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## Colgate-Palmolive Customer Development Finance Internship: A Collection of Journals Entries & Testimonials of Professional Development

Braden Byrum

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**Colgate-Palmolive Customer Development Finance Internship: A Collection of Journals  
Entries & Testimonials of Professional Development**

by

**Braden K. Byrum**

**Advisor: Dr. Daniel Conway**

**An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of  
Science in Business Administration in Finance and Accounting.**

**Sam M. Walton College of Business  
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Fayetteville, Arkansas**

**May 14, 2022**

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## **Background & Preface**

During my junior year attending the University of Arkansas, I knew I wanted to do something productive and impactful involving the field I'm currently studying. As a student double majoring in Accounting and Finance, I knew getting an internship in this field would not only give me insight into my future career but also help prepare me for the world ahead of me. After months of looking and 92 rejected job applications, I one day stumbled upon an internship posting on Handshake.com for a Finance Intern for Colgate-Palmolive on the Walmart Team. I immediately got excited because of the rapport that Colgate has within the Fortune 500 corporate community. They're traditionally known for investing ethically, promoting sustainable initiatives, and for having an open and diverse company culture. These are all issues that I feel very passionate about, so I jumped at the opportunity to apply. After applying and getting an interview, I was contacted with a job offer within a few days.

It was such a journey to get this job, but it was so fulfilling to finally have my hard work and dedication pay off. I'm still so thankful I ended up at a great company and team such as Colgate. Furthermore, I'm grateful for the opportunity and for the encouragement throughout the whole process.

To preface this, from the start of where I begin journaling my day to day, I had already worked for the company for 8 months prior. I began in late March 2021 and began these diary entries February 7th of 2022 to document and track my professional development. I work every week on Monday, Wednesday, and Friday for approximately 20 hours a week. My goal in keeping this journal is to be reflective and conscious in my impact, to further solidify my growth and purpose in this journey. I plan to incorporate many of these skills and be mindful of their implications as I develop these characteristics. I'm certain these enriching experiences and lessons now will help me for years to come as I undertake my professional career.

## **WEEK 1**

### **Expectation**

This week, I expect to finish the Trade Form 100 Report and have a final review meeting with my director, my boss, the personal care manager, and the oral care manager before sending the completed form to Walmart. I also expect to have typical Reconciliation (Reco) day tasks that consists of closing the books for January and sending those figures to New York for reporting standards. I also expect to have an eCommerce review with the eCommerce team to review the eComm P&L numbers for January and to update year-to-go projections before sending the completed copy to New York. After sending this to the New York office they will release the consolidated eComm P&L rollup for all customers teams, which I then distribute back to the eComm team. I also expect to run the condition generation report, run the Net Unit Cost (NUC) validation report, run the Mixed Plan Download (PDL) report, update the financial tracker, and fix the Point of Sale (POS) variance problems in the Sales Latest Estimate (SLE) template so that the PDL figure ties to the RetailLink (RL) figure.

### **Task at Hand & Turning Points**

After reviewing the Form 100 during the final review meeting, the team noticed that some things were off about the SKU's that are undergoing size changes and Supplemental Price Increases (SPIs). These SKUs were not showing the correct pricing breakdown and causing forecasting issues in the summary tab. We identified additional issues on page 3, page 4, and page 6. Page 3 is a tab in the excel workbook that compares SKU pricing and volume from last year to the upcoming year. Page 4 lays out the variable rebate spends for the past year, as well as

what we expect to incur for the upcoming year. Page 6 contains our fixed rebate spends for the past year and forecasts of those spends for 2022. These issues with these pages mainly consisted of pricing and volume concerns. Switching over, during our eCommerce P&L review meeting, the category manager for Home Care asked if we could implement a year-to-year comparison chart for the eCommerce portion of our business. This chart would be interactive and would change to compare any year including the year to go projections selected to the current year. We would include a different SLE by month so we could toggle between how our plans for the year changed as we get deeper into the year. The ecommerce year-over-year autonomous chart will be incorporated into the PDL and will be something that I hope to have done by the next presentation of numbers during March Reco week, so we can utilize this to analyze the February actual data. I also updated the rebate report and financial tracker that needs to be updated after every Reco. I also ran the mixed PDL to prepare the NUC validations and sent the flagged SKUs to each of the category's analysts and interns, split by B&M and eCommerce to fix on the Product Matrix or update NUC within Atlas. The NUC validation needs to be run every other week and is done as an internal control check, just to ensure our systems are capturing the correct NUCs that we have prescribed by SKU. These reports are typically standardized, don't require much problem solving to complete, and done on a regular schedule.

