

Powering KPI-Driven Market Share Growth for a Leading Alco-Bev: A Commercial Analytics Accelerator Story

How a strategic analytics framework anchored a
5% point market share ambition over 3 years.



Client Overview

A leading alco-bev is operating in one of the most competitive categories in its market, where the gap between share leaders and the rest of the field is decided at the point of distribution, through outlet presence, channel reach, and the discipline of on-premise execution.

Against this backdrop, the organization set out a clear strategic ambition: to deliver **a 5% increase in market share over a 3 year horizon**. Translating that ambition into measurable, week-on-week progress was the harder problem. It demanded sharper visibility across the on-premise channel, tighter alignment between business and IT, and a reporting foundation built for the pace of the growth agenda.

To anchor that ambition in a credible system of measurement, the client partnered with **Polestar Analytics** to design and deliver the **Commercial Analytics Transformation**; a connected, KPI-led analytics framework built on **Modern data warehousing principles**, bringing clarity, governance, and decision-readiness to commercial reporting.



Key Challenges

The growth ambition was clear, but the Execution Architecture, to carry it out, was not. As the team scoped the engagement, four structural challenges were identified, with each constraining the growth agenda itself, not just the ability to measure it.

Four Structural Challenges Limiting Growth

1



Undefined KPI Framework

No standardized KPIs or success metrics across functions.

2



Reach & Distribution Blind Spots

Incomplete visibility into market reach and distribution gaps.

3



Spreadsheet-Led Reporting

Manual, error-prone processes limit speed, scalability, and trust.

2



Disconnected Data Ecosystem

Siloed systems and data fragmentation prevent a single source of truth.

Undefined KPI Framework

- Reporting priorities and KPI definitions sat fragmented across teams
- Stakeholders could not consistently articulate which operational drivers moved market share
- No shared vocabulary linking commercial ambition to measurable performance

Blind Spots in Reach and Distribution

- Outlet presence, distribution effectiveness, and performance monitoring lacked consistent reporting
- Existing approaches were neither standardized enough to be trusted at the top, nor scalable enough for a national on-premise footprint

Spreadsheet Led, Fragmented Reporting

- Heavy dependence on manually consolidated reports and spreadsheet-driven workflows
- Delayed reporting cycles and inconsistent KPI interpretation across functions
- Eroded confidence in outputs and a disproportionate operational burden on the teams expected to act on them

A Disconnected Data Ecosystem

- Multiple internal and external datasets, each with its own structure, refresh cadence, and quality profile
- Aligning these sources reliably became a critical success factor for the wider engagement



Our Approach: A Driver Tree Led Foundation

Before building any dashboards, the team paused on a more fundamental question: which business drivers and KPIs actually move the needle on market share? Anchoring the engagement in that question, rather than in tooling choices, set the sequence for everything that followed. KPI design came before platform design.

Through a series of focused workshops with business and IT stakeholders, Polestar Analytics mapped the commercial goal to its operational levers and the measurable KPIs underneath. The output is a structured Driver Tree that gave the organization a single, agreed reference point for what success looks like and how it will be tracked.

