



## Featured Success Story

Global F&B company achieves sustainable packaging through analytics

Client: A multinational food and beverage (F&B) company

# Challenges

- Complexities from the F&B company's stock-keeping unit (SKU) portfolio, presence in global markets, hundreds of suppliers, and thousands of materials and specifications
- Multiple data sources, which contain information that are hard to consolidate — material components, prices, supplier, sustainability status, and cost of manufacturing
- Lack of integration in data that significantly lessened the accuracy of insights



# Solutions

- An integrated data lake for data scientists, and insight dashboards for category managers and regional leaders
- End-to-end analytics solution that automated the sustainability analysis of tens of thousands specifications and packaging materials





# Value Delivered

- Clearer understanding of sourcing activities at the SKU level, which helped the CPG company to find opportunities to reduce the consumption of energy, increase the use of renewable energy, and decrease CO2 emissions
- Capabilities for reviewing supplier performance with sustainability metrics



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