

CASE STUDY

Fruit of the Earth Drives Efficiency and Stronger Retailer Relationships



Results IQ

4.5H TIME TO PULL DATA
WITH OLD PLATFORM

10M TIME TO PULL DATA
WITH RETAIL
ANALYTICS

96% INCREASE IN TIME
EFFICIENCY



Family-owned and operated since 1980, Fruit of the Earth is one of the largest and most respected producers of private-label and store-brand skincare, sun care, and health care products in the world.

“ With our old data analysis platforms, it was taking the analyst roughly four and a half hours to pull all of the data and put it together. By using Results IQ retail analytics, they were able to accomplish the same work in ten minutes.”

The Challenge

As retail data volumes grew and stakeholder expectations increased, Fruit of the Earth needed a better way to turn complex, fragmented data into clear, actionable insights.

The team was managing reporting across multiple audiences — from merchants and category teams to internal leadership — each requiring different views of the business. Producing those insights relied heavily on manual data pulls, spreadsheet work, and time-consuming report creation, often taking hours to deliver a single analysis.

This not only limited efficiency, but made it harder to respond quickly to retailer questions, support demand planning conversations, and consistently show up as a strategic, data-driven partner. The team needed a more scalable approach to streamline reporting, improve agility, and spend less time assembling data and more time acting on it.

"Due to the level of detail we were able to show [our buyer], they actually set up weekly demand planning meetings with us. Now, we compare numbers and plan the business together."



The Solution

Fruit of the Earth transformed a manual reporting process into a more scalable, insight-driven approach to retail decision-making through automated analytics and reporting workflows.

By unifying retail data and automating recurring analysis and reporting, the team moved away from time-consuming data assembly and toward faster, more strategic insight delivery. What had been a manual process became streamlined and repeatable, making it easier to generate tailored reporting for merchants, leadership, and internal stakeholders with far less effort.

With more actionable insights surfaced from the data, the team could identify trends faster, support stronger demand planning conversations, and bring more meaningful recommendations into retailer discussions. Instead of spending hours building reports, they could focus on uncovering opportunities and responding with greater agility.

Customizable reporting and audience-specific outputs also improved communication across stakeholders, strengthening internal alignment and retailer collaboration.

The result was more than faster reporting—it was a shift to a more strategic, data-driven way of working that improved efficiency, credibility, and impact.

The Business Impact

The impact was both operational and strategic: Fruit of the Earth reduced reporting time by 96%, transformed stakeholder reporting into a faster, scalable process, strengthened collaboration with retail partners, and created more capacity for strategic analysis that drives growth.

The Results

**96% Increase in
Reporting
Efficiency**

**More Actionable,
Audience-Specific
Insights**

**Stronger Demand
Planning and
Retailer
Collaboration**