

CASE OVERVIEW

How STATXO Delivered 90% Accuracy in Oil Market Intelligence for a Global Beauty Care Company

A global beauty care company needed one clear view of retail sales and oil raw-material markets to guide sourcing and category strategy. STATXO built a unified Market and Category Intelligence Platform, anchored by CommodityXO, bringing structure, accuracy, and real-time visibility to both markets.

Industry: Personal & Beauty Care

Data Sources: NPD, Kantar, Euromonitor

Master Dataset: 100K+ Rows, 75+ Variables

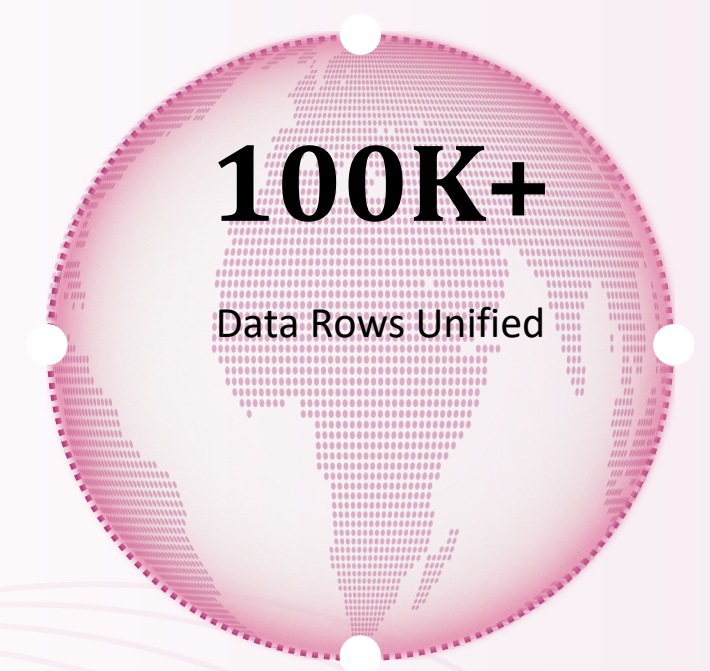
OBJECTIVE

Build one standardized, accessible view of retail sales and oil market sizing to support strategic and operational decisions.

SCOPE

Data integration, market sizing, and continuous oil-price intelligence, delivered through interactive dashboards and real-time news monitoring.

ENGAGEMENT SNAPSHOT



Strategy & Category Teams
Primary users

CommodityXO
Core intelligence layer



90%

Accuracy in oil classification and calculation



100K+

Data rows unified into one master dataset



Real-Time

Oil market news monitoring and impact tracking



75+

Variables standardized across sources

Retail and Oil Market Visibility Were Trapped in Disconnected Data

Individually, each data gap looked manageable. Together, they left strategy teams without one trusted view of retail performance or oil market movement.

CHALLENGE AREA

Disparate Data Sources	Sales, NPD, Kantar, and Euromonitor data arrived in different structures and formats.	
No Standardization	Internal sales and marketing insights lacked a consistent structure or taxonomy.	
Overlapping Coverage	NPD, Kantar, and Euromonitor data overlapped, creating conflicting market reads.	
Currency Complexity	Currency conversion issues distorted market-size comparisons across countries.	
Outdated Oil Pricing	Oil price information lagged real-world market movement.	

100K+ Rows Unified

75+ Variables Standardized

BUSINESS IMPACT



ROOT CAUSES

- Retail and oil data were never designed to sit in one master dataset.
- Each external provider used its own taxonomy, currency, and reporting cadence.
- No system tracked oil market signals continuously against business impact.