A big issue that I had been thinking about this week is how to connect the POS Data variance by month by Local Price Tier (LPT). Local price tier mainly breaks down our different brands and segments our subcategories, it is more accurate than traditional subcategories and less accurate than individualized SKUs. I had originally tried to connect these directly by SKU by we found it to be tedious and that there were several data points missing, which led to failure to directly connect. Another issue that was addressed this week was concerning Trade Form 100, especially page 3 of the report. For this page that compares 2021 and 2022, SKU continuation, volume, and pricing, we decided to distribute the volume of our SKUs by month to tackle the impending SPI's. This consisted of pricing months February through April 15th at the pre-SPI pricing volume and then from April 15th through January 2023 we allocated the post-SPI pricing to that forecasted volume, which I pulled from the Mixed PDL report. We decided to mimic this same technique for SKU's that were undergoing size changes as well on April 15th. Since Colgate fiscal year is January-December, we only do forecasts until December but with Walmart's fiscal year ending in January, we didn't have volume projections for their fiscal year entirety. To combat this, I decided to take the average volume of February through December and apply it to January 2023. The mixed PDL report is how Walmart gets our product data, while internally for Colgate purposes, we normally would use the unmixed data to isolate individual products. While building the POS variance patch to tie back the RL numbers to the PDL in combination with what my boss and I thought it would be a good idea to implement the price changes by month into the Product Matrix for each category that would pull directly from Atlas. As of right now, we have one column for NUC & MSRP so rely on the analysts to periodically update the product matrix information but that can sometimes be unreliable. We decided to put this idea on the backburner for now while I finish Trade Form 100, but it is something we will revisit in the coming weeks.

## **Resolution**

Upon working on the Trade Form 100 this week, it made me realize how much more complex this process is at the turn of the year versus midyear like I did it for June. I also discovered that no matter how well a process seems to work or how long we've performed that

process, that doesn't equate to the fact that it can't or shouldn't be improved. It's essential to undergo continual process improvement and question how every task could be automated. My boss has preached this concept for so long; this isn't just for efficiency but also for good practice to further leverage the technology at your disposal.

## **WEEK 2**

### **Expectation**

This week, I expect to run the PDL on Monday and Friday like normally scheduled. I also plan to run the rebate report and the condition generation this week. I'm also scheduled to run the mid-month PDL check, where I compare planned volume to actual shipped volume, to see if we need to make forecast adjustments. If there are apparent material differences, I will email the managers of the affected category to fix or confirm that the activity forecasted in the plan, is valid. I also expect to finish the POS variance automation tie back within the PDL SLE template. Lastly, I plan to help Anas, my boss, finish the eComm year-over-year comparison stacked bar chart integration into the PDL.

### **Task at Hand & Turning Points**

This week, I did my scheduled tasks of updating the PDL, running the condition generation, and generating the Mid-Month PDL check-in for planned to shipment variances. I also continued to work on form 100 and specifically on pages 4 & 6. For this I added a new post audit charge to page 6 that reflected what we spent in 2021. I translated that into 2022 since we expect to incur similar costs. I also was emailed from the eCommerce manager to outline regularly used reports from Atlas & Retail Link, to reflect to our new luminate data that we have begun to implement this year.

Today, I ran NUC validations, flagged the appropriate SKU's that had variance in their NUC numbers, and sent them to the managers, analysts, and interns for each prospective category team. I also began working on the financial tracker to update its format so we can begin adding 2022 data in it. The financial tracker is our monthly tracker on different spends such as Claim Sales, Coupon Marketing, Damages, Sales Returns, and Miscellaneous Under \$200. For this, I decided to copy the 2020 and 2021 actuals charts into a new tab I titled "Historical" so I can later come back to it but keep the same year to year comparison format on the original tab. This saves time and effort by keeping the same previous year versus current year view that was already integrated. The charts are powered by a pivot table of combined data from the PDL, SAP ACDOCA, and the Rebate Activity report. The functions are already programmed into two charts, I just decided to change the catch all name input box that already utilized the SUMIFS functions that were linked to the pivot table. I changed the names from "2020 actuals" & "2021 Act + YTG" to "2021 Actuals" & "2022 Act + YTG" so it would automatically feed the numbers from the pivot table into its prospective year and month.

On Friday, I updated the PDL first thing when I clocked in. Then I answered 2 emails I received while I was out of office (OOO), one concerning form 100 and the other about the NUC validations I ran Wednesday. Regarding Form 100, the Personal Care manager pointed out that the total volume output, read on the charts, that there was a 98% decline in volume from 2021 to now, which is obviously wrong. After doing some digging, the mixed PDL didn't reflect the per piece volume like the form was pulling, it instead was doing it by unit case pack. To resolve this, my boss and I decided to take the volume values being pulled from the form from 2018 and apply a subcategory growth rate to project what the volume would be today. In relation to the

NUC validations, there were concerns over the NUC's being pulled from Atlas being lower than what we have in the PM for a particular set of holiday in/out SKU's. After doing some digging into the PDL, it seemed that the calculations to solve for NUC were correct, so that meant the problem had to stem from Atlas. After searching in Atlas, we discovered that EDLP (Everyday low price) and TPR (Total price reduction) were both booked when only the EDLP should've been the only booked spend. Since they were double booked this acted as an extra discount on the NUC, thus making it come through on the PDL lower than it should have been. After doing this, Anas asked me to check the Unmixed PDL to ensure this wasn't happening anywhere else on that side and the only place I seemed to find NUC variances was on SKU's that were undergoing SPIs in April.

## **Resolution**

This was a very busy week, but I believe I retained some valuable knowledge. Upon reflection, I realized that I've finally come to grasp being adaptable and not attempting to reinvent the wheel. I realize this is in strong contrast to last week. I believe there's a balance in the corporate world between what you think you can do and what you can do. It's a balance between time, scope, and budget for the project. It's easy to get ahead of yourself and tackle a bigger project than you intended. It's important to implement changes that give you a minimum viable product, sometimes you don't need a big complex solution and a simple patch is needed to clear time for other projects. It's truly a juggling act and you don't want to bite off more than you can chew.

