■ Q1-2018



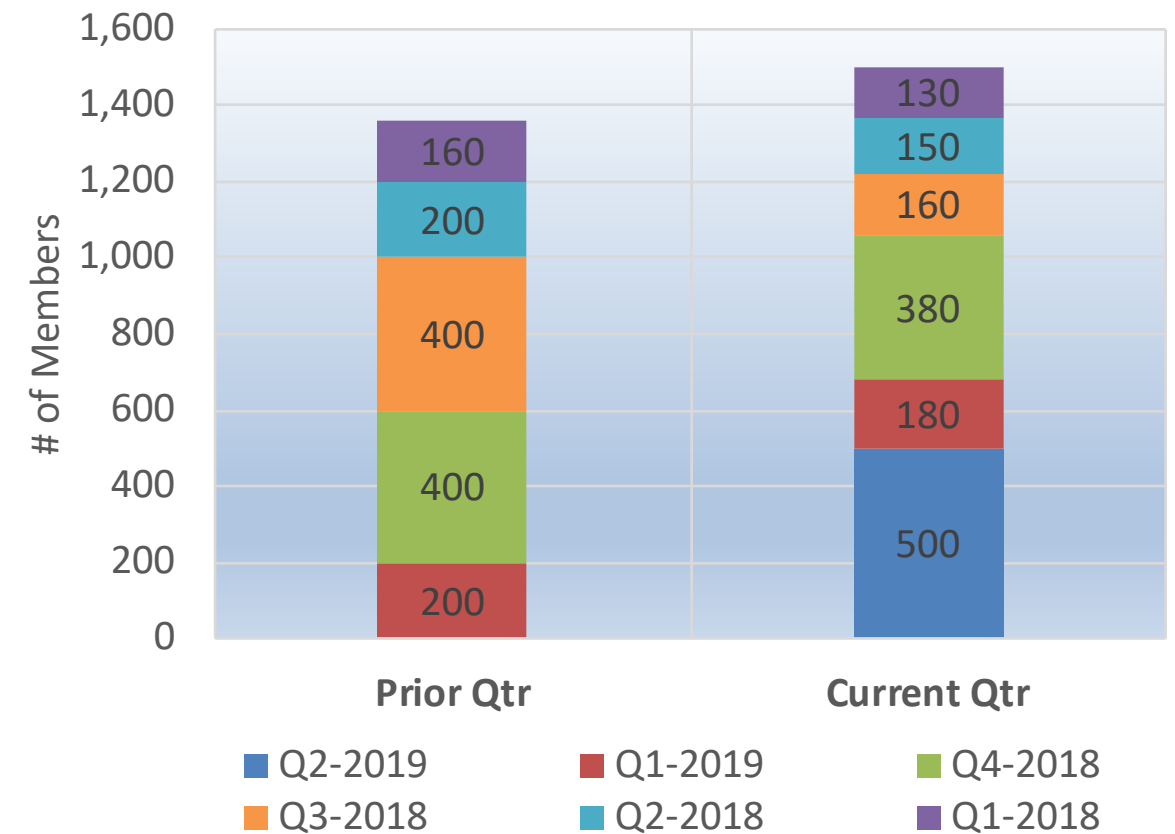
**Current Qtr**

■ Q2-2019 ■ Q1-2019  
■ Q4-2018 ■ Q3-2018  
■ Q2-2018 ■ Q1-2018



## Club Member Retention

*# of members by join date cohort*



**Prior Qtr**

**Current Qtr**

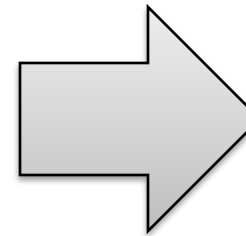
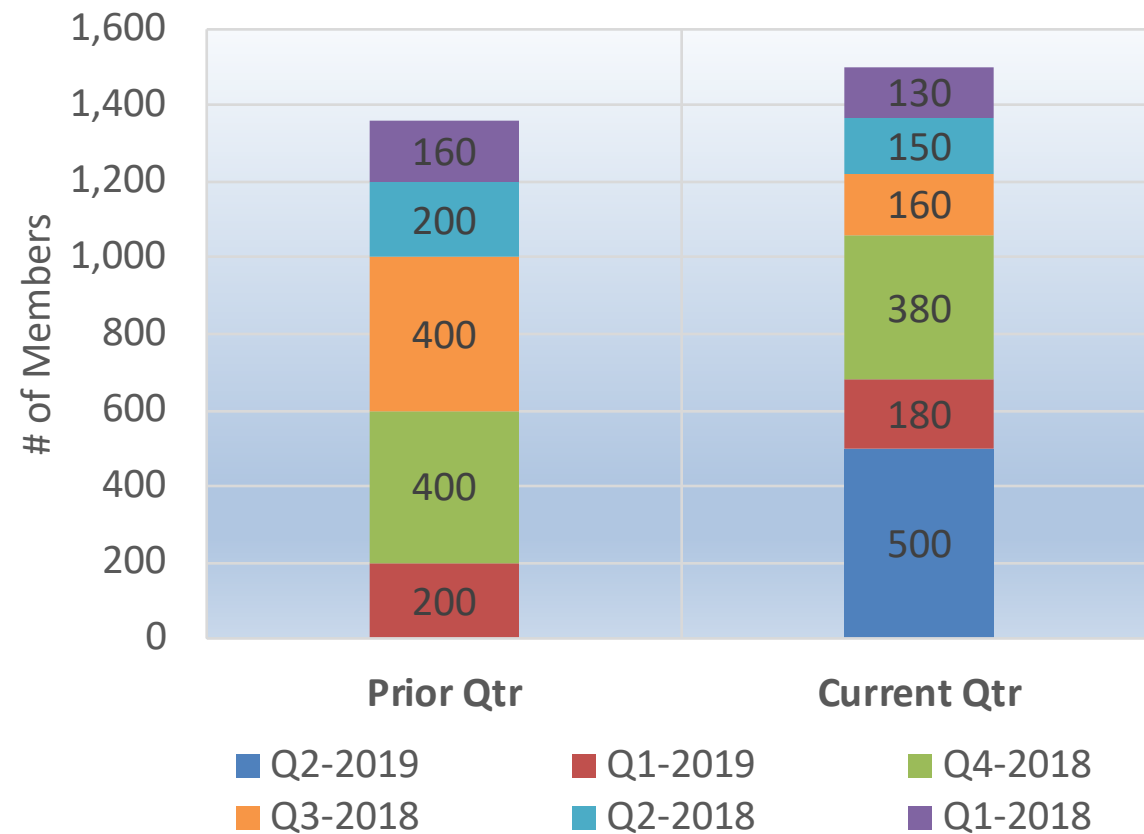
■ Q2-2019 ■ Q1-2019 ■ Q4-2018  
■ Q3-2018 ■ Q2-2018 ■ Q1-2018



