

9-Figure Manufacturer Develops Best-in-Class Analytical Capabilities and Experiences Massive Revenue & Profit Growth

Summary

A large manufacturing company developed greenfield analytic capabilities and weaponized valuable data assets, driving new strategic decision-making capabilities and consecutive record sales and profit years.

The Goal

Develop enterprise business analytic capabilities to drive significant revenue, operating profit, and market share growth in conjunction with enhanced market intelligence capabilities.

The Challenge

Bring new strategic decision-making capabilities to the organization. Minimal analytical capabilities existed and data was siloed through the organization. Growth required a new way of creating and driving strategy.

The Methodology

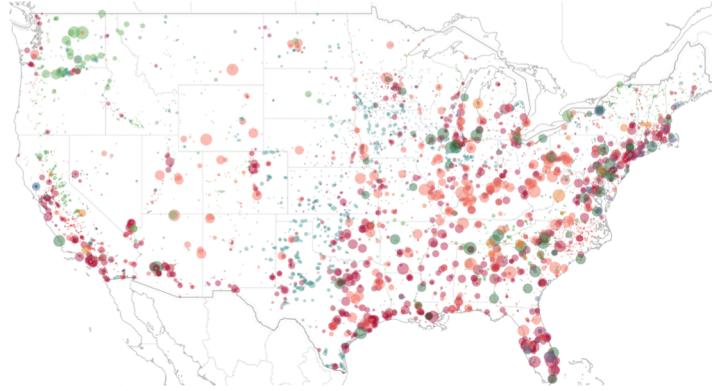
Strategy Titan was selected to help this company build new analytical and strategic capabilities from the ground up. Bringing this vision to fruition involved many steps: creating the team structure, recruiting the team, digital infrastructure building, helping to drive organization culture change, building strong business partnerships, and getting executive alignment on strategic priorities.

Strategy Titan delivered a diverse array of tools, resources, and capabilities focused on helping the business perform better through fact-based decision making.

The new analytics team brought best-in-class business analytics capabilities that supported all levels of the organization. They also brought order to data chaos and made information accessible and actionable.

GEOSPATIAL MARKET MODEL

Identified opportunities for deploying resources.



The Results

The profound benefits of Strategy Titan's analytics platform were felt across the entire organization. Analytics was a potent enabler for numerous crucial strategic initiatives and the results were significant:

- Market share grew from 28% to 35% in key market segments
- Expanded product margins 3 points (40%+ margin) on core products
- Record revenue and EBITDA
- Industry-leading market intelligence capabilities
- Creation of a sustainable data-driven culture
- Perhaps most importantly, this organization can now build from an incredibly solid analytical and data baseline.

Strategy Titan is a strategic management, data, and analytics consulting firm that focuses on helping companies drive top- and bottom-line growth using the power of analytics. We have also created our own proprietary market intelligence data solutions: Business Titan, Economic Titan, and Labor Titan.

We find the narrative story behind data so business leaders become business titans – more innovative, more relevant, more competitive. We are your strategy and data Special Forces. There is truth in data. Let's go find it.