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Keurig Dr. Pepper Internship: Development of a Tool in a Big Data Environment to Uncover Risks and Opportunities

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KEURIG DR PEPPER INTERNSHIP: DEVELOPMENT OF A TOOL IN A BIG DATA ENVIRONMENT TO UNCOVER RISKS AND OPPORTUNITIES

by

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An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of Science in Business Administration in Marketing and Business Information Systems.

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Introduction

Selling and sales management professions permeate job application websites. Sales is often associated with a pushy used-car dealership and cold calling. These practices are necessary, but selling, especially in our increasingly consumerist society, has long influenced and is a part of almost all business professions. You could argue that almost every employed individual operates in some sort of sales function due to the current job landscape. Whether this includes working directly with the sale of a product or even selling one's self to a company or client. Selling in the retail space is understandably the heartbeat of the company, especially in a competitive sector such as consumer packaged goods, where sales grew by \$131 billion dollars, or 9.4%, from 2019 to 2020 (Consumer Brands Association, 2021). Selling to retail giants and smaller companies alike needs to be focused on more than ever before. Not only do external sales play an important role in today's job landscape, but the sales function also operates in an important way internally. Within businesses, internal sales need to be strong in order to inform competitive decision-making.

Alongside sales, technology and data have completely altered the way businesses operate. Consumers are flooded with both virtual and non-virtual advertisements, and large companies focus on ad-targeting and profiling consumers in almost every instance that they are online. Because of this there is an increasing need for understanding each consumer and their specific buying instance. What kinds of items are they buying at other times? What companies do they follow? What is their demographic information? The same care has been placed on understanding the consumer away from social media as well. Ultimately, obviously, the consumer is the one consuming the product. At the bottom line, they need to be understood; their wants, needs, dislikes, and struggles. Data collection has made it easier to obtain this level of important information concerning the customer. The increasingly integrated and cross-functional nature of business calls on the importance of both sales and consumer data to develop a more holistic view of the business.

Selling did not become a blip on my radar until I enrolled in Selling and Sales Management my junior year. I found selling to be an intriguing mix and intersection of analysis and critical thinking as well as creativity and people skills. I have always been inclined to both logical and creative spaces, being a Marketing and Information Systems major, and found sales to be not only interesting but vital. Sales functions in businesses large and small must always be on the lookout for risks and barriers to their products selling as well as opportunities to expand product lines in retail giants such as Walmart. This can be achieved through the intentional use of data and tools that leverage sales and/or consumer data.

Internship Acquisition and Responsibilities

Upon searching for summer internships to further my real-life business experience, I was part of a mentorship program through Future Women Business Leaders of America. My then-mentor worked as an Omnichannel Marketing Manager at the Keurig Dr Pepper office in Rogers, AR. Our curriculum consisted of discussing items such as interviewing, networking, and goal setting. During the course of our mentorship, Margie sent over an application to work as a sales intern on the Walmart Team of the coffee side of Keurig Dr Pepper. Upon my newfound appreciation for sales functions and the dynamic nature of a large consumer packaged goods industry, I applied with less-than-high hopes. After four successful interviews, I was extended an offer to accept the position.

My job expectations were to work with top sales executives on the “customer facing Walmart coffee systems sales team”. Here, I would be working with the sales of brewers, K-cups, bagged coffee, and more to a retail giant as large as Walmart. This would include driving growth against sales goals, as well as:

- *supporting the Walmart team of sales data to drive insights and strategic recommendations*
- *partnering with KDP Headquarter functional support teams to drive support of new opportunities and assess risks*
- *generating new ideas and processes to unlock new growth opportunities in the digital space*

This would mean working with several cross-functional teams, including omni-channel sales, shopper insights, and sales directors.

The job called on a passion for retail, ability to work with numerous stakeholders, and knowledge in the Microsoft Office space, as well as willingness to work with data from Retail Link. Leadership, energy, drive, organization, and analytical skills were key facets of the internship. Responsibilities were split into three main areas, including project management, analysis, and business planning and strategy. As discussed earlier, planning for risks and opportunities would be a large part of this venture.

