

A Teaching Case on How P&G Uses Data Visualization to Unveil Possibilities of New Opportunities for Growth Appalling the Decision-Makers

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ABSTRACT

This teaching case requires students to explore the power of data visualization empowering crucial decision makings in financial, strategic, nonfinancial quantitative, and qualitative underpinnings of Proctor & Gamble in 2011-2014. Data visualization is a key component to business and data analytics, allowing analysts in businesses to create tools such as dashboards for business executives. This case will focus on various aspects in making any business grow in terms of sales. It will answer question like: Does applying visualization will have actionable and differentiated business, market, and technology insights that translate into winning value propositions? The case could be taught in management information system classes, entrepreneurship classes and business analytics classes. This case can also be taught in Strategic Management classes.

Keywords: data visualization; innovation; strategic decisions; tactical decisions; financial factors; nonfinancial factors; teaching case; decision cockpit; business sphere.