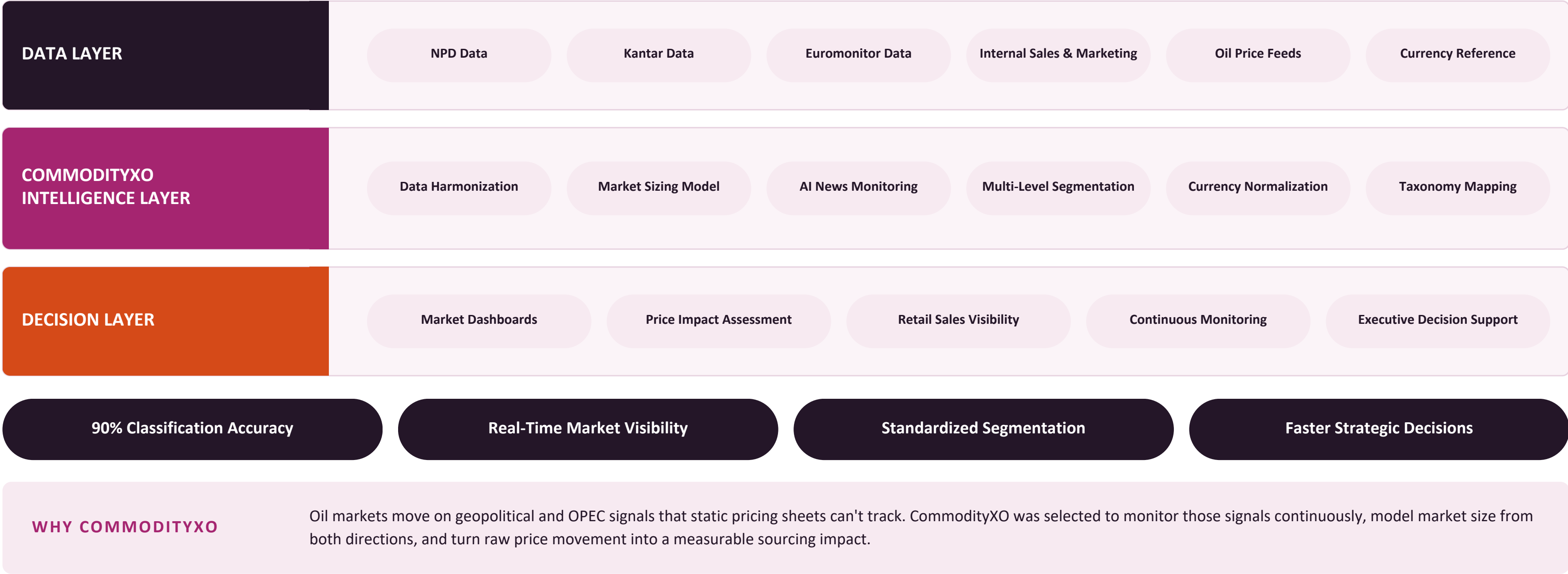
BUSINESS RISK

Without a single, trusted view, strategy and category teams risk sourcing decisions built on outdated pricing and conflicting market reads.

One dataset, every source. A single master dataset replaced five disconnected sources and their conflicting reads.

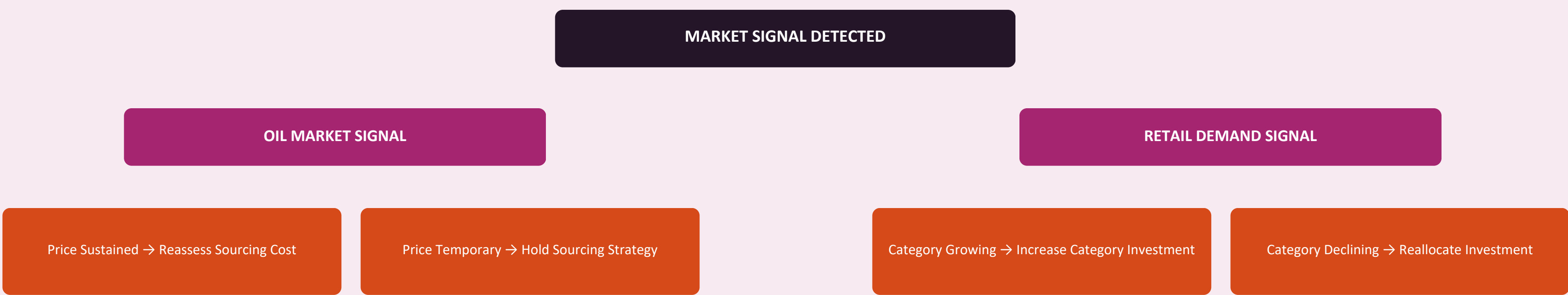
How STATXO Turned Fragmented Market Data into One Trusted Intelligence Layer

CommodityXO became the core intelligence layer for oil market monitoring, sitting inside a broader Market and Category Intelligence Platform that unified retail and commodity data into one standardized view.



From Market Signal to Strategic Decision, in One Connected Flow

Every oil price movement and every retail demand shift runs through the same decision path, from signal to recommended action.



BUSINESS DECISIONS ENABLED BY STATXO

BUSINESS QUESTION

- How significant is an oil price movement for sourcing costs?
- Which markets or categories are gaining or losing share?
- How reliable is our current market size estimate?
- Where do internal and third-party data disagree?
- Which categories need re-segmentation?
- How current is our oil market intelligence?

