FOSFOR

Case study

Streamlining retail portfolio for a major CPG player with real-time insights

Leveraging machine learning for better decision-making helped the conglomerate identify missed revenue opportunities

Overview

Discover how Fosfor helped a CPG industry leader

Go from missing out on revenue opportunities due to latency

Their traditional methods of portfolio management fell short in allowing them to see opportunities beyond what was already tapped

To identifying $500Mn+ revenue opportunities in less than half the time

Setting up a system with machine learning and analytics helped them get real-time insights and make faster portfolio decisions

Using the Fosfor Decision Cloud

Fosfor enabled the CPG conglomerate to see beyond the obvious and tap into an additional $500Mn in revenue

Results

$500Mn+
revenue opportunities identified

9+
categories deployed across 3 of the largest markets

Analyst productivity time to advanced insights reduced from weeks to seconds

Challenges

Major CPG conglomerate faces an urgent need for real-time insights

Staying ahead of market trends and consumer behavior is crucial for sustained growth and profitability in the CPG industry. With the rise of e-commerce platforms, the landscape has become even more dynamic, requiring companies to be proactive in portfolio management, pricing strategies, and identifying market opportunities. Traditional methods often fall short in providing real-time insights needed to make informed decisions. Hence, there is a pressing need for innovative solutions that can leverage data analytics to drive strategic decision-making in the e-commerce space.

Our client, a major player in the CPG industry, approached us with the aim of enhancing their portfolio management capabilities and tapping into emerging market trends. They sought to become more proactive and spontaneous in their approach to portfolio management, pricing, and identifying opportunities. To address their needs, we proposed the development of a unique and sophisticated real-time evidence-based portfolio recommendation engine. This solution aimed to revolutionize their decision-making process by harnessing the power of data analytics and machine learning to provide actionable insights in a timely manner.

Solution

Empowering portfolio management with the Fosfor Decision Cloud

We proposed the development of a real-time evidence-based portfolio recommendation engine. We deployed the Fosfor Decision Cloud, which uses machine learning-based data enrichment to generate comprehensive recommendations. It not only analyzed historical data but also identified emerging trends to:

● Identify portfolio whitespace opportunities

● Tap into emerging market trends and purchase behavior

● Perform customer review and rating analysis

Our innovative solution has empowered our client to stay ahead of the curve in the competitive e-commerce landscape. By leveraging real-time data analytics and machine learning, they have gained valuable insights that have not only driven growth but also

enhanced their productivity and decision-making capabilities. As the e-commerce industry continues to evolve, our solution ensures that our client remains agile and well-positioned to capitalize on emerging opportunities.

How the Fosfor Decision Cloud works

The Fosfor Decision Cloud empowers everyone in the organization to quickly discover insights from their data. It combines AI, ML, and NLG technologies with an intuitive interface. This allows users to ask questions about their business data, analyze billions of data in seconds, and gain comprehensive, automated insights – all without writing a single line of code.
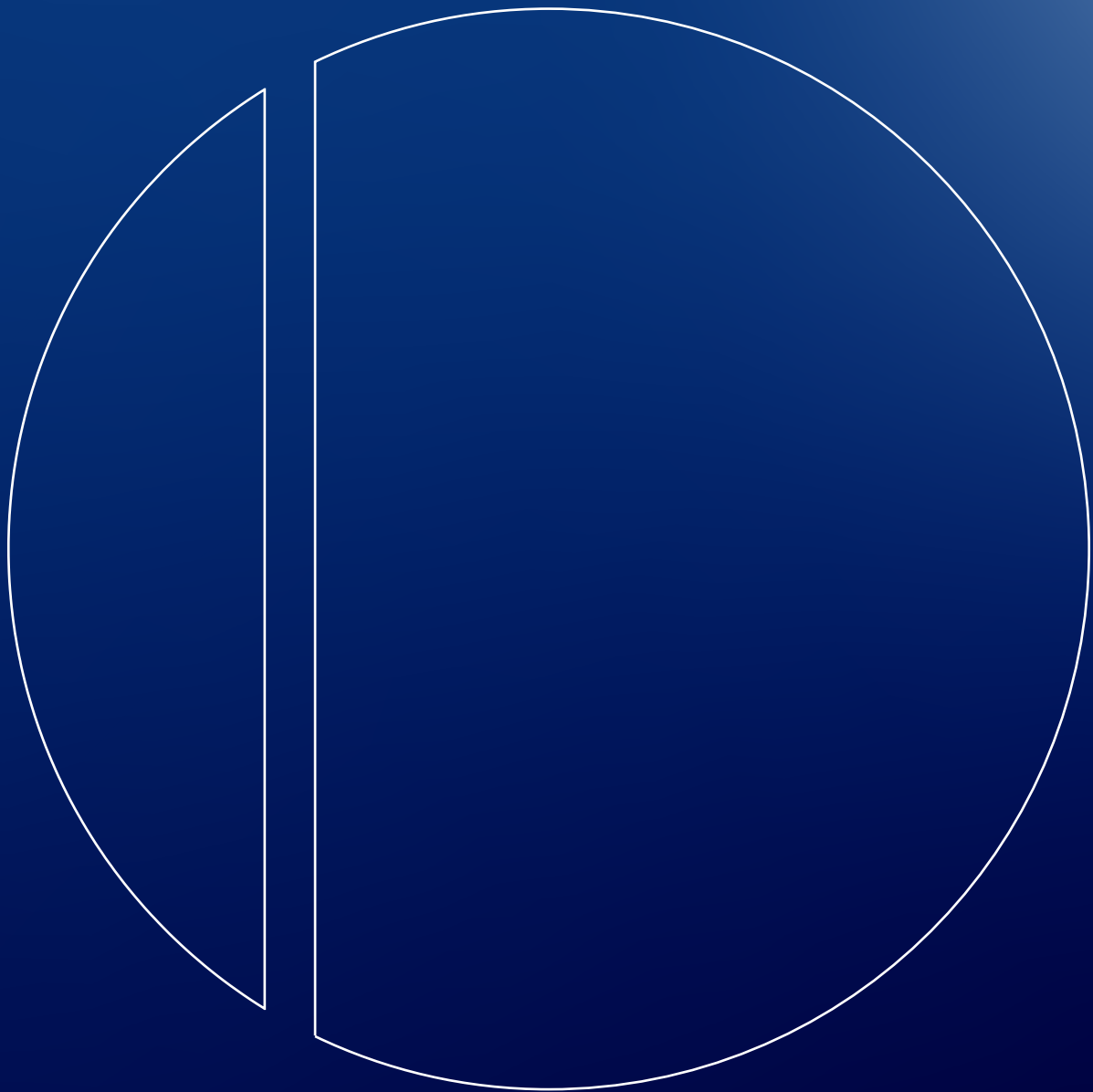
Impact

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The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit www.fosfor.com.