AI & ML

Geo-tracking consumer trends at speed and scale

Roundtable Summary

In this roundtable discussion, let's explore how we could utilise various consumer and market datasets such as search and product launch data, openly available to us and be able to use robust statistical approach and create algorithms to determine how a trend (ingredient/claim/format) has travelled around the world.

We can discuss various use cases around this topic such as use cases below which are particularly important for industry marketers and product innovators:

- **Understand what countries are setting Trends within a given demand space (originators)**

- **Find what concepts and products are flourishing in originator markets**

- **Anticipate what countries might follow a given trend popping up in originator markets and push the right products accordingly**

- **Examine how searches and product launches are evolving within a given demand space all over the world (worldwide demand/supply X-Ray)**

Background Context

Many consumer products organisations share the same business need to understand how consumer trends and their products materialization travel across the globe in order to accelerate their time to market. This has been a consistent desire from the business, and it has been actioned by multiple teams trying to build their own methodologies, but always lacking scalability and robustness of methods. These approaches were mostly manual and the methodologies quite different. Therefore, the Trends Geo-Tracking app surges as a collective effort of creating a solution whose methodology is signed off by the Unilever business as a whole and capable of providing the scalability and flexibility that are required by a global and multi-category business.

Roundtable Chair

Angelina Yue
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Angelina is an experienced insights analytics specialist in consumer research and analytics product development. Through 8 years with Unilever, Angelina managed insights delivery teams and stayed hands on and experimented with a wide range of consumer dataset and tools. In recent years, she has gradually shifted to insight and analytics product innovation and development space as a product owner, focusing on trends capabilities.

Prior to Unilever, Angelina worked as a management consultant delivering Digital Transformation programs in FMCG, Retail and public sector.