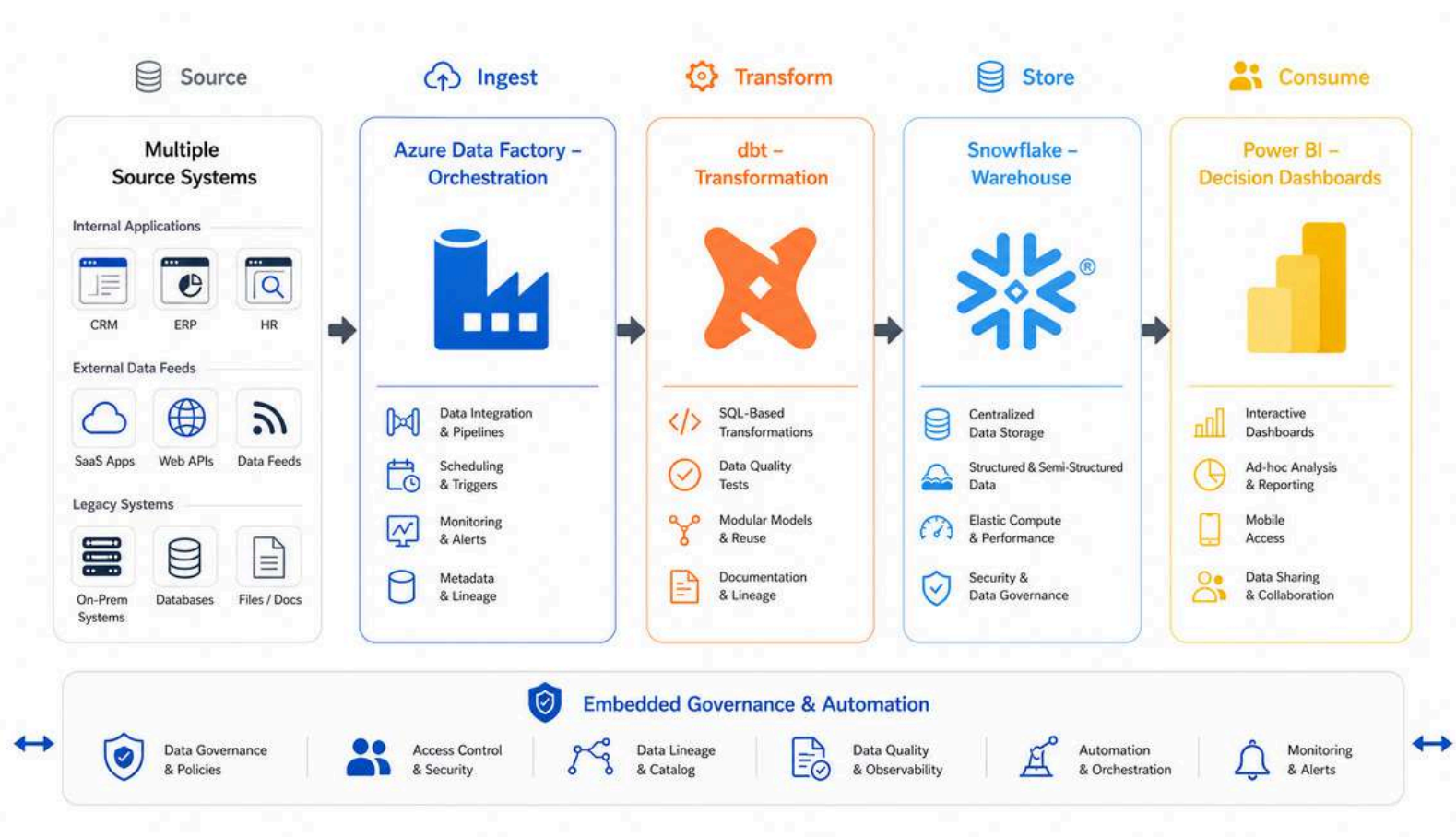
The framework concentrated on four functional priorities:

- ✓ Customer Classification
- ✓ Channel Reach Reporting
- ✓ Distribution Effectiveness
- ✓ Sales Performance



The Solution

With the KPI framework defined, attention turned to the platform that would carry it. The Commercial Analytics Accelerator was built on a focused stack of Modern data warehousing principles and engineered around four anchoring principles: scalability, centralized data management, ease of access, and future extensibility.



The build came together across four pillars.

Centralized Data Management

- ✓ All key data sources unified under a single, governed foundation in Snowflake
- ✓ A consistent base of insights for current operations and future strategic priorities
- ✓ Cross-functional alignment on the data being used to drive decisions

Refined and Warehoused Legacy Data

- ✓ Formatting standards and disciplined data management practices applied to legacy data
- ✓ **dbt-driven transformation pipelines** feeding cleaned, structured data into the Snowflake lakehouse
- ✓ Business functions could finally rely on the data they were analyzing without first having to reconcile it

Automated Data Flow with Embedded Governance

- ✓ End-to-end automation of data flows via Azure Data Factory
- ✓ Manual reporting overhead eliminated
- ✓ Governance mechanisms embedded directly into the pipelines to safeguard data quality

Intuitive, Decision-Ready Dashboards

- ✓ Power BI dashboards designed for business stakeholders rather than analysts
- ✓ Frontline commercial teams and senior decision makers moving from data to decision with materially less friction

Business Impact

Reporting accuracy **improved by**

40 to 55%

with reconciliation-heavy cycles giving way to a single, trusted view of commercial performance

Reporting cycles now run

35 to 45%

faster, putting commercial insights in decision-makers' hands while they are still actionable

Commercial team efficiency rose by

25 to 35%

with frontline commercial teams free to focus on the highest-potential accounts.

Standardized KPIs

across the commercial organization now tie daily execution to their strategic ambition through a shared, measurable vocabulary.

About **Polestar Analytics**

Polestar Analytics is a leader in Data, Analytics, AI, and Enterprise Planning helping organizations to unlock intelligent outcomes through our proprietary products like 1Platform, accelerators, and services. Our expertise spans data engineering, data science, agentic and generative AI, and advanced planning for CPG/Retail, Pharmaceuticals, Manufacturing, IT/ITeS, and Financial Services.

Reach out to us today!