Personal Objectives

Ultimately, internships provide great value to a student. From project leadership to business analysis to cross-functional team experience to customer engagement exposure, an intern has the opportunity to experience many different business functions and develop a well-rounded view of the business. The intern also has the ability to assess his or her preferences towards a particular function and therefore make more informed post-graduation career decisions. Before my internship began, I was looking to experience all of these benefits. My personal learning objectives going into this endeavor were to develop real-world skills. I was fortunate to have pioneered the Northwest Arkansas office’s internship program, and I wanted to immerse myself in the culture of the company and the CPG sector as a whole. I believe that the greatest learning comes from jumping in headfirst, failures and all.

Internship Project Background and Objectives

I was originally tasked with four projects over the course of my internship, including:

- Keurig Brewer Market Basket Analysis – focused on better understanding the different Keurig brewer consumers by the analysis of basket items alongside brewers
- Omni Shopper Program Sales Analysis – consisted of pulling sales data on previous activations to recommend suggestions based on sales lift
- Category Shopper Profile Library – included pulling demographic data from Numerator and creating an easily usable Excel tool for both KDP and non-KDP coffee brands
- Hispanic McCafé Opportunity - consisted of focusing in on building a selling story geared towards Hispanic markets shopping the McCafé brand alongside the brand and omni-shopper teams

All of these projects had something in common, namely searching for business opportunities. Though all of the projects utilized different means to arrive at and assess opportunities, the ultimate goal included looking into threats or risks and opportunities. This is the heart of being actively involved in a sales function. Furthering the business' strategic goals must begin with assessing the brand's positioning so the next move can be made. At the intersection of data, technology, and sales & marketing, there is a beautiful opportunity to utilize pre-existing information to inform decisions through tools and numbers. Operating in a position that sells B2B, or business to business, I quickly learned to value the creation of tools that leverage consumer and sales data to better understand the consumer of not only the CPG company (KDP) but also the retailer (Walmart). The comparison of these two consumers, alongside competitor's consumers, gives a zoomed-out view of both risks and opportunities in the marketplace to make the CPG company more competitively aware.

Situation Assessment

Upon entering into this internship, KDP did not possess an easily accessible internal tool to analyze consumer demographic data. Consumer data, as briefly mentioned above, is an important piece to understanding the company's customers as well as the competitor's customers. Sales data is important as well, though generally accessible and more visible to the sales function. Numbers flow in as products sell, but it is more difficult and equally important to know data about the consumer of the product. Discussed in a Forbes article, consumer data can aid businesses in developing and uncovering relationships, finding new ideas, predicting behavior, and generating empathy towards consumer pain points (Forbes Technology Council, 2019). Consumer panel data has become increasingly popular to segment consumers into buckets based on demographic information and spending habits. In consumer panels, participating individuals are studied on a continual basis through surveys and receipts. This generates data that is trustworthy and expands from basket attributes (spend per trip, payment methods) to demographic data (Numerator Intelligence, 2021).

KDP has teams and individuals dedicated to shopper insights. These individuals utilize a system called Numerator, which is a consumer panel data solution. KDP's Northwest Arkansas office is often focused on managing products in the Walmart retail space, so shoppers in the Walmart retail channel are often analyzed, but Numerator provides data on consumers across other channels, such as dollar stores and club stores. Data is pulled in reports that can be exported to a Microsoft Excel format. Custom groups can be created within the Numerator system based on any aspect of the product bought. For example, in KDP's case, people groups are often created for certain brands (McCafé, Green Mountain), pack sizes, and types of product (dark vs flavored sodas). Different cross-functional teams throughout the business also utilize a suite of tools including IRI, Mintel, and Kantar data systems.

