

Trade Promotions Optimization

Trade promotions are a massive expense for many consumer goods companies as they require to plan, target and implement effective promotions and strategies aimed at increasing demand for products in retail stores based on special pricing, display fixtures, demonstrations, value-added bonuses and no-obligation gifts. Research trends indicate that related spends account for 30% of the revenue and 41% of the companies are embarking to deploy new TPM solutions in 2021.

Key business questions we could answer are:

Our trade promotion management and optimization solution identify which historical promotions have provided a positive ROI, leveraging that data to recommend future promotions that are the best fit for each product/market/customer or other defining factors.

Which promotion offers generate the highest incremental ROI?

What is the optimal promotional plan for the year?

“What will happen if” my competitors change plans during the year and how should I respond?

Which causals are most/least effective? What is the impact of each?

What is the Baseline volume of a product?

Our End to End Approach

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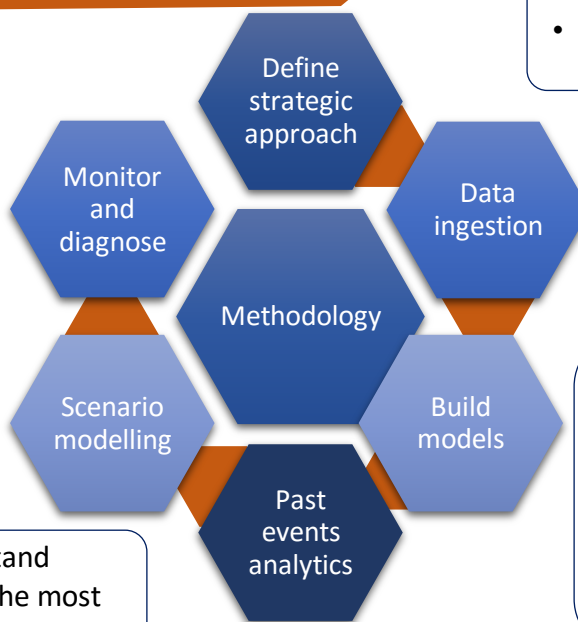
- Track actual performance
- KPI reporting
- Run diagnostic checks inconsistent results

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- Maximize revenue based on business constraints
- Enable prediction and forecasting

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- Enables teams to understand which past events were the most successful – and why



1

- Align promotion strategy
- Identify key business objectives and constraints

2

- Master data creation
- Gather, cleanse and merge data into analytical dataset

3

- Create TPO models to quantify and understand key causal factors
- Decompose uplift into contribution of different factors
- Estimate base and incremental volume

About TransOrg Analytics

TransOrg Analytics is a Big Data and machine learning solutions and services company transforming businesses. Our solutions and products encompass advanced analytics, data engineering, data science, machine learning, artificial intelligence and smart data visualization. We come with tenured experience of 11+ years across multiple geographies like North America, Middle East, APAC and India and have delivered millions of dollars in incremental top line revenues via 300+ projects of varying complexities for 60+ India and international clients.