# Eliminate “Chart Junk”

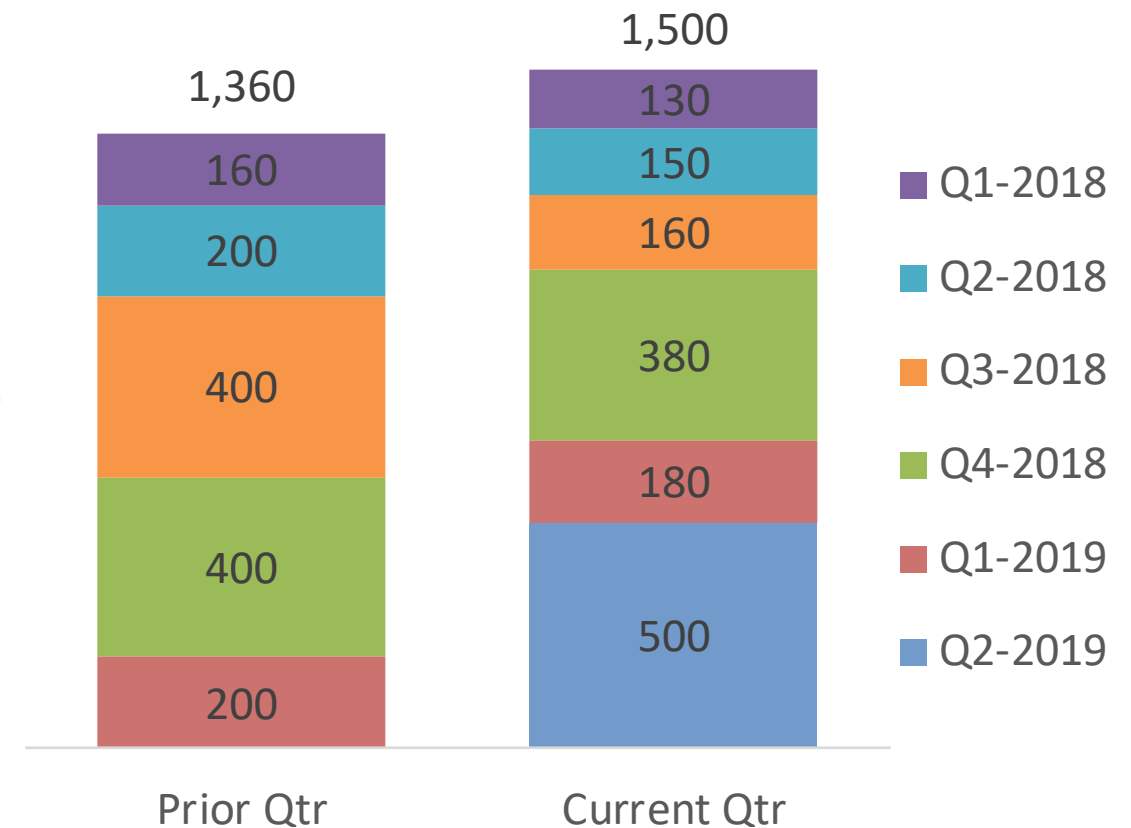
## Club Member Retention

*# of members by join date cohort*



## Club Member Retention

*# of members by join date cohort*

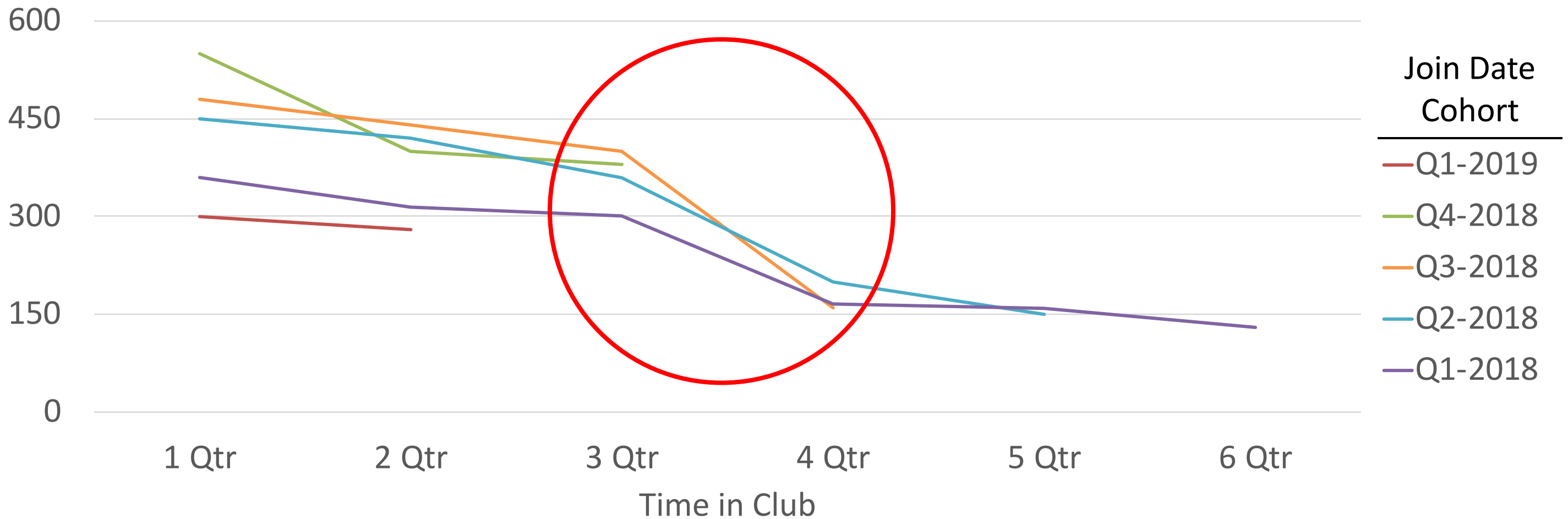




# Cohort Analysis Shows Broader Trend

## Club Member Retention by Join Date Cohort

*# of members by quarters in club*







# Analyze, Test, Measure & Improve

*Adopt a continuous improvement mindset*

**Analyze** data to  
identify trends &  
opportunities



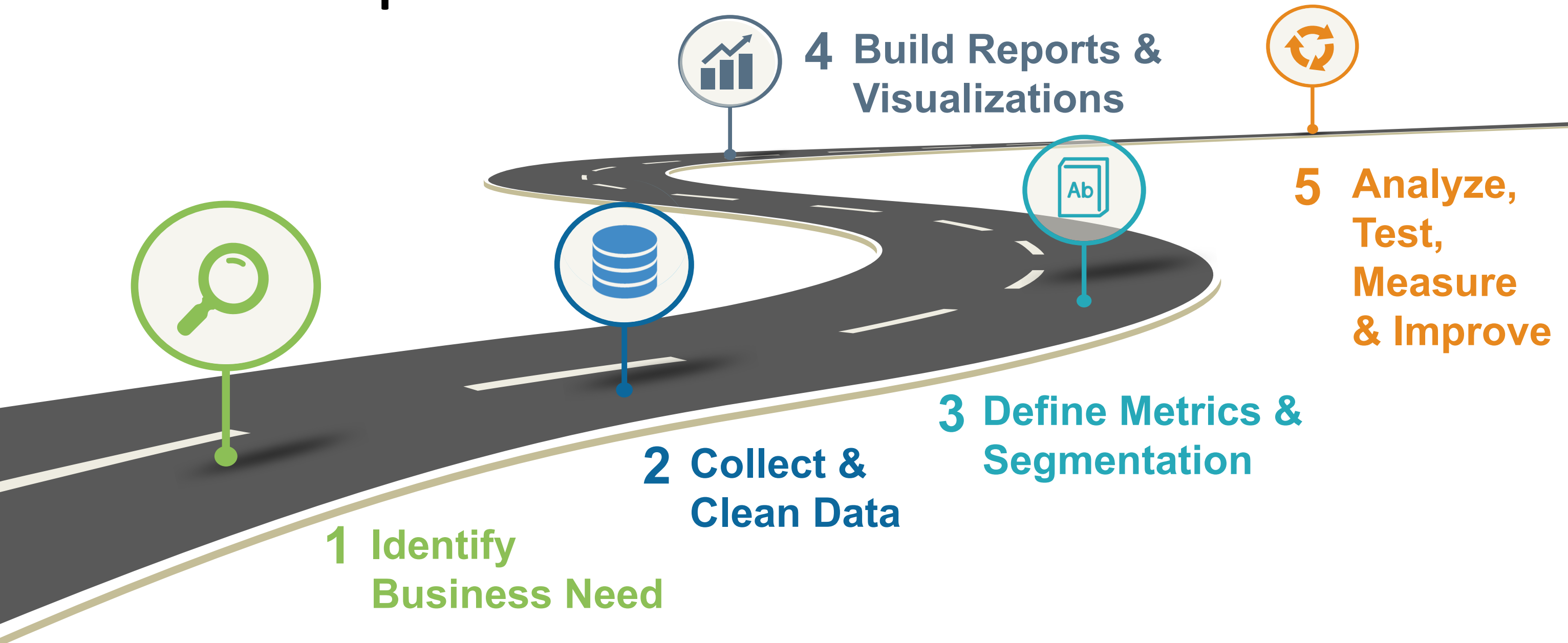
Identify and **test**  
initiatives for  
improvement








**Measure** the results  
and revise plans



# Roadmap for Effective Data Use



# Data Roadmap: Keys to Success

-  Get buy-in early and often
-  Leverage existing processes for data collection
-  Give each metric a unique name
-  Build reports & tools that people want to use
-  Adopt continuous improvement mindset