KDP does possess important tools such as Numerator where data is available for use. The problem for many businesses lies in not utilizing pre-existing data to the fullest to uncover risks and opportunities. Especially in KDP's case, the Walmart team lacked an ability to quickly share accurate one-page snapshots of demographic brand & competitor data. In the NewVantage 2019 Big Data and AI Executive Survey, large companies such as Allstate, Wells Fargo, and General Motors reported (#4):

- *Only 31.0% of companies say they are data-driven*

- 71.7% of firms report that they have yet to forge a data culture
- 53.1% of firms state they are not yet treating data as a business asset
- 52.4% of firms claim that they are not competing on data and analytics.

As shown above, data is more important than ever, but many businesses often have a hard time harnessing these important figures and using them to the best of their ability. When data is available but not centralized, it tends to breed inconsistency and makes decisions more time consuming and difficult for teams, especially when trying to understand the consumer to more effectively sell them product (Smallcombe, 2019). KDP needed a centralized data workbook to be able to not only pull for selling stories, but to have a company-wide consistent and transparent view of the suite of brands as related to the consumer.

Project Details

As outlined above, 4 projects were tasked to me during the course of the internship. All projects focused on understanding the product alongside the consumer. Market basket analysis gives insights from Walmart's data system, Retail Link, of what else the consumer may be purchasing with a certain brewer or product. The omnichannel sales project that I completed helped back if a certain promotion lifted sales for a certain product via Retail Link. However, the category shopper profile library stood out in the midst of the other projects. The previously appointed McCafé Hispanic opportunity was put aside to expand the shopper profile tool into more facets of the business.

Methodology of the Shopper Profile Tool

KDP'S goal for this project was to have an easy-to-use tool to aid in selling stories both internally and externally with the customer. The objective of this project was listed as follows:

“The end deliverable will be to create a Brand Shopper Profile template in Excel that consists of multiple tabs and incorporates large data pulls from our Numerator tool. This template would then feed into a 15-20 different charts allowing the sales teams to auto populate for the specific brand they want into an easy-to-use PowerPoint slide.”

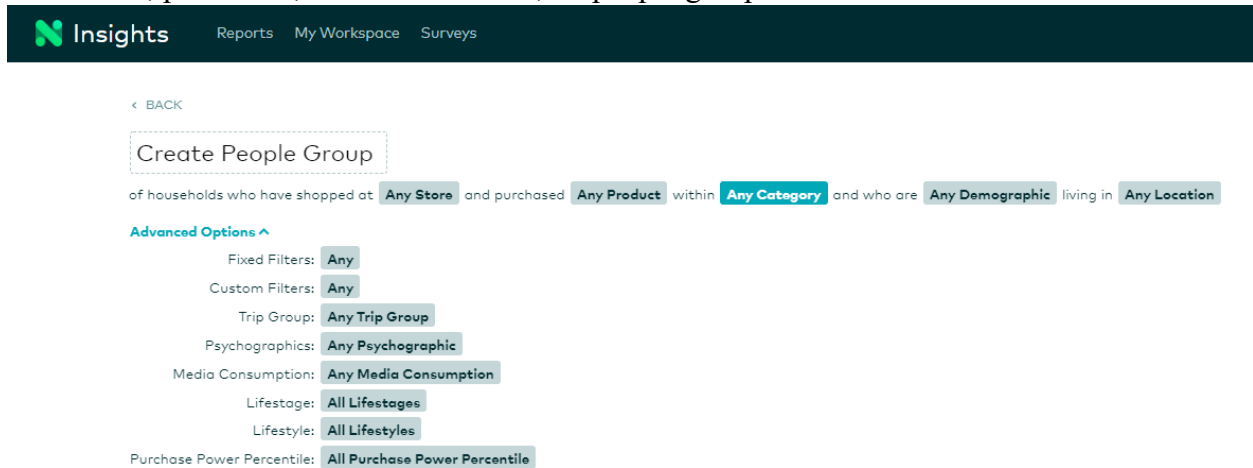
To begin the process, I was trained on how to most effectively use Numerator. I had to become a “super user” within weeks to learn how to quickly and effectively pull reports. With aid from the shopper insights and analytics teams, and a lot of practice, I became an expert in creating people groups and pulling reports for specific brands and categories. The carbonated soft drink, or CSD, team saw the work being done and asked to be included, so by the end of the project I was able to create tool for both the coffee and soft drink sides of the business.

