

storytelling <sup>with</sup> **DATA**

# Communicating with Impact



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*Amanda Grzeda is an employee of PepsiCo, Inc. The views expressed in this presentation are those of the author and do not necessarily reflect the position or policy of PepsiCo, Inc.*

# Research



# Analysis





Understand

Agree

Endorse

Echo

# How?



# Establish Subject Matter Expertise

**Build your Brand**

**Provide Context**

**Demystify Sensory  
Terminology**



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*Questions? Amanda Grzeda x4841*



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Demystify Sensory  
Terminology

**Implicit vs. Explicit**

Thurstonian

*Monadic*

**Genotype**

*Hedonics*

**Modality**

Phenotype

TDS

**CATA**

Elicitation

Oral Processing

System 1 vs. System 2

Lexicon

*Sequential Monadic*

# Establish Subject Matter Expertise

Build your Brand



Statistics



Psychology

Provide Context



Sensory Science

Demystify Sensory Terminology



Engineering



Science  
(Food, Material, etc.)

# Simplify the Message

Consistency is Key

Simplify  
Complicated  
Analyses

Focus on What  
Matters



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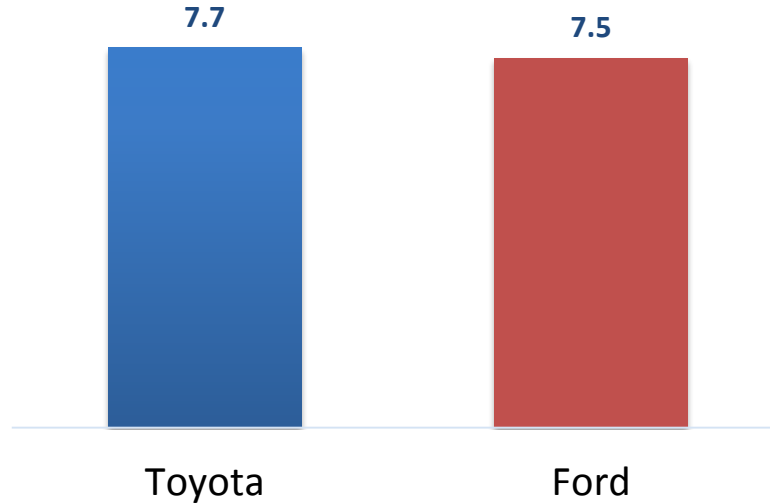


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*Consistent  
throughout  
entire report!*

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**About Penalty Analysis...**

PEPSICO  
Sensory and Consumer  
Product Insights

- The primary purpose of Penalty Analysis is to prioritize product attributes for further development.
- **Net Penalty = (Mean Drop)(% Net JAR)**
  - Mean Drop is calculated by subtracting the average Overall Acceptability score of people who found a trait "Just About Right" from the Overall Acceptability of those finding the trait "Not Just About Right".
  - Traits with Net JAR < 20% are excluded from the analysis.
- Net Penalty is analogous to the amount the overall liking score would theoretically increase if all of the "Net JAR" respondents moved into the JAR category.
  - Net Penalty > 0.55 → **Prioritize Refinement Actions**
    - Large penalties fall above and to the right of the red line on the penalty chart. Optimizing these product attributes would have a meaningful impact on overall liking if improved.
  - Net Penalty > 0.33 → **Simplify as Feasible**
    - Interesting penalties fall between the green and red lines on the penalty chart. Optimizing these product attributes may have a positive impact on overall liking if improved.
  - Net Penalty < 0.33 → **No Action Required**
    - Product attributes which fall below the green line do not have a meaningful impact on overall liking, and require no further action.

1  
ASTM - Manual 63 Just-About-Right (JAR) Scales: Design, Usage, Benefits, & Risks

If it takes more than one page to  
explain... try, try again!

