



Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



A multinational pharma company's CPG division improved channel ROIs and increased sales of high margin products through analytics and segmentation of retailers

Objectives

- Segment pharma company's retailer base to enable targeted and timely engagement
- Increase the assortment penetration at retailer outlets
- Develop retailer performance improvement plans esp. for those retailers not contributing to the top-line

Our Approach

- Data Analysis
Analyzed over xx million transactions from a xx period generated by xx retailers
1000+ metrics on monthly brand/category-sales, brand breadth, ratios, categorical totals etc.
- Segmentation
Statistical clustering of retailers into 10 segments that differ based on sales contribution, re-order frequency & levels, SKU range, category depth, metro/rural location...
- Develop Insights
Identified retailers to target for improving product mix, sales volume growth, maintain relation or to let go

Impact

- Targeted campaigns on increasing category penetration
- Improved channel ROIs
- Increased sales of high margin products



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