STATXO RECOMMENDATION

- AI-powered news monitoring with impact assessment against sourcing exposure
- Standardized retail sales intelligence by brand, category, and country
- Bottom-up and top-down sizing cross-validated for accuracy
- Data harmonization across NPD, Kantar, and Euromonitor sources
- Enhanced segmentation by market, FF category, supplier, and brand group
- Real-time monitoring of geopolitical, OPEC, and IEA signals



The Outcomes Strategy, Category, and Procurement All Point To

90%

Accuracy in oil classification

100K+

Data rows unified

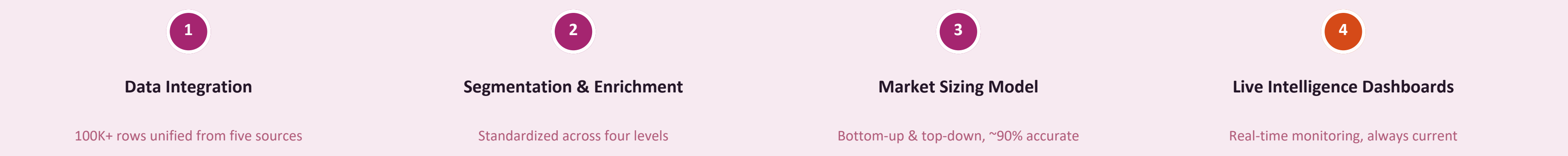
75+

Standardized variables

Real-Time

Oil market monitoring

PATH TO A TRUSTED MARKET INTELLIGENCE PLATFORM



BEFORE VS. AFTER

Data sources	Disparate, inconsistent	→ One harmonized dataset
Oil market pricing	Static, lagging	→ Real-time, AI-monitored
Segmentation	Ad hoc	→ Standardized, four levels
Market sizing	Manual estimation	→ Modeled, ~90% accurate

Every improvement above keeps compounding: CommodityXO keeps tracking geopolitical and OPEC signals as market conditions shift.

The Team Closest to the Problem, on What Changed

“

STATXO's accuracy in oil classification, deep insights into retail sales, and effective segmentation strategies have been invaluable. Their user-friendly dashboard streamlined decision-making, while their structured data approach and impact assessment ensured ongoing analysis.

— Director, Strategy

ENGAGEMENT TYPE

Market & Category Intelligence Platform

FUNCTIONS INVOLVED

Strategy · Category Management · Procurement

INDUSTRY CONTEXT

Personal & Beauty Care, Global

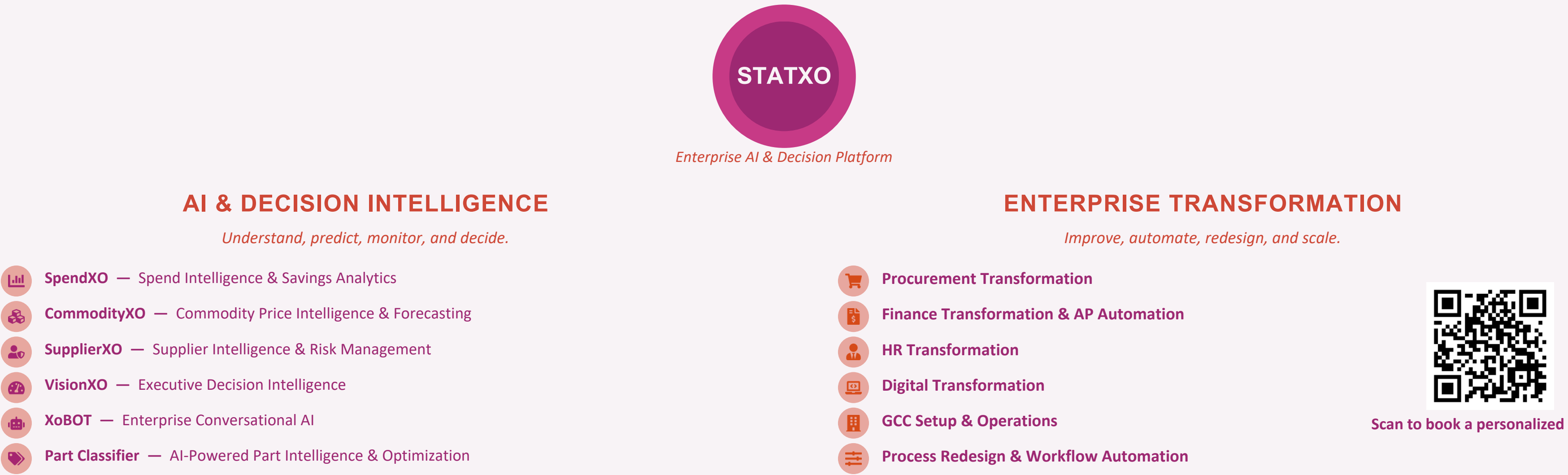


WHY IT SUCCEEDED

One market intelligence platform gave strategy and category teams a single, trusted view of retail performance and oil market movement, built for continuous monitoring rather than a one-time report.

Explore the Complete STATXO Intelligence Ecosystem

AI-powered products and enterprise transformation solutions designed to help organizations understand, predict, optimize, and transform business decisions at scale.



Ready to Solve Your Next Business Challenge?

Explore the complete STATXO ecosystem to discover how our AI-powered products and transformation services help enterprises make faster decisions, optimize operations, and deliver measurable business outcomes.

Explore Products

Explore Solutions

Book a Demo