



CAMPAIGN EFFECTIVENESS

One of the top 100 trusted FMCG brand in India runs 200+ diverse promotional activities pan-India annually, through retailers, distributors and e-commerce platforms for its 300+ diverse products in multiple categories was losing the revenue due to lack of informed decisions being taken about promotions and campaign

Business Objectives :

With huge client base scattered across the vast expanse of the country and the number of promotional channels and campaigns involved exploiting the immense opportunities was proving to be a challenging task. The company was losing on the revenue due to lack of informed decisions being taken about promotions and campaign. They needed to:

- ▶ Evaluate and estimate the return on investment of all the promotional activities across channels, platforms and geographies.
- ▶ Discover redundant promo activities causing negative ROI
- ▶ Predict and help estimate and segment sales channels based on promo effectiveness with long-term and short-term benefits
- ▶ Take informed decision regarding promotions and product pricing taking into consideration all the factors involve

Our Approach:

After a detailed analysis of the problem situation, Catalytics developed a highly customizable cloud-based platform for Sales promotion and Optimization. Our analytical approach is to analyze the sales data step by step like below –



Exploratory

- Exploratory Data Analysis (EDA) of past sales and promotions using Descriptive Statistics, Tabulations, Graphs & Charts.



Confirmatory

- Statistical and Econometric model of Promotional sales using Segmentation, Analysis of Variance(ANOVA), Robust Regression.



Consultatory

- Time Series Analysis, Operations Research (OR) & Simulations for Scenario generations and real time recommendation on the fly for future.

- We harnessed the power of Open Source Computing for all Statistical, Econometric and Optimization algorithms to make the solution lightweight, customized and cost-effective for the client. Deploying the solution through In-Memory.
- Analytics helps to make possible real time selection of filters and levers as per the user needs. We achieved 20X faster processing of daily 1 MN+ Transactions from online and offline channels.
- All the insights and results are rendered through highly reactive cloud-based dashboard that can be accessed from any mobile, laptop and desktop-based platforms.

Business Benefits:

With a platform like "PromoIQ", the client now possesses a highly specialized solution which will help in the:

- Discovery of redundant promotions and bundling of promotions which account for overall 23% of campaign budget.
- Identification of most promo effective channels of distribution - Retailers, Distributors and Regions pan India to bolster future campaign planning and implementation.
- Elasticity analysis to give client access to incremental benefits due to promotions across multiple layers in real time
- Access of a light weight Dashboards to help management gain insights with utmost ease.
- Easy strategizing of promotions and pricing for the festive seasons and also in general.

About Us

Catalytics Datum is a Next - Gen Enterprise that Amalgamates the Data Science, Big Data, Cloud Computing & Business Intelligence to Transform your CRM, ERP & EDWH to the tool for business growth. Recognized by Microsoft BizSpark, Catalytics is present across the globe to become your partner in Digital Transformation.

Catalytics is a product focused data science organization leveraging the power of big data and business intelligence to solve complex business problems for enterprises through user experience and faster decision making solutions.



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