After learning the basics of the Numerator system, I worked alongside category and shopper insights teams to compile a list of people groups that we wanted to pull data for and compare. Among the groups we chose specifically for the CSD workbook were:

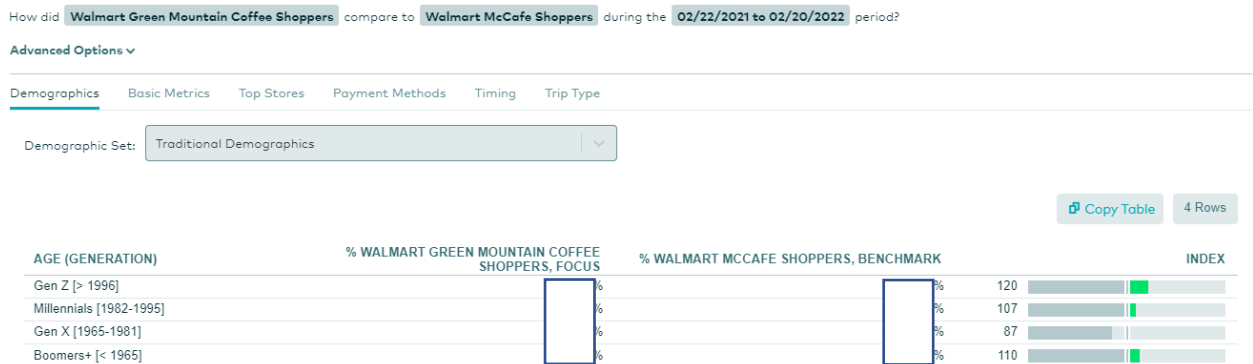
- KDP brands (Dr Pepper, A&W, 7UP)
- Competitor soda brands (Fanta, Sprite, Coke)
- Total umbrella trademark for KDP soft drinks, Coca-Cola soft drinks, and Pepsi soft drinks

- Pack sizes (2 Liter, 12oz 6 pack)
- Flavored soft drinks vs Dark soft drinks

Then, I used my training and skills to create these people groups in the Numerator system. All data was Walmart-centric, meaning that we were discussing each brand or type’s consumer on the Walmart level. Each people group, in short, stood for All Shoppers who purchased X Brand, X Pack Size, or X Flavor soft drinks at Walmart stores everywhere. Between brands, trademarks, pack sizes, and dark/flavored, 39 people groups were created for this CSD iteration.



After these people groups were created, I was able to utilize the bucketed consumers in a Shopper Profile feature in Numerator. The Shopper Profile feature allows the user to compare two people groups based on a specific time period. The tool will then index the groups against each other to see where differences lie. I did not utilize this index in my pulls, as I was simply pulling for the demographic percentages.