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Introductions



Concept Exploration



Product Reactions



Summary

**Don't be beholden to  
the discussion guide!**

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Qual



Descriptive



Quant

**Don't force fit to the  
order in which the  
research was conducted!**

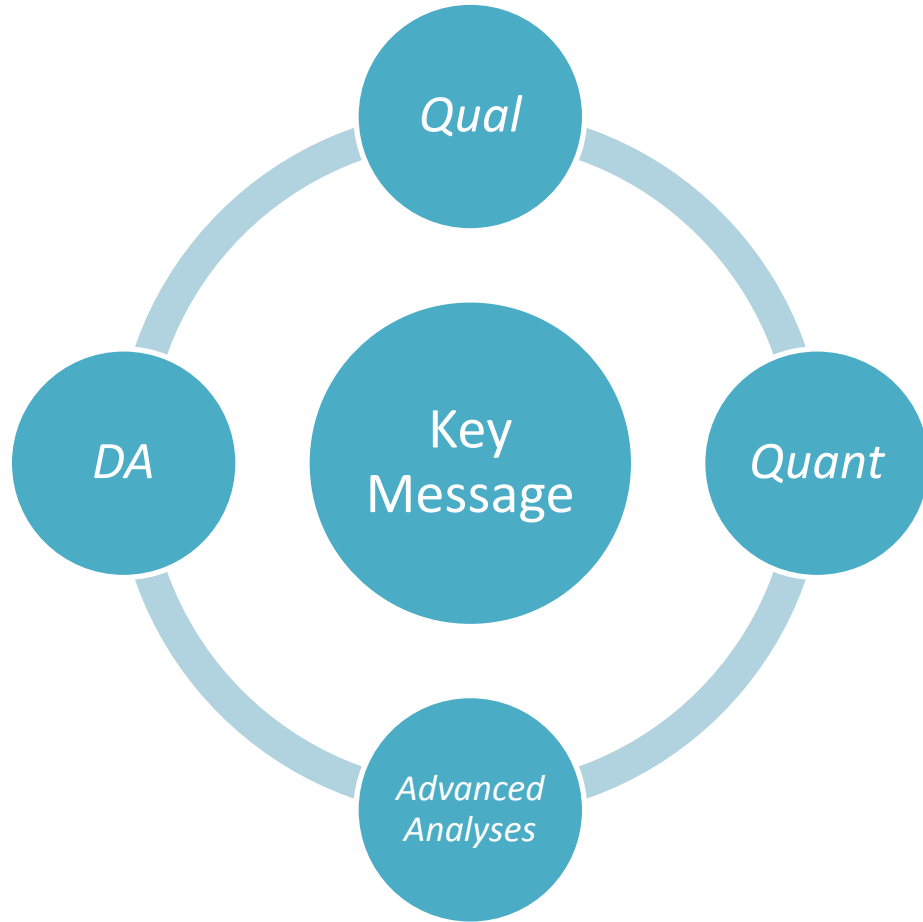


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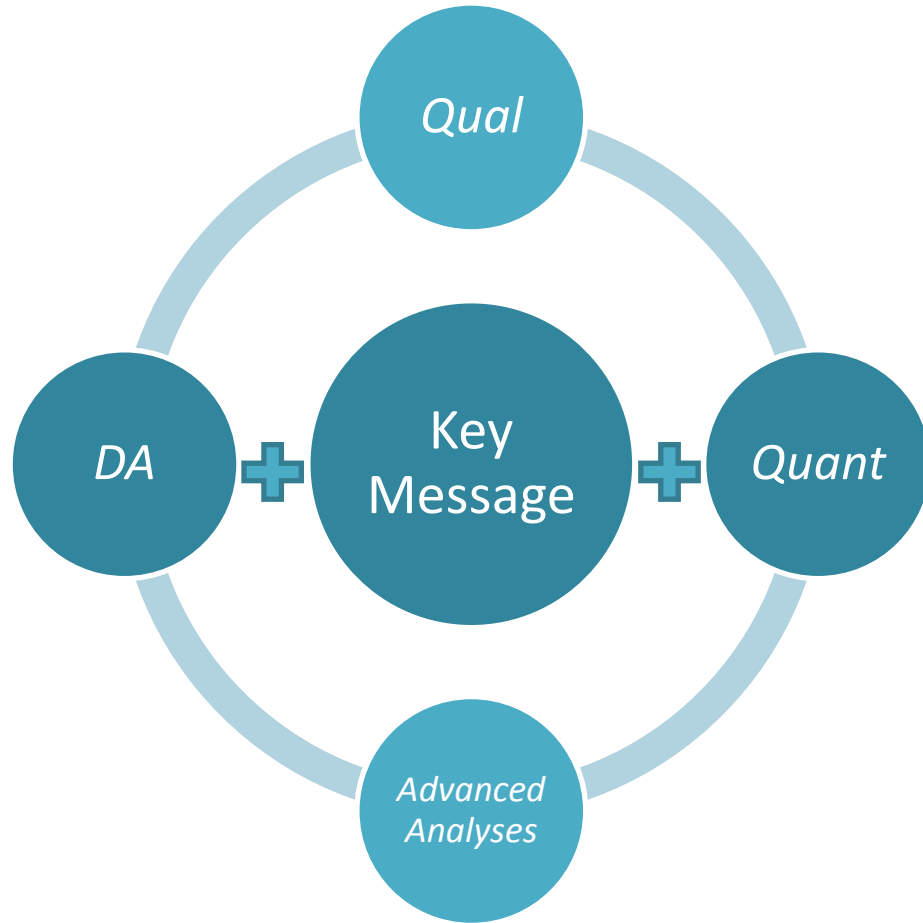