## **WEEK 3**

### **Expectation**

My expectation for this week should be a very simple week since I'm only working two days this week because I'm off Monday for Presidents Day. I expect to finish the financial tracker transformation, rerun the NUC validations to see if the updates that were made to the TPR were carried out to reflect the correct NUC's, and update the volume estimates for the Form 100 with the correct growth rates. If I can get all this done, I plan to help Anas work on automating the Waterfall chart within the PDL so we can use it during our category CPP meetings. Then if I have time also maybe finishing the POS variance integration in the SLE template.

### **Task at Hand & Turning Points**

This week I updated the PDL since I didn't get to Monday, it was president's day and a corporate holiday. After that quick update, I began working on calculating the growth rates by subcategory using the mixed PDL, since none of the managers ever sent me the per category growth rates. I calculated both the simple and compound growth rates using two different metrics, the net sales and volume, from 2018 until 2022, to compare them so I could get an accurate representative growth rate. Doing this, I found that in a lot of categories had shrinking volume which wasn't the actual case. After discussing this with my boss he told me to reconnect with my director for the actual growth rates that the company had solidified. After this talk, I emailed my director for this information as a follow up to what I sent him last Friday. During this time, I got a message from one of our analysts that the PM's for all categories were messed up and weren't calculating internal CP margin correctly. I ended up discovering that the formula was reading the SKU number as text and not an actual number thus failing for it to pull correctly.

To fix this, I added a column to the PH tab and inserted a formula to multiply the SKU number by 1 so it would appear as a number. Using this new column as the reference point in my vlookup formula, returned the correct CP margin. I completed this for all three category PM's. After this was finished, I worked on the financial tracker by data gathering from SAP and the Corporate Financial Report for the components of Claim sales and for our final settlements. My biggest hurdle during this task stemmed from the data source pulled from Atlas in the corporate financial statement to refresh to include 2022 data. To fix this, I went into the display panel, clicked on fiscal period, and clicked add 2022. Originally, it wasn't displaying 2022 as an option but after a few refreshes from the data source it did. After this I copied the data into the financial tracker, refreshed the pivot table, and made sure all the data filtered into its appropriate sections. A good cross check to do is to make sure all the subtotals add up to the grand total of claim sales.

## **Resolution**

Although this week was semi-slow, I still believe I learned a lot about our business. Every week I start to compartmentalize all the different aspects of the business. I'm also learning that people are beginning to trust me more and look at me more as an equal than an intern. It made me feel really accomplished in my journey that the managers and analysts are seeking my help rather than just going above me. Furthermore, I had the idea to start taking written notes during meetings and my day to day of key words, processes, or t-codes for future reference. I've noticed that when you work every other day you tend to forget little things in passing that can really help you comprehend the business.

## **Week 4**

### **Expectations**

I expect a hectic week this week because we're turning the page to a new month, which means closing out the books and running end of the month reports. I expect to update the PDL every day I work since we're heading into reconciliation week. I also plan to run the condition generation for the upcoming month of march and send it to my director for approval. I will also be updating the CPP slides with the updated Rebate report charts for each category CPP meeting. Additionally, I will prepare the eComm P&L once the eComm analyst sends me the Online Pickup & Delivery (OPD) data and the Bump Chart data. I will also update the eComm POS integration within the PDL to add to the eComm Review Presentation. Furthermore, I will attend the CPP meetings along with the Homecare optimization meeting in preparation of reconciliation day.

### **Task at Hand & Turning Points**

On Monday, I updated the PDL as normal with both SLE and Actual to close out our end of month position. Immediately after that, I opened Atlas and ran the condition generation for the month of march. There were 6 events that came back flagged for being planned instead of approved, so I sent these to my boss to update to approved. Following this I sent another email to my director requesting the growth rates to complete the Form 100 2022 volume estimates. However, after getting on a call with my boss we discovered that the volume I used originally was in units and not in terms of total eaches. Therefore, it was originally displaying such a drastic change in volume. After fixing this issue, our volume went from a 98% decline to an 11% decline. However, even this volume decline makes sense considering our size changes and SPI's that we enacted this 2022 fiscal year. Technically, we will be selling less volume but making the



same amount with these size and SPI updates. Furthermore, this is still a drastic change considering that of the over 200 SKUs within the report, 28 SKUs had more than a 50% volume shrinkage (not including size changing SKU's). Also, the 2021 RL data is in POS volume and the 2022 data is from Atlas, so it is in normal retail total eaches. After I took care of the volume update, I sent it off to the category managers to review since there is a difference in data source. Following this, I scheduled a meeting for next Monday, March 7th, for the eComm P&L Review. To close out the day I did updates to the POS Variance automation tab within the SLE template so I can update the POS Figures efficiently for February once we're in March.

This Wednesday, I updated the PDL with the SLE & Actuals. After this, I refreshed the Rebate report by pulling in a combination of SAP and Data studios data, open balance from SAP and planned accruals from Data studios. After updating this, a new task that I've started to do is add screenshots of the Open Balance pivot and the YTG Open Accruals, to each category's CPP folders so they can use them in their meetings we have next week for Reco. Immediately after uploading these screenshots to the slideshow, I went to RetailLink to download the February POS data to add to the SLE template. Next, when I extended the mapping formula, I had several new prime numbers that didn't bring back a Colgate SKU. Once I sorted these out by Category, Subcategory, and Local Price Tier, I noticed there was still about \$600,000 in POS Sales variance that I will work on later in the week once I finish the variance automation template. After this, I began updating the Mixed PDL so I could distribute the NUC Validations for March. This went smoothly and I finished the day by sending out the B&M email to all categories and the B&C email to the eComm team.

