



Mu Sigma

DO THE MATH

Course Announcement
Know Your Industry - CPG
(Level 1)

April 1
2020



Topic	Know Your Industry – CPG (Level 1)
Credits	5 credits
Course Duration	2 weeks
Learning Outcomes	<ul style="list-style-type: none">▶ Basic Terminologies which are being used in the CPG Industry▶ What is CPG Industry and types of CPG companies?▶ Key challenges faced by CPG Industry▶ Different kind of data and KPIs used in CPG Industry▶ Real life applications using data analytics to solve CPG industry problems▶ Emerging trends in CPG
Module Components	<ul style="list-style-type: none">▶ Introduction to CPG Industry▶ Industry to overview▶ Analytics in the Industry▶ Key Trends and Challenges
Course Link	▶ CPG-Level 1
Pre-Requisite	▶ Business-101
Criteria to attain credits	▶ Complete above modules on muLearn
Final Assessment	▶ Successfully Complete Final Assessment