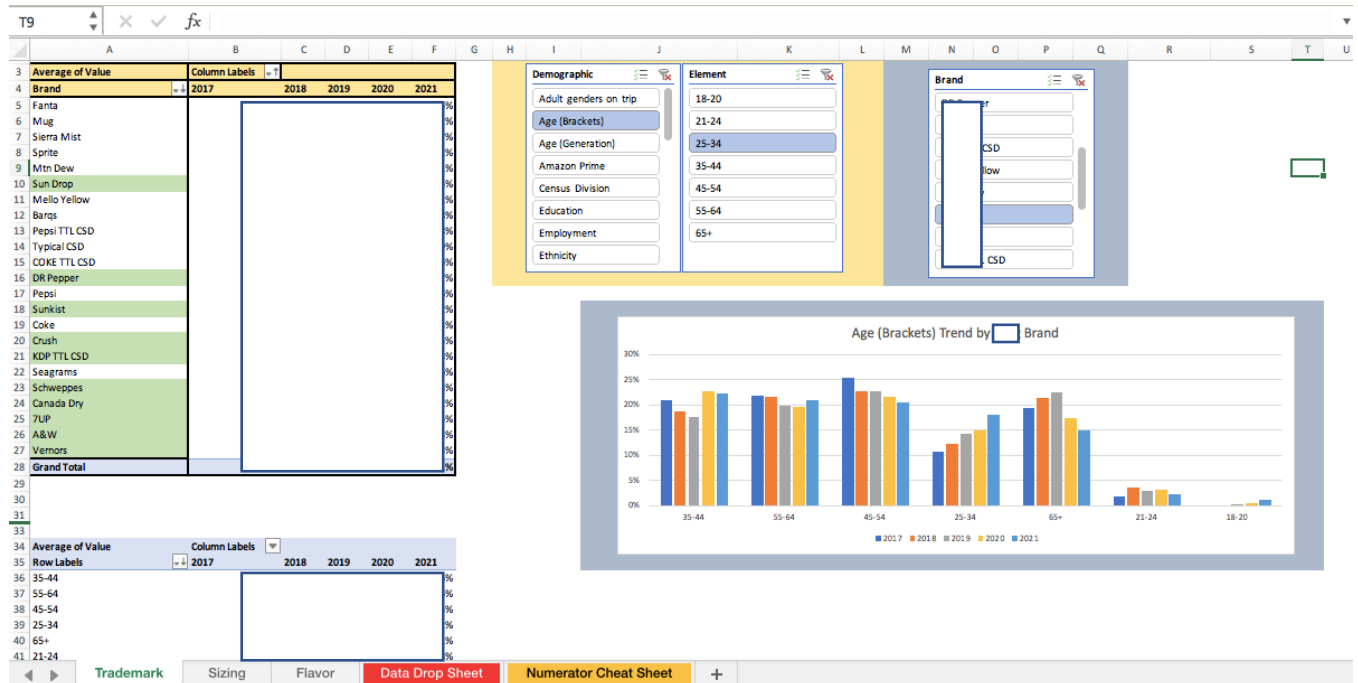


This output report was exportable into an Excel document. I had to pull 20 reports, because I had 39 people groups to compare (two at a time) and get percentages on. Each of the 20 reports had to be pulled five times over, to analyze the five years 2017-2021. Each of the approximately 100 pulled Excel documents, with demographic information for the typical shopper of each type of product, were consolidated into a summary Excel workbook.

After the consolidated data workbook was created, data manipulation had to take place. With the aid of experienced analysts on the team, I was able to get the data into the correct

format to be able to use for PivotTables. After much time, many iterations, and practice in efficiently formatting Excel PivotTables, I was able to create two comprehensive five sheet Excel tools for analyzing demographics of coffee or soft drink consumers at Walmart based on attributes such as pack size, brand, and trademark.

Explanation of CSD Shopper Profile Tool



The first three sheets in the CSD workbook represent the different attributes. Brands and trademarks are included in the first, then pack sizing, and finally the dark soft drinks compared to flavored.

In each individual sheet, there are two components. The top of the sheet, including the yellow table and yellow slicers, allows the user to see demographics on a comparative level. The slicer controls first the demographic, and then the specific element of that demographic category. The table changes based on the slicer selection. All pulled people groups for that element are listed along with their percentages for each year. The attribute (brand, pack size, etc.) having the largest percentage of that element for 2021 is listed at the top of the table. This section of the tool allows us to assess brands or attributes that are “winning” or “losing” in certain demographics. It also allows the user to assess the competition’s role in a certain demographic reach.

The second component, the bottom of the tool, allows the user to look at the whole demographic category and all its elements on an individual brand level. The slicer, chart, and table in blue represent this individual attribute analysis. The blue slicer still requires the use of the first yellow slicer, as the user clicks on their desired demographic slicer in yellow, and then utilizes the blue slicer to drill into a specific brand. When the blue slicer is utilized, the chart beneath will reflect the information about that demographic spread for that specific brand. The table at the bottom will also reflect the same information in the chart, but in a table format similar to the one directly above it.