This Friday, I started the day by updating the PDL but this time I only refreshed the SLE template since actuals have been solidified. After this, I had a meeting with my boss, Anas, to discuss some updates that he brought to the POS variance automation to complete it Thursday night. It has now been completed and the numbers from both data sources ties. During this meeting we also discovered that on some SKU's we were still facing issues with shifting NUC's that were showing different NUC's and MSRP's. This is something Anas decided to investigate on his own further. Immediately after this meeting, I began working on the eComm P&L preparation. After completing the process and comparing it to our actual February POS sales from RetailLink, I noticed these figures didn't tie. After doing some digging, I discovered the root cause of the variance. To combat this I did two things, one was reuploading RetailLink POS report to add in the extra Walmart week that Anas initially deleted so it would encompass to fill the entire month of February. Next, I remembered that we have had shifting COGs and SPI's this year, so I needed to change the Retail Margins per subcategory to reflect what we made realistically. However, the only issue is that I needed to distinguish the retail margins based on the year that the transaction happened in since they've had changing rates every year.

## **Resolution**

This week taught me an important lesson about stress and the power of controlled chaos. Some weeks you'll end up a lot busier than others and that's okay, it's important to not let the hectic weeks phase you and affect your work. It can be easy to lose yourself in your work and not everything needs to be done right then, some items just need to be put on the backburner. I think these points tie into the juggling act that I brought up during week 2. This principle that you need to be able to prioritize tasks and figure out what needs to be tackled during what time frequency. Over my course here I've picked up on what we collectively consider taking precedence but it's important to communicate this to your peers, so everyone is aligned.

## **WEEK 5**

### **Expectation**

This week I expect a busy week since it's Reco day on Thursday. I expect to go to the CPP review meetings for all the categories. I also will prepare and consolidate our Reco position to compare to New York's frozen number, to ensure they align. I will also finish the eComm P&L, get to the bottom of January 2020 and 2021 bump chart duplication, have the review meeting with the managers, and send in the eComm P&L to NY. I will also follow up with the managers this week to see how review is going for the Trade Form 100.

### **Task at Hand & Turning Points**

This Monday, I started off my day by updating the SLE PDL. However, immediately after doing this I got an email from the finance department saying that the Atlas data for today is showing duplicate numbers and that they would update us to redownload today's data when this issue was fixed. Following this, I updated the combined eComm tab within the PDL and added the SLE from February and the SLE from March for the 2022 data. I did this so we could toggle between the two plans, I will continue to add the SLE's from the remaining months of the year to see how much our actualized data changed from planned. After doing this, I remembered that last month we discovered that January 2020 and January 2021 were displaying the same figures across the board. Upon looking into this, I found that the 2020 data was miscategorized and was January 2021 data. I immediately changed this data to link to 2021 and then began searching in Google Drive for bump chart data from 2020. After searching, I couldn't find the data broken out into the channels that we report in currently. On top of that it didn't value the sales as POS or net sales but at Gross Merchandise value. After talking to my boss, we decided to hold off on this issue for today as we had to prepare for the eComm P&L review meeting. After prepping, I presented the P&L for February, everything looked good, and we didn't adjust any of the projections.

This Wednesday, I began things as normal by updating the SLE PDL. Following this, I prepped the final submission email for the eCommerce P&L and sent it off to Candice in the NY office. I began updating the financial tracker after this and did this for the remainder of the day. However, I didn't finish and will pick up this process on Friday.

This Friday, I began working and immediately updated the PDL. After this I found an email from Candice asking if we could take another look at the eComm P&L as it didn't include Media & Promo spends included in the budget for 2022. Upon meeting with Anas, we decided to reflect last year's budgets for these accounts and added this into our submission template. After this, I began updating the financial tracker and concluded my day by finishing the process that I started on Wednesday.

### **Resolution**

This week was a good week to reflect on self-motivation and the ability to self-regulate. Initially, I thought this would be a busy week since it was reconciliation week and typically, I'm updating a lot of reports to reflect the last months closing positions. However, I didn't have a lot of individual tasks to complete this week, but my boss was stacked with back-to-back meetings most days. On weeks like this, I must be self-aware in my self-sufficiency and know what needs to get done. This was obviously learned with time, but I know what needs to be done so my boss doesn't have to constantly direct me. This doesn't negate the fact that I still had to ask my boss

for help on some things but just pointing out that resilience is not thought about enough. As an intern you should be picking up more and more responsibility as you garner more time under your belt. Not only does this stem from just increased knowledge but also from confidence in the work you're putting forward.

## **Week 6**

### **Expectation**

This week I expect a decently laid-back week, since I don't have a lot of reporting and we're deciding which projects we want to tackle next. I foreshadow that I will run the PDL on Monday and Thursday as scheduled. I also plan to run the Mixed PDL and do the Mid-Month PDL check in for the month of March. I will also follow up with the OC and PC managers regarding the volume changes within Form 100 so we can get that sent off to Walmart. Additionally, I plan to meet with my boss about the Gross Merchandise Value problems that I ran into with the Bump Chart data to see if we can fix the January 2020 issue once and for all. Furthermore, after that is solved, I want to begin on a Product Matrix Master list that integrates with the NUC Validation report and the PDL.