# Data + Visualization

15 Slides. 15 Minutes. 4 Parts.

1 slide Data. 2 slides Visualization.

(Will repeat/overlap – sorry)

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PPT doesn't have fancy visualizations, but -



&

Examples

# Data + Visualization

Data + Visualization (Analytics/Reporting) =  
Competitive Advantage

Competition everywhere:

- Wine 
- Beer & Spirits & Cider & Seltzer, other tasty beverages 
- Cannabis 

200% Growth

Damn Millennials

# Being Smarter & Making \$

Big Data, BI, AI, Predictive Analytics =  
Buzz Words...

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## Technology within reach

- Overlay Sales with: Email, Website, Social, Advertising...
  - Break out: Guest VS Member, VS Channel, Add on's, Click path, Likes...
  - Predict/Forecast results: Sales, Memberships, Clicks, Shares...
- 

## Tangible ROI

# Part 1: Before Data & Visualization

Do you have:

- Champion(s) 

- Idea of scope 

- ~~• Plan ~~



It will take time, money and effort.

Team: internal or external or mix?

# Part 1: Before Data & Visualization

What do you think you want to do with your Data?

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Do you have the Data? 

Do you have the Technology Infrastructure? 

CRM/POS – Email/ Website/ Social – Accounting - Production - Wholesale - Unexpected

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Chat + Abandoned Cart = Channels / CC / Google Analytics + Heat map



# Part 1: Before Data & Visualization

## CRM & Reporting: Industry VS Outside

### Industry Software:

- Data/Features – Reporting – Integration – Customize - \$ - Hub & Spoke

No one software in industry fits every winery

### Outside Industry Software:

- \$ - Data/Features – Customize – Regulations - Timeline... (Reporting – Integration)



No magic software outside industry 

Data Holes: Experiences – Tours & Tastings, Events (Member, Private/ Corp – type, etc.)

