



# Streamlining Data for Sales: Interactive Visualized Insights for Varying Skillsets

Chelsea Howard

Director of Business Intelligence  
and Category Management “BICat”  
5-hour ENERGY®

6/10/22

**5-hour ENERGY®**

The irony of speaking at this time slot...



**5-hour ENERGY**

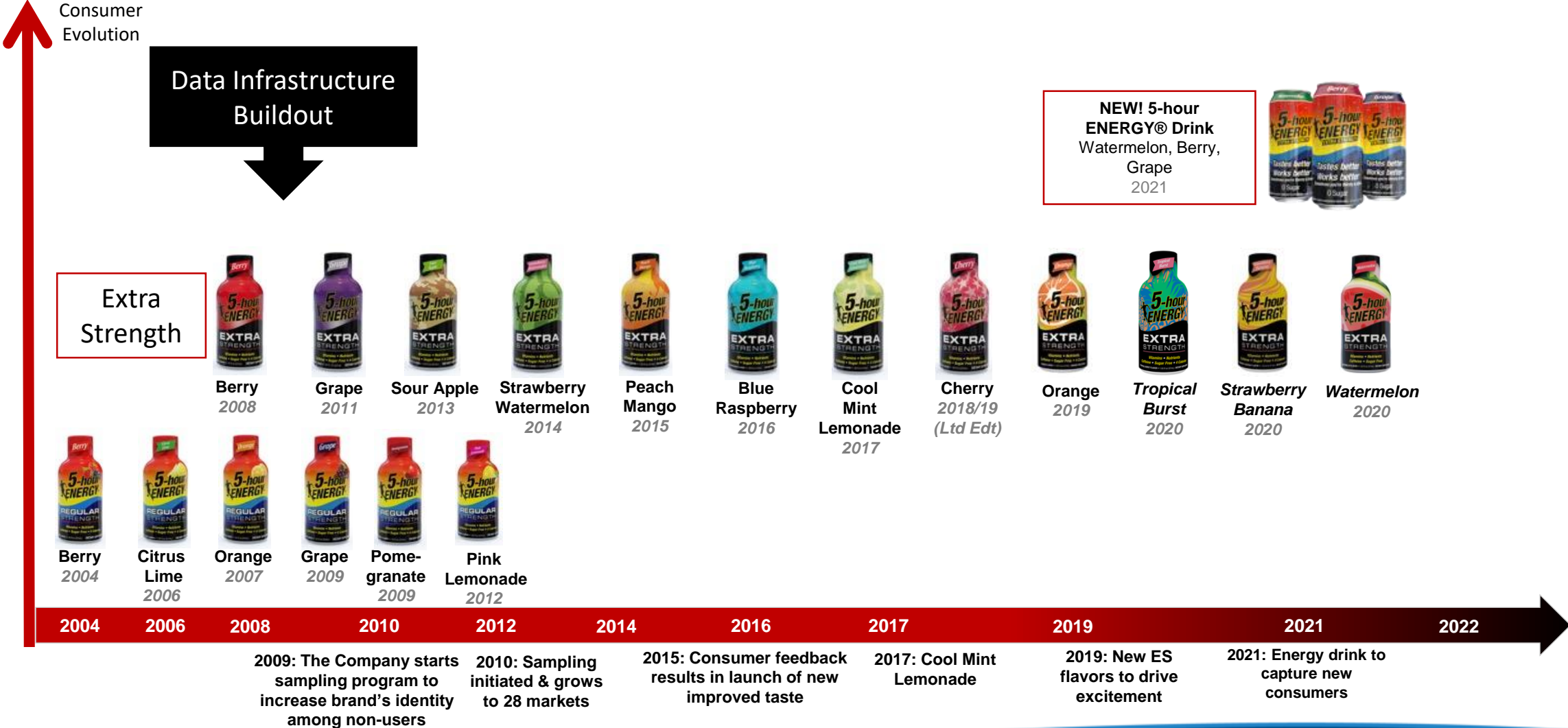
# The History: 5-hour ENERGY® is rooted in change

- 2004: Manoj Bhargava launches 5-hour ENERGY®
- 2006: 5-hour ENERGY® expanded in FDM
- 2011: \$1B in annual retail sales.
- 2012: 5-Hour Energy® has 90% of the energy shot market.
- 2013: Manoj Bhargava commits 90% of his earnings to charity.
- 2015: Founded “Billions in Change;” brings useful inventions to developing countries, enabling higher quality of life for billions of people.
- 2020: 5-hour ENERGY® launches new Energy Drink product in small market tests.
- 2022: 5-hour ENERGY® continues to be the innovative leader of the Energy Shots category with a 90% share and 99% of total category growth.