### **Task at Hand & Turning Points**

This Monday, I immediately prepped for the day and updated the unmixed PDL. Following this, I began updating the mixed PDL with the SLE's and Actuals. However, I ran into an issue with running the actuals when March data wouldn't appear using the 2022 Monthly YTD Actuals. To combat this issue, I ran the 2022 Daily YTD Actuals which did include March's data. After running the mixed report templates, I edited the pivot to display March volume comparing SLE and Actual data. I set my materiality at 100 forecasted units and flagged any SKU's that haven't shipped any volume to date. This flagged 4 SKU's which comprised 3 within Oral Care and 1 from Home Care. I screenshotted this, saved the excel file, and began drafting an email to the managers of this category to make any necessary adjustments to their forecast within Atlas. Following this, I messaged my boss to ask about the Gross Merchandise Value problem within the bump chart, but he recommended that we tackle that later in the week. To follow up, I asked about his thoughts on a Product Matrix Master List that we can link from the existing PM's, add monthly pricing for MSRP and NUCs. Using this I'd then cross reference this with the price from Atlas and then the calculated price that the stores are using so we can pinpoint if Walmart has implemented our pricing strategy or if they are behind. This will be critical to reclaiming money from post-audits and spends. I began setting up the sheets and adding the linking functions to the individual product matrices.

This Wednesday, I began the morning by sending a follow up email to the OC and PC managers concerning the Trade Form 100 volume confirmations that I sent at the end of February and hadn't received communication from them. Following this, I delved back into working on the Product Matrix. Before I started randomly adding though, I decided to implement a strategy I learned in my Blockchain Programming class that is to draw out your operating system. This allows for better planning, foreseeing future problems, and organizing functionality design. I sketched out how I wanted this new Master Product Matrix to function and how I would be able to automate that so it's efficient for all users. I added Atlas Data and Retail Link data to start to build Pivots of actual pricing and POS pricing to see if our pricing has been implemented and is recorded in the system correctly. I ended the day by trying to query the Product Matrices together so it's constantly being updated with the analysts changes they make. Once I get these

tables connected, I plan to integrate a month-by-month pricing so that the analysts can automatically import it to update their Product Matrixes autonomously.

This Friday, I began by logging into my computer and checking my email as I knew I had received some important emails from the B&M director and the B&C director. I first tackled the email from my B&M director which concerned further volume and SPI questions about Trade Form 100. I scheduled a time for the week of March 28th so we can align on a strategy to tackle these issues. Next, I jumped over to the email from our new eCommerce director which was just him introducing himself and an invite for a video call. I accepted this and furthermore went to the meet and greet call to introduce myself and explain my role in the organization. Following this meeting, we set up a time for next Wednesday so I could teach him how I prepare the eComm P&L and further explain my eComm processes. After this, I spent the rest of the day working on completing the product matrix master list.

## **Resolution**

This week, as I reflect, I feel as if I learned a few new skills on top of showing resilience. My goal was to attempt to assemble this new product matrix master list by myself and surprise my team. I didn't ask anyone for help and tried to figure out all the formulas on my own. I think it's important to apply your own critical thinking to solve your problems and not get frustrated when you get stuck, as I admittedly have before. Although these are important skills to possess, it can be even more beneficial to ask for help sometimes, especially when you're wasting unnecessary time. This communication and asking strong questions can be exceptionally helpful sometimes to give you an alternate perspective of brainstorming ways to make your model more efficient.

## **Week 7**

### **Expectation**

This week I expect to have a meeting with our new eCommerce Director to review my job and eCommerce processes that I undertake. Additionally, I will update the PDL accordingly as scheduled along with refreshing the NUC validation report. I also expect to work more on the product matrix master list and hopefully meet with my boss to discuss further implementation steps.

### **Task At Hand & Turning Points**

This Monday, I began by updating the PDL with the newest SLE figures. Following this, I checked in the google drive to see if the team had updated the Consolidated eCommerce and Shopper Marketing spends for Q1. After checking, none of the teams had input this information, so I drafted an email for them to update these figures by category and to provide the tracking links with proof of the individual spends. I set an artificial due date of April 1st to make sure they'd have this file updated. Immediately following this, I continued to implement and create the Product Matrix Master list.

On Wednesday, I started off the day with the eComm Review meeting that I set up last week with the eCommerce Director and the eComm Category managers. During this meeting, I reviewed how I prepare the eComm P&L, answered any questions they had, and explained the rationale behind why I prepare it the way I do. After this, we had an open discussion where we voiced our concerns and possible improvements we could make, especially with the new Luminate Data that we will begin using to replace Atlas in the coming months. Following this

meeting, I got an email from my director about double checking the PDL with our Reco position within Data studios that New York was seeing on their end. After digging through the figures, it was clear that our earned rates weren't aligning with what New York had in their overarching P&L. I began by downloading New York's earned rates list by Local Price Tier that I then matched back to our templates to overwrite as the new updated rates. Doing this, I discovered there were also new LPT's that weren't initially included in the Earned rates lookup field within the template, so I added the new LPT and their rates. Upon updating these earned rates, refreshing the data in the template, copying & pasting to replace the old data, and refreshing again within the PDL, I decided to double check our figures to see if they matched. They did in fact match and since this was the root cause for our issue, I followed up by replacing the earned rates in the Actual template and the Reco Template. After updating the Reco template, I redid the data for march using the new rates and repasted these over the old entries, so we'd have a more accurate Reco Position. Following this task, I began on the NUC validations. After completing the validation process within the mixed PDL, I uploaded the split of B&M and B&C to their appropriate google sheets and sent them to their respective teams to validate. I ended my day by sending a separate email to the category teams to reclassify some of the dotcom only SKUs to fall under JET categorization within the Walmart Assortment file so they would stop appearing within the B&M side of the business.

