

Driving Innovation in Advanced Analytics Solutions

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MIGROS

MIGROS
Operations

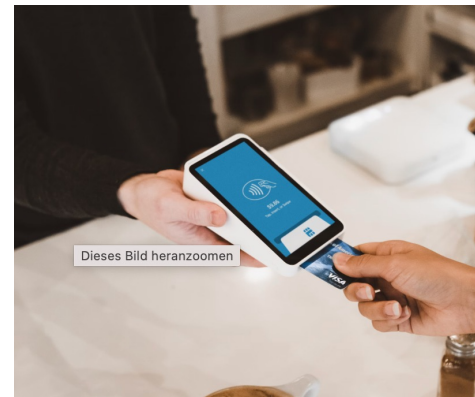
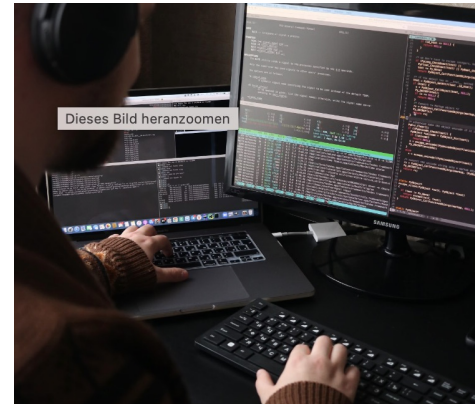
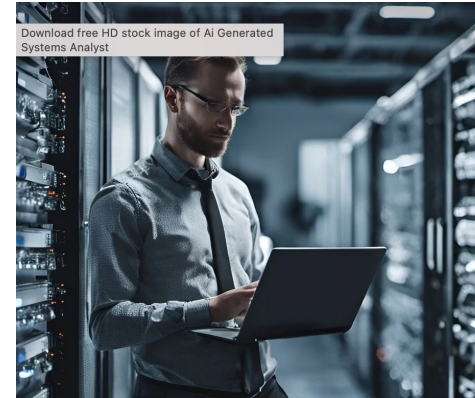
Migros, more than food retail



The Migros Group is active in 5 Areas

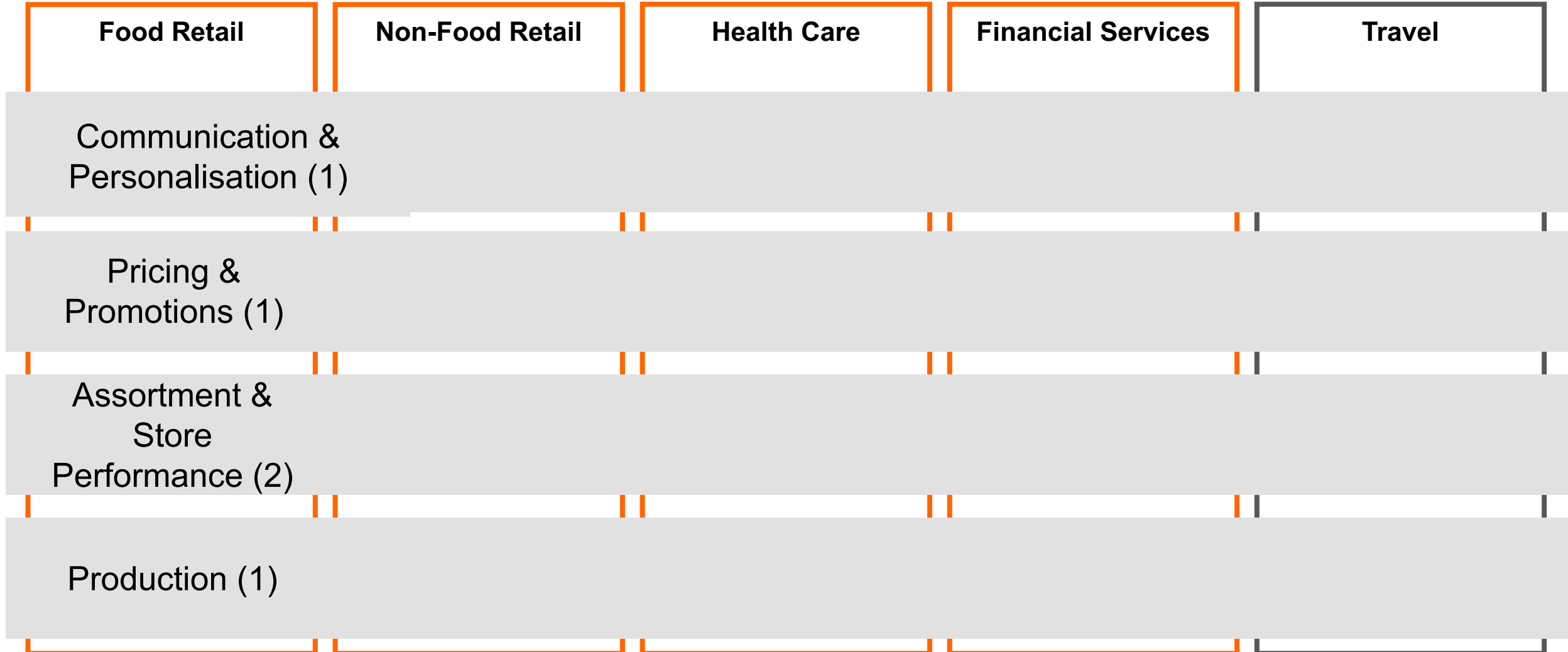


Context: Role of Data Science and Analytics Changed in 2020



Picture Source: Unsplash,
Pixabay

Context: We set up 5 solutions teams to professionalize solution development



Problem: When working in solution team for extended periods of time, we realized...

