

Campaign Effectiveness

Case Study

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.

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
- Predict and help estimate and segment sales channels based on promo effectiveness with long-term and short-term benefits
- Discover redundant promo activities causing negative ROI
- Take informed decision regarding promotions and product pricing taking into consideration all the factors involved

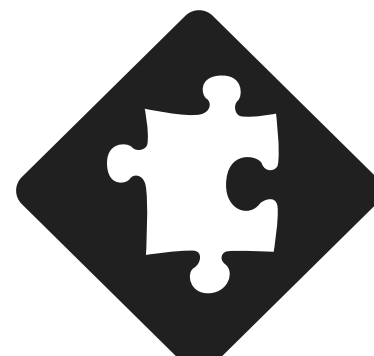
Data We Used

- Sales transaction data across retailers, distributors and regions
- Promotion and Campaign Data
- Merchandise Hierarchy
- Channel, Markets Information



Catalytics 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 light-weight, 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 CATALYTICS

Catalytics is an Analytics Start-Up, recognized by Microsoft BizSpark, with strong Product Development and Consulting objective in the areas of Retail, E-Commerce, CPG, Travel & Hospitality, Healthcare Services, Supply Chain, and Logistics. Our rare mix of competency in niche areas of Analytics - Econometrics, Advanced Statistical Modeling, Machine Learning, Operations Research, Natural Language Processing, and Big Data makes us a trend-setter in contemporary Analytics Industry