On Friday, I began my day by responding to an email from our office HR manager with a headshot of me for our new ID badges for the new office. After this, I received a direct message from my boss asking me to investigate a few of Oral Care SKU's that he noticed had odd NUC pricing for the month of April. Traditionally, I wouldn't catch this during the NUC validation due to the fact it only analyzes the current month pricing. Because of this, when I ran the validation on Wednesday in March these SKUs weren't flagged since the mispricing came in April. After looking into these SKU's, I determined that there was only one that had this NUC mispricing issue, and it stemmed from Atlas. After looking into Atlas, my boss notified me of a separate report that he ran where he saw a similar issue. After hopping on a call together and running this report, we discovered that this mispricing was a mixing issue, in the fact that in the mixed PDL this SKU didn't contain and Consumer Units (eaches), therefore it was calculating a NUC that was way higher than normal as it didn't break the SKU down into singular units. We alerted the Atlas team and raised an Incident Report ticket with the IT team to address this issue, also sending them screenshots of other instances that my boss had caught a month prior. Following this, while we were still in our video call, we talked about ways we could further improve the NUC validation report so we concluded with an "At-Risk" section that I can add to the email I send regularly that includes up and coming SKUs that have mispricing in the following month. After this, I showed him my progress on the Product Matrix Master list to which he was delightfully surprised with my ideas and excited to talk to the team to implement it. He helped me fix some of the formulas that were giving me trouble in the google sheets as they're sometimes different from typical excel formulas. During this time, he also helped me brainstorm other ideas of what could possibly improve the file. We also discussed challenges we might encounter such as mid-month SPI's and how we'll tackle that. We ended the day by saying we would meet next week to further discuss it in further detail and that he would speak to the managers to implement our monthly pricing breakouts, so we can always have a more accurate PM. This is especially prevalent now that we are having SPI's multiple times a year versus just one annually.

## **Resolution**

As I contemplate the events of this week, I can't help to think of how far I've come in this journey. I decided to talk to my boss and take my own advice from the week prior, to communicate and recognize that this is an inherent strength not a weakness. Building on last week, I truly believe that kindling these conversations led to a stronger, more autonomous, solution to this project. I also believe that by speaking these ideas out loud and having someone to bounce my ideas off, proved extremely beneficial.

## **WEEK 8**

### **Expectation**

My expectation for this week is to have a meeting on Monday with my director concerning Trade Form 100 volume and SPI plan alignment. I also expect to run several reports such as the condition generation report, the PDL, and the product cost validation. Furthermore, I will begin on the eComm P&L for March since April 1st is this Friday. I will also update the rebate report and the CPP Finance slides this Friday as well. Additionally, I plan on continuing my work on the product matrix master list.

### **Task at Hand & Turning Points**

This Monday, I began the day by updating the PDL with the current day's SLE figures. Immediately following this, I ran the product cost validation report for April-December. To do this, I refresh the Atlas table of standard cases and variable costing. I will filter the variable costing for blanks and check to see if there are cases present during that month. If there are cases present but have a blank variable costing it is a clear sign that there needs to be a cost upload within Atlas to populate for these SKUs. I found 3 SKUs with missing costs in October and sent this report to the NY costing team. Following this, I logged into Atlas to run the Condition Generation report for April since the month begins in a few days. After running this report there were 4 upcoming events that were marked as "Planned" thus they needed to be approved. I typed up an email to my boss outlining these for him to look over and approve. Following this email, I prepared for a meeting with my Director, the OC manager, and the PC manager concerning the Trade Form 100 volume alignment and how we're going to tackle the August SPI's. During this meeting the managers gave me the Subcategory growth rates and we determined we would treat the August SPI's the same as the April SPIs in that we would double book the SKUs but have one with Pre-SPI pricing and one post-SPI, with their respective volumes in those periods. During this meeting, I also showed them my progress on the Product Matrix Master list, which they thoroughly enjoyed and loved the idea of breaking up pricing by month. We discussed setting up a follow up meeting with all the category managers and analysts to further align on how we want the Product Matrix to function. Following this meeting, I updated Page 3 of Trade Form 100 with the correct volume forecast, utilizing the growth rates provided. I was told that once the August SPIs are finalized the team will forward those to me to input into the Trade Form.