**5-hour ENERGY®**

# 5-hour ENERGY® continues to develop exciting ways to provide energy boosts to customers



# 5-hour ENERGY® invests in data talent, team increases 133% in 1.5 years



**Chelsea Howard**  
BICat Director

**Time with 5HE:** 1.5 years  
**Other CPG Experience:**  
Rouses, OHLQ, Diageo,  
Acosta, Kraft



**Brenda Doychak**  
Category Manager

**Time with 5HE:** 1 year  
**Other CPG Experience:**  
Georgia Pacific, Coke, Kraft,



**Allie Caswell**  
Category Analyst

**Time with 5HE:** 8 months  
**Other CPG Experience:**  
Good Sense, Deutsch Winery,  
American Greetings, SGWS



Could B. You  
Business Intelligence  
Manager/Analyst



**Scott DeYoung**  
Team Lead Business  
Insights

**Time with 5HE:** 3 years  
**Other CPG Experience:**  
IRI, Nielsen, GFS, KeHE



**Chris Roberts**  
Category Manager  
Mass + Club

**Time with 5HE:** 5 years  
**Other CPG Experience:**  
BIC, Mars



**Lisa Craig**  
Business Insights  
Analyst

**Time with 5HE:** 13 years  
**Other CPG Experience:**  
Mars, CPG Broker

# BICat Team aligns on two key objectives for 2022

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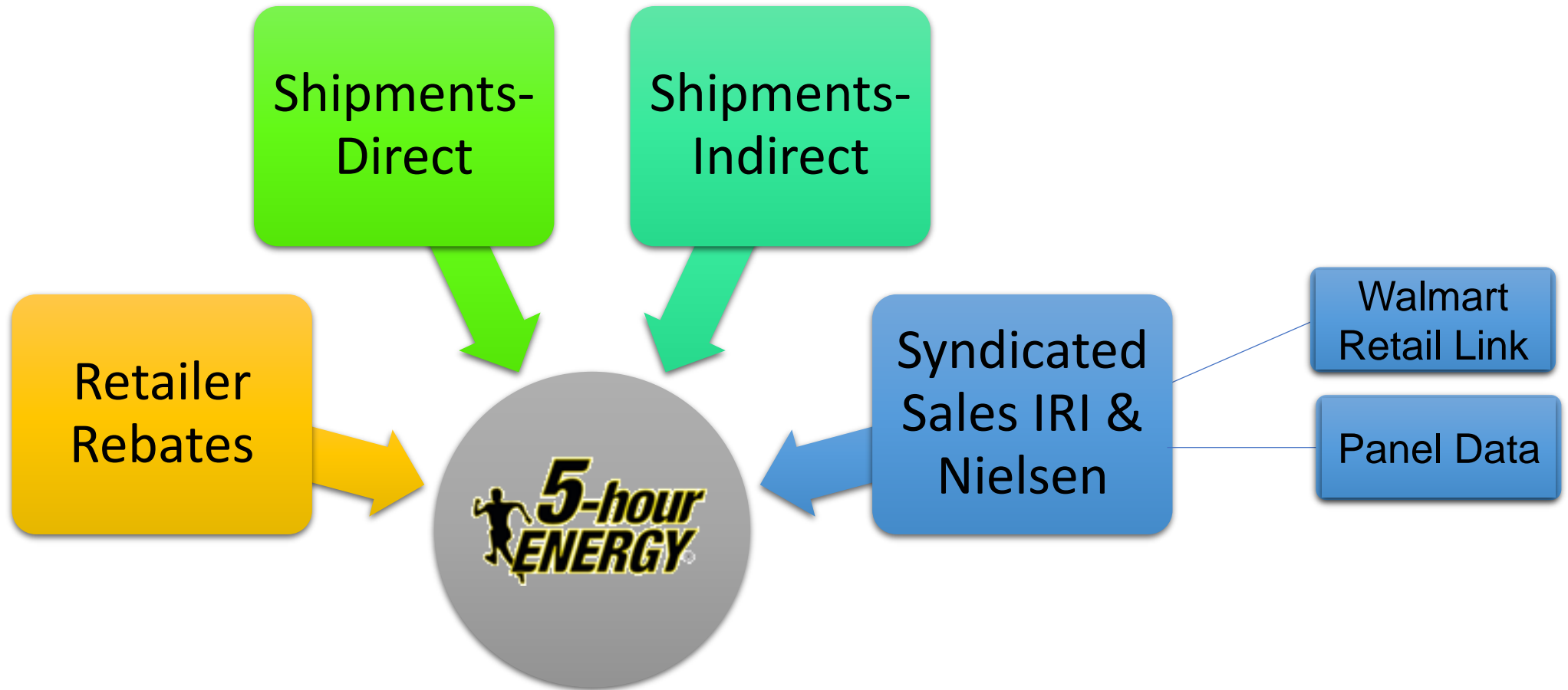
1. Implement holistic BI tool

