

Turning Economic Pressure into Strategic Action with CPG Data Apps

How CPG and retail teams are using real-time data apps to respond faster to pricing, tariffs, and supply chain shifts



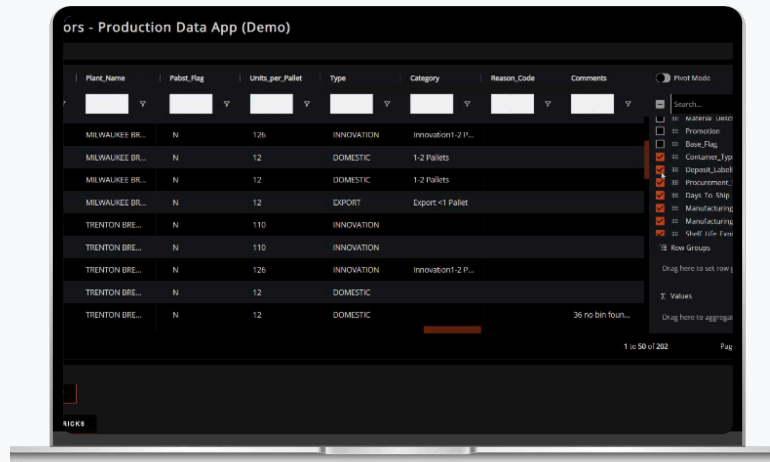
As of early 2025, the Consumer Packaged Goods (CPG) sector continues to grapple with economic challenges. Persistent inflation, volatile commodity prices, and ongoing geopolitical tensions have disrupted supply chains and complicated demand forecasting. These factors have compelled CPG companies to seek more agile and data-driven approaches to traverse the uncertainty.

In this climate, companies expect to leverage rich insights beyond the purview of monthly reports. Finance and data science teams turn to complex analysis methods such as scenario modeling and live data views to empower their internal stakeholders for agile decision-making. A modern data stack, and the tools to make it accessible, can help operators, planners, and executives stay ahead of disruption.

A data application is a type of analytic tool that blends interactive dashboards with web app functionality. It enables business users to explore, manipulate, and even write back to data sources in real time. Data apps sit between data science teams and decision-makers, making insights actionable across the organization. In CPG, this means getting the right data into the right hands fast, without overloading stakeholders or slowing down work processes.

Case studies: CPG leaders building smarter systems

Multinational drink and brewing company Molson Coors needed better visibility into their supply planning operations. The team built a scalable data app using Databricks and Plotly Dash to streamline multi-region workflows. The effort enabled planners across global business units to access live inventory data, adjust forecasting parameters, and collaborate in real time. Instead of sending around spreadsheets, teams work in a unified app and cut down lag for increased supply accuracy.



Plant_Name	Pallet_Flag	Units_per_Pallet	Type	Category	Reason_Code	Comments
MILWAUKEE BR...	N	126	INNOVATION	Innovation1-2 P...		
MILWAUKEE BR...	N	12	DOMESTIC	1-2 Pallets		
MILWAUKEE BR...	N	12	DOMESTIC	1-2 Pallets		
MILWAUKEE BR...	N	12	EXPORT	Export <1 Pallet		
TRENTON BRE...	N	110	INNOVATION			
TRENTON BRE...	N	110	INNOVATION			
TRENTON BRE...	N	126	INNOVATION	Innovation1-2 P...		
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[Read the full case study →](#)

Another multinational beverage company tackled complex challenges: pricing analytics across multiple markets. Their team of pricing managers and analysts built a custom application using Dash Enterprise and Databricks. The app integrates data from diverse sources, applies pricing logic, and lets different user types interact with it in ways that suit their role. It is built for a code-first team, but built to support everyone who needs to act on pricing data. This is what modern pricing infrastructure looks like.

Build faster. Decide sooner. Ship smarter.

Plotly Dash Enterprise helps data teams in CPG and retail solve business challenges quickly, even in volatile markets. With Plotly AI, analysts can generate charts and dashboards with natural language, create interactive apps without frontend code, and explore their data with intuitive prompts.

Dash Enterprise meets your team where they are, across multiple levels of familiarity with Python. Complex supply chains can be analyzed and optimized with flexible, accessible tools.

Try our [self-guided tour](#) and see how your data team can get from insight to action, faster.