The last two sheets involved in the workbook include the Data Drop Sheet and the Numerator Cheat Sheet. These sheets were developed so that the tool can be dynamic and live on post-internship. The Data Drop sheet has a designated area in white where the user can drop new data reports for different years or update unfinished years. Formulas next to where data is placed break out attributes and years in a way in which they are usable for PivotTables. The Numerator Cheat Sheet makes it easier for future users to reference certain people group names when pulling reports in Numerator. Tips are included, explaining to the user how best to adjust and rearrange data in the raw Numerator reports to work with the template.

Project Expansion for Recommendation

As I finished developing this tool, I recognized that, with time left in my internship, I could practice using the valuable resource that I created to uncover a business opportunity. For the CSD side of KDP, I had created the tool and a couple of brand one-pagers but had not identified any risks or opportunities or used any of the data to make a recommendation. After speaking up about what KDP was interested in identifying, I began to dig through the data to build a story on the root beer segment of the business. Due to the nature of the information, specific details will be masked as much as possible.

When looking through 25,351 rows worth of data included in the CSD profile template, a specific storyline had to be created for the case of a KDP brand. By utilizing the tool that I created, I was able to hone-in on three root beer brands. Here, I was able to use my insights to develop charts and talking points for the upcoming Walmart line review.

Within the data, I used the pivot tables to narrow the data and consolidate interesting findings into a word document. I came to the realization that the three brands, on a summary level, had similarities and differences. I was able to make recommendations about the proposed differences in demographics that created a rift in the consumer between brands. Root Beer C’s summary demographics hit a different market than the other two root beer brands. Root Beer C’s positioning allowed for it to align more closely with the typical Walmart and soft drink shopper, while the other brands both hit a different demographic. This posed the question: Why do we need both A and B brands of root beer if they are capturing the same consumer? Through this baseline, I was able to make a recommendation of the proposed “removal” of a root beer brand from the set in Walmart. Through this suggestion, I had to critically think through a large data set and propose a solution that looked critically at all of the brands’ consumers. Below is an example introductory slide from my presentation to executives on the “cold drinks side” of KDP.

Typical Walmart Shopper vs C vs A vs B

A & B HOLD SIMILAR STATS

TYPICAL WALMART SHOPPER/ CSD SHOPPER	TYPICAL ROOT BEER C SHOPPER	TYPICAL ROOT BEER A SHOPPER	TYPICAL ROOT BEER B SHOPPER
55-64 white female	65+ white female	35-44 White female	35-44 white female
Boomer/Gen X	Boomer	Gen X	Gen X
Some college	Some college	High school/GED	High school/GED
Full time	Full time	Full time	Full time
No kids	No kids	no kids	Has kids
2 person household	2 person household	2 person household	2 person household
125k+	125k+	~20k	20-40k
Adult couple	Adult couple	Large younger family	Large younger family
High income	High income	High income	High income
Rural/Suburban middle class	Rural middle class	Rural middle class	Rural middle class
Married	married	married	married

Project Results - Analysis/Implications for the Company

Specifically discussing the created shopper profiling template, KDP was able to tap into potential for data-backed solutions and recommendations, or “asks”, from Walmart. As mentioned previously, KDP did not have a common area of data centralization on the consumer that it possessed in order to better market and sell both to the consumer and to buyers such as Walmart. In turn, this tool had enterprise-wide effects. Since the creation of the shopper profiling tool, my manager and other KDP employees have reported quicker and more efficient access to information about the shopper. This allows for increased employee awareness of the consumer and ability to create one-pagers by brand. The ability to accomplish this adds much value and credit underneath the belts of especially the sales team. As KDP is a B2B seller, the ultimate goal is to move more product into retail giants to make more profit and increase awareness of the brand. Having shopper insights in a centralized place not only allows selling employees to be on the same page, but also allows for those employees to have more concrete details behind selling points. Now, if an employee at KDP has a selling story that he or she would like to portray to sell to Walmart, he or she can fact check the shopper profile to utilize information about the consumer of that product. The shopper profile can also be the starting point to identify a new selling story or risk from a competitor’s brand. A KDP employee can go through a process similar to what I accomplished with the root beer segment. The tool is also dynamic, meaning that it could be used in future years. The tool can remain in use in the future due to the Data Drop and Numerator Cheat Sheet tabs. KDP now has a standardized process for developing a consumer or brand story through the final deliverable with the explained methodology and process included. The ability to go into such a large consolidated group of data allows for easier visibility into green, or red, flags for the KDP brand. KDP has the ability to understand their consumer, and therefore their positioning, better, creating stronger selling stories.

