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.

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 **Key business** each product/market/customer or other defining factors. questions we could answer are: Which promotion offers generate the highest incremental ROI? What is the optimal promotional plan for the vear? "What will happen if" my competitors change plans during the year and how Which causals are most/ should I respond? least effective? What is What is the Baseline the impact of each?

volume of a product?

Define objectives and constraints Track actual performance strategic approach **KPI** reporting Monitor Master data creation Run diagnostic checks Data and Gather, cleanse and merge inconsistent results ingestion diagnose data into analytical dataset Methodology Maximize revenue based Create TPO models to on business constraints quantify and understand key Enable prediction and causal factors modelling forecasting Decompose uplift into Past contribution of different events factors Enables teams to understand analytics which past events were the most Estimate base and incremental volume successful – and why

About TransOrg Analytics

Align promotion strategy Identify key business

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.

Our End to End Approach