2. Declare turf war on front end (impulse) space

# Evolve or Dissolve: CPG Data rapidly changes in 20 years

2000s

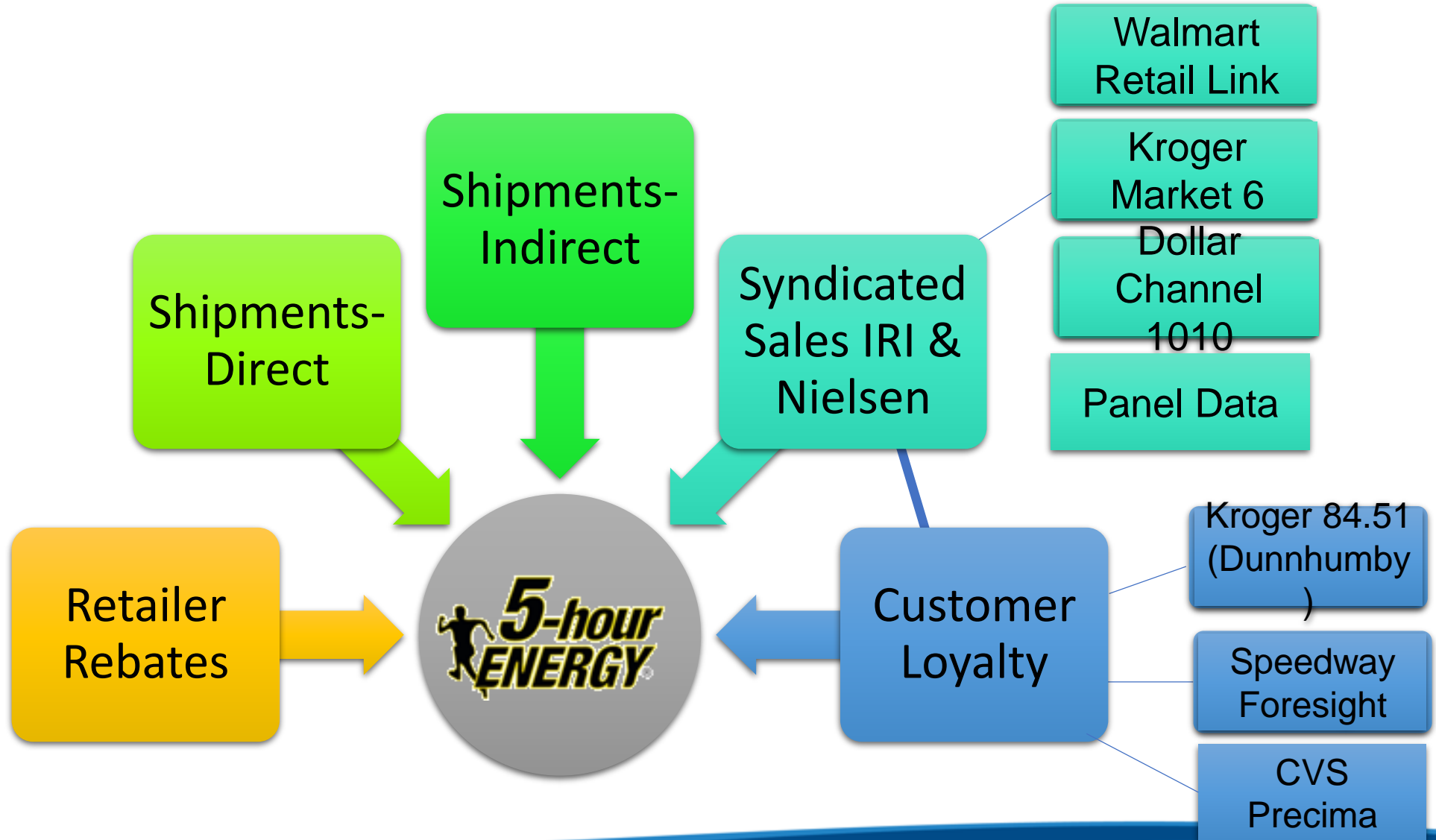
- No unique identifier to link all data
- All data being reported in large excel files
- Retailer data in its infancy, basic EDI