This Wednesday, I logged into work as normal and began updating the SLE and Actual figures for the Unmixed PDL. Immediately following this, I remembered that on Monday I meant to also update the PDL budget template with the new earned trade rates. After refreshing that report, I began sifting through my email to stumble across a google calendar invite for the "Final Intern Presentation" for the end of April. I asked both my boss and the previous intern from last year, what this project entails and how I should approach it. The previous intern sent

me a rubric and hopped on a video call with me to showcase her old project, which was very helpful to get a feel for the scope of the assignment. After this, I continued working on the Trade Form 100 volume projection integrations but for the local price tiers in body wash and liquid hand soap. Upon doing this, my power went out, I texted my boss, and I was unable to work for the rest of the day due to hours of power loss.

This Friday, I prepared the PDL by updating the SLE and Actual templates. After doing this, I got an email from the NY office that the Atlas data that powers the PDL, was displaying the wrong numbers and to not use this data source. After learning this, I sent an office wide email to outline the problem and to ward off everyone from using these numbers. Following this I decided to pick up where I left off in updating the Trade form 100 and continued to work on the product matrix master list.

## **Resolution**

Reflecting on this past week, it reminds me of when I started this journal and the journey of this process in general. Most importantly, I have learned patience and understanding for all that goes into the day-to-day operations. I remember in my first week journal I was discussing the Trade Form 100 and here I am 8 weeks later still talking about perfecting this form. Although the corporate world is very fast paced, everything comes in due time and no change comes instantaneous. It takes resilience and patience to deal with the day-to-day operations. It can be frustrating when things don't move immediately but you just must remember that things will happen when they're meant to happen, everything is on its own timeline.

## **Conclusion**

Throughout my time at Colgate, I have come so far in the development of my financial expertise and have grown exponentially in my confidence regarding the application of those critical skills accumulated. Some big themes I've noticed over the course of these 3 months are as follows:

- First, you must be communicative and always willing to learn from others, this skill of teachability is probably the most important you can learn.
- Second, you need to be able to juggle multiple projects and learn how to balance various life circumstances. The ability to prioritize your tasks but also tackle the stress that comes with it, can be difficult but staying proactive is the biggest combatant.
- Lastly, the realization that everything is on its own timeline, and you must be willing to accept that not everything will be perfect.

Before this experience, in both my school and professional work I'd consider myself a perfectionist. However, you soon realize that not everything needs to be perfect, you don't need to reinvent the wheel, and not every project deserves equal effort solutions. This is not only important for continued success but also to keep your energy focused on projects that deserve full fruition. I will be continuing my internship for Colgate-Palmolive into my master's year and will end this job in May 2023. This has been such a great journey and as I conclude this diary, I hope to continue a variation of this process to showcase my impact within the organization to share with my boss and coworkers. I think this is an amazing way to reflect on your accomplishments, growth, and inner monologue testaments to your corporate quest. I'm extremely grateful for this experience and I'm beyond proud of the metamorphosis I've accomplished during my time at Colgate. As my story with this company continues, I hope to

utilize the skills I've learned but I'm also excited to expound that knowledge into new experiences with this company and beyond.



**Appendix**  
**Daily Logs & Notes to Self**

<b>Week</b>	<b>Monday</b>	<b>Wednesday</b>	<b>Friday</b>
<b>Week 1 Feb 7-11</b>	<ul style="list-style-type: none"> <li>- Updated PDL</li> <li>- Ran the condition generation and discovered 3 events for February had been flagged planned and were not approved</li> <li>- Sent an email to the category managers whose events were affected</li> <li>- Finished up work on Trade Form 100 (Organized page 2 alphabetically, redownloaded completed Fiscal year data from retail link, and uploaded missing EDLC components for missing SKU's)</li> </ul>	<ul style="list-style-type: none"> <li>-Updated PDL eComm Review</li> <li>-Sent eComm</li> <li>-Rebate report preparation</li> <li>-Form 100 Trade Report Final Review meeting with the -Director and PC/OC managers</li> <li>-**Need to adjust Form 100 later**</li> </ul>	<ul style="list-style-type: none"> <li>-Working on updated to Form 100 updates (Consolidated Page 4 and 6, also did volume dispersion tactics to page 3)</li> <li>-Helped my boss with brainstorming and work on eComm KPI interactive charts integrated into the PDL</li> </ul>
<b>Week 2 Feb 14-18</b>	<ul style="list-style-type: none"> <li>-Updated PDL</li> <li>-Finished form 100/met with Anas to finalize form</li> <li>-Talked about POS Variance solution integration into the PDL SLE template</li> <li>-Talked about design and functionality of eComm monthly comparison charts</li> </ul>	<ul style="list-style-type: none"> <li>-Final Review of Form 100 before sending to my director</li> <li>-Finished workflow for luminate for copies of RL &amp; Atlas uses</li> <li>-Mid-Month PDL Check-In and sent an email to OC &amp; HC</li> <li>-NUC Validations for February sent an email to B&amp;M Managers and B&amp;C managers</li> <li>-Began working on Financial tracker/ adding the 2022 section/"Historical tab" for cross year comparison</li> </ul>	<ul style="list-style-type: none"> <li>-Update PDL</li> <li>-Fix volume estimates for Form 100</li> <li>-Checked Unmixed PDL for case/each issue</li> </ul>
<b>Week 3 Feb 21-25</b>	<ul style="list-style-type: none"> <li>***No work for Presidents Day***</li> </ul>	<ul style="list-style-type: none"> <li>-Updated PDL</li> <li>-Finished Updating Financial Tracker and updating the numbers</li> </ul>	<ul style="list-style-type: none"> <li>-Product Cost Validation</li> <li>-Fixed OC PM Margin Calculations</li> </ul>