Because the tool was completed at the end of my internship, and was more functional in nature to begin with, I was concerned that I would not be able to see the benefits that KDP reaped from the consolidation of the data. However, being pushed to use my own tool to make a product focused recommendation showed to me that the tool would have great benefits in the future. When I made my recommendation on the proposed removal of a brand from the Walmart set due to customer redundancy, KDP already had a hunch of what they wanted to find out. The tool opened up the dialogue about this suspicion, giving executives confidence to mobilize the recommendation to Walmart in the future. Because the tool was now easily utilizable, I was able to completely back up their talking points for the upcoming line review. It is this confidence that KDP needed to have a stronger and more credible relationship with the buyer. KDP could now more easily ask and answer vital selling questions that could turn into innovations and reviews such as “What would be the right pack size of Dr Pepper to add to our distribution mix at Walmart?” and “How can we get our newest coffee secondary placement at Walmart?” based on gaps and differences in the typical consumer of that category. Upon following up with the CSD side of the business post-internship, it was shared with me that Walmart did agree with the analysis, alongside the executives that I presented to at the end of the internship. However, with the manufacturer level relationships that exist in the soft drink sector, this specific recommendation was unable to be carried out. Walmart was unable to make adjustments to simply remove a whole brand from its shelf in a region. I knew that this could be a possibility as far as making concrete a recommendation this radical, but the KDP team has used this recommendation to keep a watchful eye over to root beer segment, as well as to continue learning over brand duplication and the differentiation of KDP brands.

Conclusion and Personal Evaluation

Through this internship, I was able to walk away a stronger and more confident individual. My personal learning objective of learning through real world experience manifested itself in several ways.

The Learning Curve

Overcoming the initial learning curve was probably overall the most difficult part of the internship. I knew that pioneering the internship program in the Northwest Arkansas office would be intimidating. I was confident that KDP was a well-established brand with a strong training program, but I had doubts entering as the first intern ever in this office, as well as the only. I was concerned that the program might not be developed well, and that I would somehow mess up their first experience.

When I first began the internship, I believed that to be true. After meeting several members of the team that had experience in the CPG world for decades, I felt behind. Imposter syndrome was a large part of my experience at the beginning. Imposter syndrome commonly refers to a “collection of feelings of inadequacy that persist despite evident success” (Corkindale, 2008). Common feelings of “I’m just a fake” and feeling out of place occur. Similar to what the Harvard Business Review article discusses, I had to use several techniques, such as talking about my feelings to a trusted co-worker and reframing failure as a learning experience to overcome this curve. In order to have a positive experience and embrace my future successes, I had to learn that I was not expected to know everything. An incoming senior in college will not have the same expertise and insight as a CPG professional of fifteen years. However, the intern does need to be willing to address these gaps in knowledge and work to learn, fail, and grow in the process.

Ask Questions

In order to confidently approach the gap in knowledge between what I knew and what my managers knew, I learned to ask questions. This may seem rudimentary and obvious, however, in practice can prove difficult. As mentioned above, my knowledge was limited upon entering the internship. The only way I could clarify what I could not figure out was to ask specific questions to the correct people. In learning to ask questions, I learned the value in being confident and unembarrassed about not fully understanding the first time. During my time as an intern, checkpoints proved very valuable. In working on a big project such as the Shopper Profile Template or the Market Basket Analysis, I learned to ask questions throughout the process instead of only at the beginning or end. I created my own checkpoints with my manager, where I would ask if my work was headed the right direction or made sense to the company’s problem or objective. As the internship proceeded, these checkpoints and questions made it possible for my work to have longer lasting impact.