# Evolve or Dissolve: CPG Data rapidly changes in 20 years

## 2010s

- No unique identifier to link all data
- Introduction of BI solution- TABS
- Retailers becoming more dynamic, Walmart tests RFID
- Customer Loyalty data mining begins





# Evolve or Dissolve: CPG Data rapidly changes in 20 years

## 2020s

- No unique identifier to link all data
- Retailer data becomes very advanced and timely
- All retailers focus on customer centricity with custom research
- Retailers heavily reliant on data

Shipments  
Direct

Retailer  
Rebates



Kroger  
Market 6

Dollar  
Channel (2)  
1010

Alternative  
Channel  
1010

Independent  
C-store  
Skupos

Sam's Club  
MADRiD

Panel Data

er  
y

Kroger  
84.51

Speedway  
Foresight

CVS  
Precima

Maverik  
MavNav

Custom  
research

Ask Suzy

Fixture  
Analysis

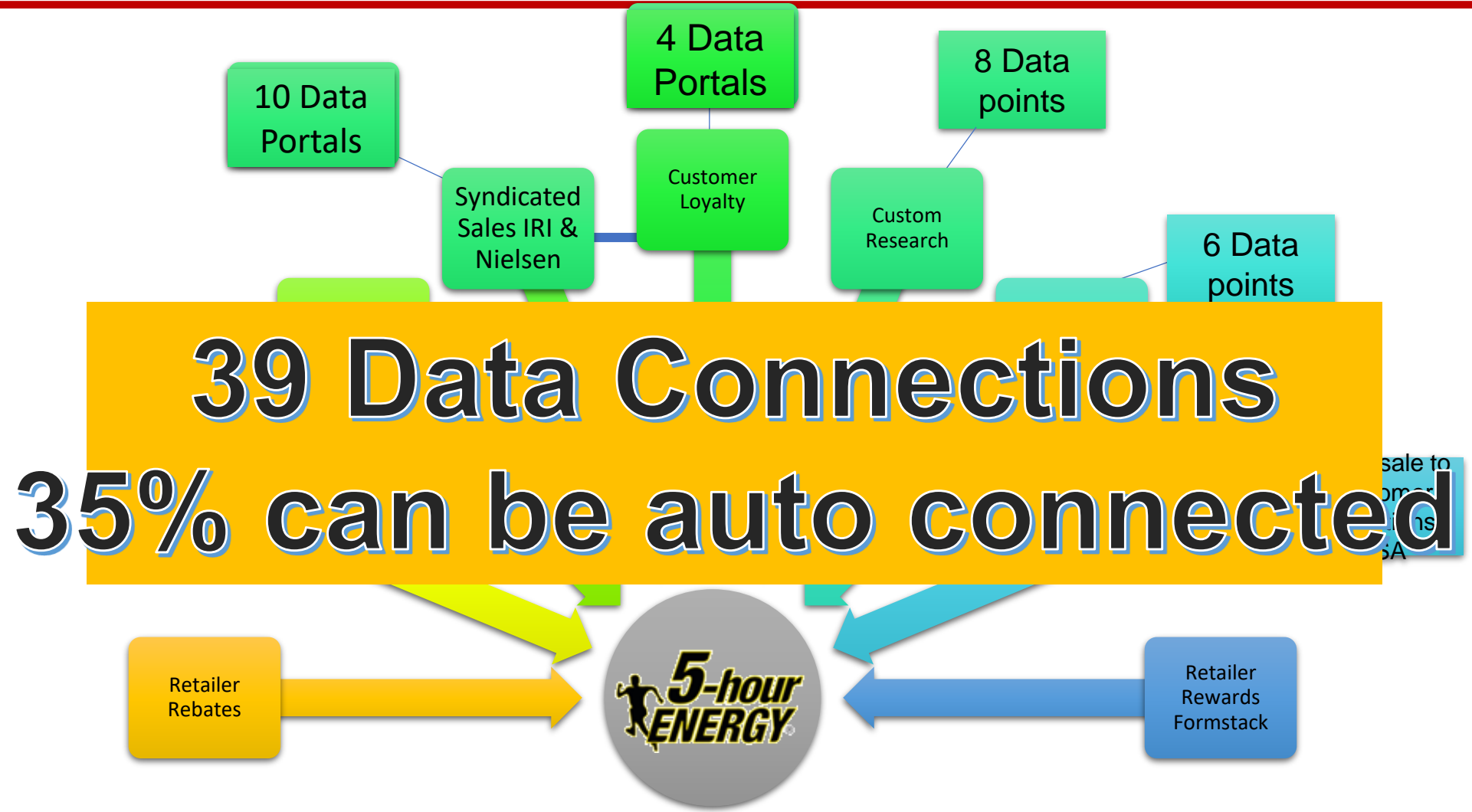
Traffic  
Analysis

Price  
Elasticity

Decision  
Trees

Consumer  
Segmentation

# 2021: Exciting new initiatives add new layer of data complexity



# BI Tool challenges; visualizations can't be the sole focus

Evaluate and select platform:

**MicroStrategy**

**tableau**  
SOFTWARE

**Qlik**

**Power BI**

Link all data sources with unique ID



Spin up Data Warehouse



Automate Data Integrations

**alteryx**

# Shipping Reports: From 17 pivot tables to sleek, user friendly design

Top 10 Accounts  
Top 20 Accounts  
Wk#

5-hour ENERGY

Extended Price    % Chg EP YoY - 5-Hour    \$ Chg YTD Ext. Price - 5-Hour

Dollars    Total Bottles

Dollars

% Chg Ext. Price LY Month

Jan 2020   Feb 2020   Mar 2020   Apr 2020   May 2020   Jun 2020   Jul 2020   Aug 2020   Sep 2020   Oct 2020   Nov 2020   Dec 2020   Jan 2021   Feb 2021   Mar 2021   Apr 2021   May 2021   Jun 2021   Jul 2021   Aug 2021   Sep 2021   Oct 2021   Nov 2021   Dec 2021   Jan 2022

Top 20 Accounts

5-Hour

By Flavor    By Brand    By Pack Type

By Flavor

	January	Q1	2022
Current MTD			
LY MTD Tot.			
% Chg MTD			
# Chg MTD Tot.			
Current QTD			
LY QTD Tot.			
% Chg QTD			
# Chg. QTD Tot.			
Current YTD			
LY YTD Total			
% Chg YTD			
# Chg YTD Tot.			

# BICat Team aligns on two key objectives for 2022

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# Data spends can be costly when defending front end space

What products come to mind when you think of the register area in a store?

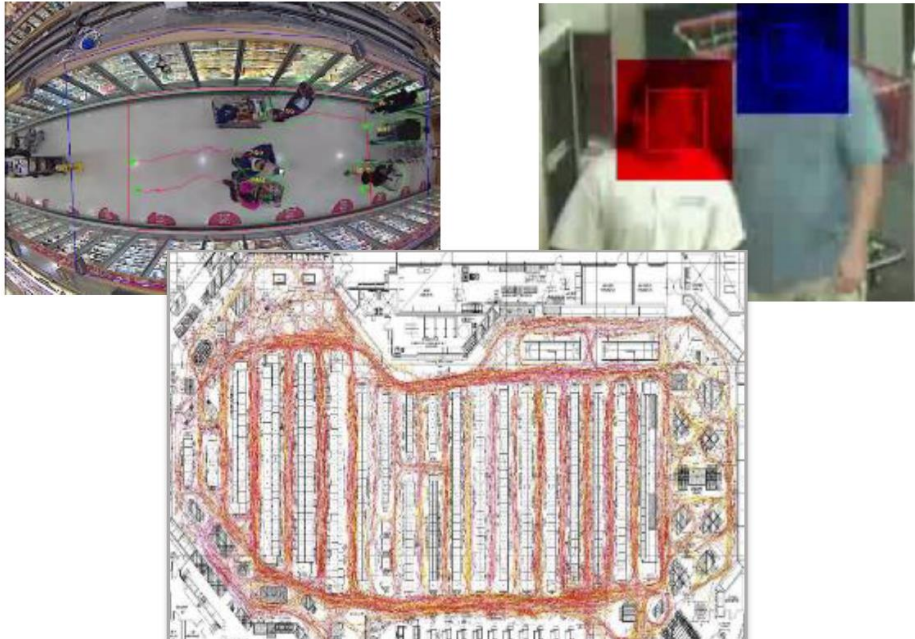


To buy all of this data would be \$500,000- \$1 million

# Partnering with an innovative company generates actionable insights at a fraction of large data spends



Videomining uses advanced sensing and AI to watch over 1.5 billion shopping trips in Convenience and food channel stores and studies in-store behavior



Videomining has 60 patents on its proprietary technology which tracks customers through an entire shopping trip. The technology recognizes demographics and behaviors that can't be quantified by sales data alone.

With this data, we will be able to show retailers how their customers shop through highlight reels, how different check out types are shopped, and how profitable and underspaced our brand is on the front end versus competitors, effectively defending and growing our front-end presence. Projected ROI 3,900



*Thank you!*