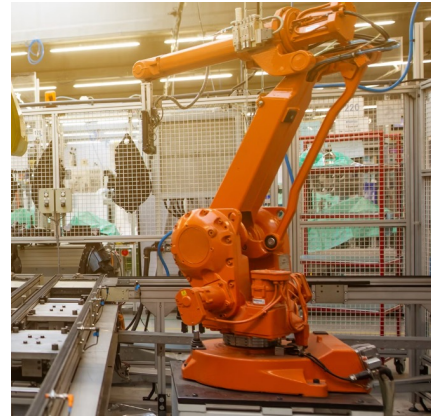
VALUE
REALIZATION



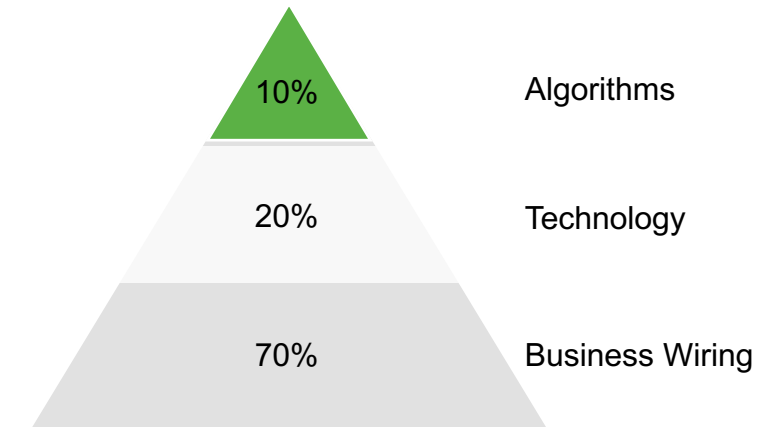
AD HOC
REQUESTS



INNOVATION
VS
OPTIMIZATION



IMPORTANCE
OF KEY DRIVERS



Picture Source: Unsplash

Solution: We set up a Consulting Team with two types of Mandates

High Impact
Proof of Concepts

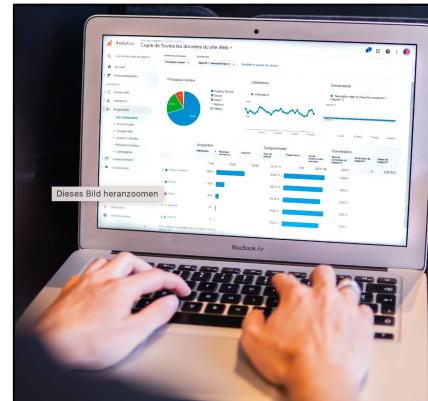
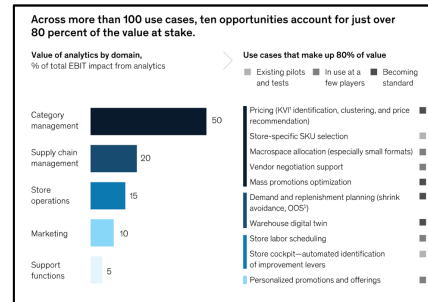
Ad hoc & Procect
based Analysis

Our Approach for High Impact Proof of Concept (1)

1) VALUE IDENTIFICATION

2) BUSINESS ANALYSIS & DATA AUDIT

3) BUSINESS PROPOSAL



Key Questions (selection)

- Where is the real pain?
- What is the realistic impact?
- How do best in class companies solve this topic?

- Can we spot the key topics in the data?
- Data Access and Quality
- How strong is the support from the users already?

- Timing and resource need for a small proof of value?
- Cost and value provided in POC, What is the value @ full scale?
- Which are potential roadblocks?

Picture Source: Unsplash

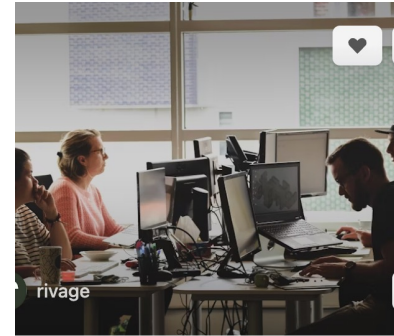
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Our Approach for High Impact Proof of Concept (2)

4) JOINT EXECUTION & SENIOR LEVEL WIRING

5) IMPACT MEASUREMENT & LESSONS LEARNED FROM POC

6) SCALE UP & TRANSFER TO SOLUTION TEAMS



Key Questions (selection)

- How do we free up enough time? from internal colleagues to succeed?
- How can we keep the team small & fast?
- How do we make executives part of the the POC?

- What are the key metrics from Finance to assess the POC?
- What other (non financial) metrics?
- What should we learn from POC for scale up phase?

- Ho do we best hand over solution & business partnering?
- How to manage application over time?

Picture Source: Unsplash

MIGROS Operations

What did we learn in the first year?

- 1) **Prioritize impact and willingness to act**
- 2) **Don't underestimate business wiring**
- 3) **Working style in solution teams is different to POC & Consulting**
- 4) **Some formalization helps to reach board level**
- 5) **Measure Success – jointly with Finance**
- 6) **Manage data governance and technical foundations proportional to value and risk.**



Picture Source: Unsplash

THANK YOU !

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Are you also passionate
about Technology,
Consumer & Retail?

Shape the future of Migros
together with us.



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