Sales (wine, merch, tours, events) & Memberships (new, rejoin, upgrade)

# Part 1: Before Data & Visualization

## What do you want to report on?

- Sales & Memberships & Department/Channels – probably excel wizard
- Sales, Website, Social, Advertising, Production, Goals/Budget, etc –



Going to need tools & plan

Specialists: Mapping Data/ Rules & Transformation/ Integrations...and a lot more

## Operational Reporting VS Analytics\*

\*the discovery, interpretation, and communication of meaningful patterns in data.

# Part 2: Data

Know your data/ software –

- Specialists/ Cross train – Internal & External
- Data transformation & Integration – Internal & External
- Know your data/ software holes – make a plan


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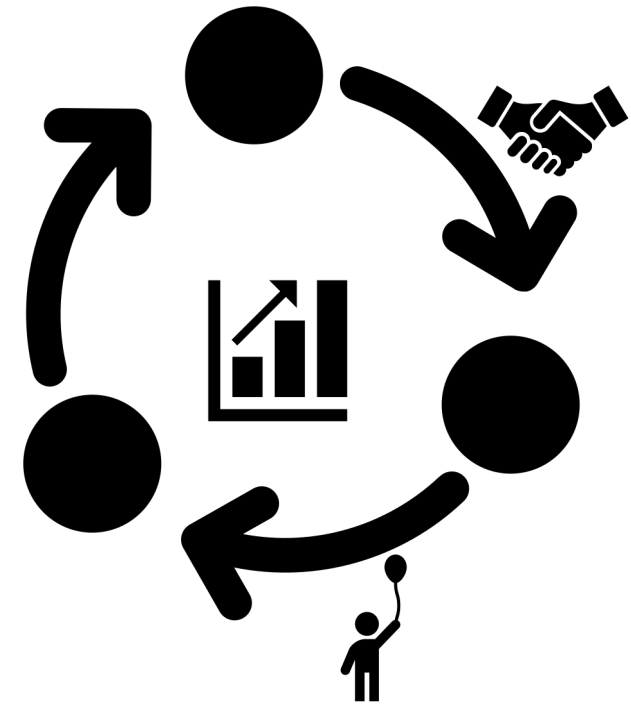
Important:




 Transparency & Security 

# Part 3: Visualization

## Iterative steps:

- Communication & Collaboration: process, goals 
- Whiteboard to Excel to Multiple Versions
- Define what rolling out, when, to whom/audience...



- Flat to visual  +   =   
- Flat to Visual to Interactive (depends on software) 

 Bite Sized to Buffet  

# Part 3: Visualization

Iterative steps continued:

- Reports VS Dashboards
  - Building the library
  - Versions
- End User/ Audience
  - Distribution – format/ timing/ time frame
- Predictive & Forecasting & Trending

# Part 4: Do something/ Keep Going

Use it – Competitive advantage:

## – Drive Sales

- Wine
- Experiences
- Memberships

## – Website

- Design/ Layout/ Navigation/ Content
- Click path/ Exit Pages/ Views...
- Heat Map

## – Social Media

- Design/ Layout/ Content
- Likes & Followers
- Hashtags/ Trending

## – Marketing

- Website/Social/**Email (CTA)**
- Advertising
- Onsite/ Tasting Room

# Part 4: Do something/ Keep Going

Use it – Competitive advantage:

– New

- Products
- Experiences/ Services
- Target Markets
  - Demographics
  - Location
  - Retail/ Web

– BenchMarking: Industry & Competitive info

- Associations/ Media (Local/ National)
- 3<sup>rd</sup> Party (data companies, benchmarking)
- Tracking software

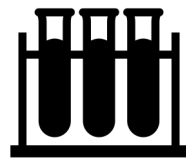
- learn/ borrow/ steal -



# Part 4: Do something/ Keep Going

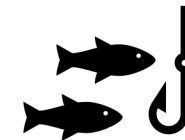
Embrace testing & experiments.

Targeting/ Segmenting & A/B testing: Emails & Social & Advertising



Embrace the data. ♥

Visualize + Interactive to tell the story.



# Lessons

- Will show same data multiple ways
- Will reveal new ways to look and think about your business
- Will find things don't like
- Will not know how to act on data (sometimes)
- Will need/want more data
- Visualizing data is not easy
  - Infographics/ Play/ Research/ Training/ Industry Groups
- Analysis is key
  - People/ Time/ Play/ Training/ Industry Groups

# Thank you.

