

Three Real-World Applications of Unstructured Data

BACKGROUND PROBLEM

The client needed better ways to evaluate e-commerce performance, prioritize sponsorship opportunities, and detect emerging innovation trends where traditional retail metrics were incomplete.

APPROACH PROCESS

- Combined digital shelf, social media, and web-scraped consumer signals into actionable analytics frameworks.
- Created e-commerce KPIs by pairing share of search, search rank, visibility, and sales data.
- Applied social reach analysis, geographic scaling, web scraping, and sentiment analysis to growth questions.

KEY FINDINGS / OUTCOME

- Improved prioritization of e-commerce investments through standardized digital shelf metrics.
- Identified high-reach, scalable sponsorship opportunities while reducing portfolio complexity and cost.
- Detected emerging flavor opportunities early enough to inform innovation pipelines and validation research.

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