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# Enable Easy Echoing

**Know Your  
Audience**

**Consider Scorecards**

**Create “Shareable”  
Reports**



# Enable Easy Echoing

Know Your Audience

Consider Scorecards

Create “Shareable” Reports



Anticipate Questions

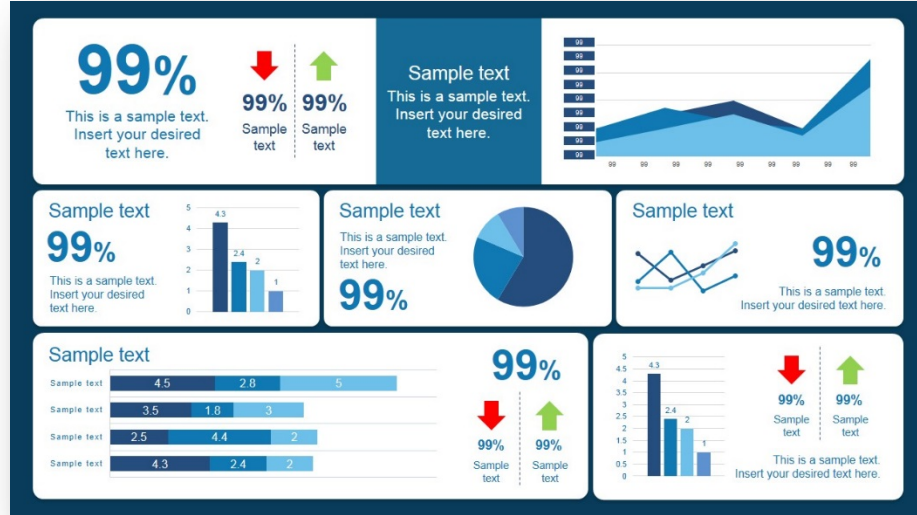
Proactive Answers

# Enable Easy Echoing

Know Your Audience

Consider Scorecards

Create “Shareable” Reports

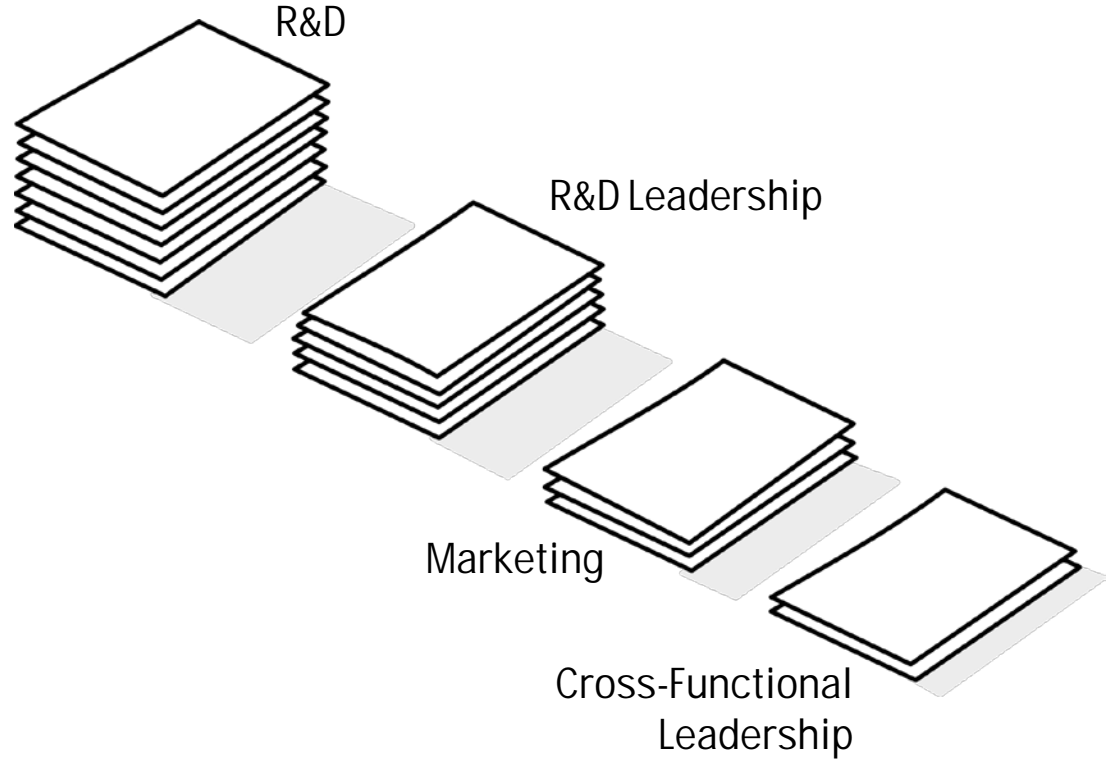


# Enable Easy Echoing

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# Enable Easy Echoing

Know Your  
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Reports



...is your friend!



storytelling <sup>with</sup> **DA**  
**TA**

**Questions?**