		<ul style="list-style-type: none"> <li>-Fixed PM CP margin calculations</li> <li>-Emailed director for subcategory growth rate follow ups</li> <li>-Re-ran NUC Validations to see if the Atlas TPR fix was implemented</li> </ul>	
<b>Week 4</b> <b>Feb 28-</b> <b>Mar 4</b>	<ul style="list-style-type: none"> <li>-Updated PDL SLE &amp; Actual</li> <li>-Emailed director for growth rates</li> <li>-Discovered that volume on Form 100 was in units not pieces, that's why the volume was so off so I corrected and sent back to Category Managers for review</li> <li>-Set up eCommerce P&amp;L Review Meeting for next Monday</li> <li>-Continued working on POS Variance Automation within SLE template</li> </ul>	<ul style="list-style-type: none"> <li>-Updated PDL</li> <li>-Ran Rebate Report</li> <li>-Updated CPP Rebate Report Slides for each category</li> <li>-Downloaded and uploaded February POS Data from RL to PDL</li> <li>-NUC validations</li> <li>-Meeting with boss about HR questions and Graduate pay</li> </ul>	<ul style="list-style-type: none"> <li>-Update PDL</li> <li>-Met with my boss to discuss POS variance automation</li> <li>-Create a Retail Link POS template</li> <li>-Updated retail margins in PDL templates</li> </ul>
<b>Week 5</b> <b>Mar 7-</b> <b>11th</b>	<ul style="list-style-type: none"> <li>-Updated PDL (Found that Atlas was presenting false data - Report to IT)</li> <li>-Fixed eComm chart with March SLE to compare our projection updates from February SLE</li> <li>-Updated eComm Subcategory Rollup (located instance that Bump chart data was reflecting the same numbers for January 2020 and January 2021)</li> <li>-eComm P&amp;L Review meeting before NY NA submission</li> </ul>	<ul style="list-style-type: none"> <li>-Update PDL</li> <li>-Emailed Candice eComm P&amp;L</li> <li>Updating Financial Tracker</li> </ul>	<ul style="list-style-type: none"> <li>-Updated PDL</li> <li>-Emailed Candice the updated eComm P&amp;L with new promo and</li> <li>-Updated Financial Tracker for February</li> </ul>

<p><b>Week 6</b> <b>Mar 14-18th</b></p>	<ul style="list-style-type: none"> <li>-Updated unmixed PDL</li> <li>-Updated mixed PDL</li> <li>-Ran Mid-Month PDL check</li> <li>-Prepared mid-month checkup email to category managers</li> <li>-Discovered January discrepancies for eComm 2020 and 2021 data</li> <li>-Searched for GMV solutions</li> <li>-Talked to boss about Master Product matrix idea</li> </ul>	<ul style="list-style-type: none"> <li>-Sent follow up emails to category managers to confirm volume estimates</li> <li>-Began working on Product Matrix Master list</li> <li>-Drew out layout and intended functionality for Product Matrix</li> </ul>	<ul style="list-style-type: none"> <li>-Update PDL</li> <li>-Check emails for missed emails from directors</li> <li>-Scheduled a meeting to align on category growth rates</li> <li>-Met with new eComm director to introduce myself and explain my job function</li> <li>-Continued to work on product matrix master list</li> </ul>
<p><b>Week 7</b> <b>Mar 21-25th</b></p>	<ul style="list-style-type: none"> <li>-Updated PDL</li> <li>-Checked shopper marketing spend quarterly form completion</li> <li>-Requested each team fill in their portions with work trackers</li> <li>-Continued to work on Product Matrix master list</li> </ul>	<ul style="list-style-type: none"> <li>-Attended eComm preparation meeting with new director and category managers</li> <li>-Cross referenced Reco position figure with NY posted numbers</li> <li>-Updated earned rates for each PDL template</li> <li>-Conducted NUC validation preparation</li> <li>-Sent email to categories about reclassifying some dotcom SKUs from B&amp;M to eComm</li> </ul>	<ul style="list-style-type: none"> <li>-Sent in headshot for new badge ID</li> <li>-Met with boss about mixing/unmixing issues with NUCs</li> <li>-Brainstormed adding in at-risk section of NUC validations</li> <li>-Talked about product matrix master list with boss and tossed around improvement ideas</li> </ul>
<p><b>Week 8</b> <b>Mar 28-Apr 1</b></p>	<ul style="list-style-type: none"> <li>-Ran condition generation report for April</li> <li>-Ran product cost validations and sent missing pricing email to costing team</li> <li>-Led a meeting with director and category managers about volume forecasts per subcategory</li> <li>-Began working on suggested volume forecasting steps within form 100</li> </ul>	<ul style="list-style-type: none"> <li>-Updated unmixed PDL both SLE and actuals</li> <li>-Had a debriefing on the final intern presentation</li> <li>-Continued to work on Trade form 100 updates</li> <li>-Power went out and had to log off for the rest of the day</li> </ul>	<ul style="list-style-type: none"> <li>-Updated unmixed PDL</li> <li>-Sent an office wide email about Atlas outages</li> <li>-Continued work on Trade form 100</li> <li>-Continued work on product matrix master list</li> </ul>

	-Debriefed my boss about what was discussed and agreed upon within the meeting held		
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