Practical Skills

I was also able to garner many practical skills that I will be able to utilize post-graduation. Practice working in a big data environment sharpened my ability to story-tell from a sales perspective. I learned how to hone-in on a certain narrative or applicable business risk within very large reports. This process strengthened not only my analytical skills, but my creativity as well. As discussed above, my communication skills strengthened as I learned how to ask questions and clarify as needed throughout the process. Presentation skills were something that I improved upon greatly and did not expect. Throughout the internship, I had to make

smaller presentations on the projects that I did. A few of these PowerPoints were shared with top executives, so I sought counseling from trusted employees on how to put together a visually appealing and understandable slide. Many of my slides had to effectively and simply communicate my findings from this large amount of data that I possessed. My final presentation to the team entailed outlining all three of the projects that I completed, and the PowerPoint went through many iterations before it arrived at the final slides. Project management was a struggle with the learning curve at the beginning, but learning to manage deadlines is an essential skill that I got to put into practice over the course of the summer. Working on three large projects at once was difficult, however, blocking off time to work on certain aspects helped me manage time most effectively. Learning to work with technical data sources also proved a great benefit to me post-internship. I now understand Numerator, Retail Link, and in turn other similar sources such as Kantar. These resources will be useful not only in a sales position, but also within the information systems world that I may enter post-graduation. These hard skills of learning the interface and workings of pulling sales and consumer data for a large brand will aid me in learning other systems in the future.

Career Perspective

Upon accepting this position, I was still wary of the sales function as a whole. Going into the internship, I was concerned about my perceived “triviality” of the consumer packaged goods industry as well. After gaining firsthand exposure to the CPG industry, I learned to appreciate the competitive and progressive nature of the sector. In CPG, B2B transactions are being made instead of directly to customer, so the selling landscape looked different than what I expected. Because of this, I feel as though I had to really believe in the KDP product and find convincing aspects of why both the new & tried and true products are continually a good fit for Walmart. I believe that this gave me enthusiasm for the job, and the ability to appreciate a business area that I would have otherwise ignored if not involved in.

It was also eye-opening to work for a large company within the CPG space. A brand as established and major as KDP has a competitive advantage. It was truly exciting to see this drive and influence firsthand. My position was also unique in that I was able to work for a smaller branch of a large corporate business. The Northwest Arkansas office has a unique positioning because it is smaller, and much of the business is geared towards Walmart. This gave me the opportunity to have the benefits of working for a large company as well as the benefits of a smaller, closer team with great company culture. I believe many of these aspects are requirements that I will look for in my post-graduation career.

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Stakeholder Report

Name	Job Title	Task
Mike Fandrich	Director of Sales – Walmart, Manager for internship	Closest contact through internship, helped with checkpoints, weekly meetings, and questions
James Di Salvo	Vice President, coffee systems	Led weekly Walmart team meetings, leadership involved in both final and smaller presentations
John Lyons	Manager, Category Insights	Contact through Shopper Profile Workbook project to train on Numerator
Paul Dorey	Senior Sales Director – Sam’s Club	Sam’s Club contact when market basket analysis expanded into Sam’s Club brewers, leadership involved in both final and smaller presentations
Chuck Loper	Senior Vice President, Walmart and Sam’s Club	Leadership involved in final presentations, current Future Women Business Leaders mentor
Ashley Dickey	Omnichannel Marketing Manager	Omnichannel contact for Sales Lift project
Derek Bailey	Senior Sales Analyst	Close contact for analytical projects and in general throughout internship
Patrick Calcagni	Senior Sales Analyst	Close contact for analytical projects and in general throughout internship, close help with formatting of Shopper Profile in Excel
John Martin	Senior Director, Category Management	Contact for learning Numerator, leadership involved in both final and smaller presentations
Margie Dorantes	Senior Manager, Omnichannel Marketing	Previous mentor in Future Women Business Leaders, originally sent the internship application
Sarah Giles	Senior Category Manager	Close contact for CSD side of the Shopper Profile project