Case study

Decision Intelligence unlocks business value for a leading global CPG company

Lumin by Fosfor shines a new light on category sales, ad spend, and aisle sharing
Introduction

The nature of business in the Consumer Packaged Goods (CPG) space makes it quite complex for companies to have real-time visibility of actual demand and customer buying patterns. Making decisions on product planning, price optimization, product placement and promotions is difficult. Leaders face enormous challenges in making decisions as they either depend on data aggregators’ reports or are forced to wait for days to get siloed dashboards that hardly provide a cohesive picture.

Audit companies like Nielsen, Kantar, and IRI periodically generate hierarchical datasets in different time periods and formats accessible via complex dashboards to address the visibility of actual sales and consumer buying patterns. This unnecessarily multi-step process makes decision-making time-consuming and cumbersome.
Challenges

Our client, a multinational Fortune 500 CPG company, struggled to process such disparate data sets from multiple sources. They had three main problems.

1. They could not provide on-field sales teams with a transparent 360-degree view of the distribution channels and the territories assigned for a specific region.
2. They could not delineate each region’s local trade nuances.
3. They could not reach out to the right target audience.

These three problem areas resulted in high marketing spending with low conversion.

What the client needed

To amend these issues, our client required:

- Access to multiple data sources like retailer, EPOS, Leaflet and Perfect store data at varied granularity. This flexibility would provide customer visibility and the ability to evaluate performance and comparison with other retailers.

- Visibility of the media and market share data to make decisions on promotional campaigns to reduce sub-optimal media spending.

- A data-driven marketing strategy that would provide better visibility into the marketing data by triangulating results from media, leaflet, and market share data.

- An accelerated decision-making process across different functional use cases, i.e., category sales, ad spending and aisle sharing.
How Lumin helped

Lumin helped the client conduct comprehensive data exploration and quickly act upon their product, spending and media strategies per market requirements.

Lumin was able to help brand managers and insight teams attain the most granular insights quickly from multiple data sources using:

- **Guided insights with cognitive search**
  Insight teams could directly ask questions and get answers using the Ask bar. This reduced the dependency on the analysts. Cross-functional insights generated from multiple tiles helped the team conduct a seamless data-to-decisions journey.

- **Comprehensive data view**
  Lumin helped create a comprehensive data view by using its multi-tile functionality. This feature enabled the consumption of multiple data sets in a single view. Lumin connected 7 different data sources (5 transactional and 2 hierarchical), helping the team make timely decisions without redundancy.

- **Enhanced data storytelling**
  Lumin’s Workspace was able to collate information from multiple sources enabling periodical performance analysis and tracking changes in KPIs by product hierarchy, brands, and retailers.

“Lumin has propelled the Decision Intelligence agenda at our organization with its superior analytics capabilities. Collaboration and insight sharing are so easy on the Workspace that anyone in our team can now build data stories.”

Associate Director, Data & Analytics
Business impact

**Faster time to insights:** Less time was spent collating information from multiple dashboards by 90%. The category leads no longer depended on analyst teams for answers, further reducing the time to insight from three weeks to just minutes.

**Auto-refreshed workspaces:** Proactive analysis of data from multiple sources was curated in Workspaces for multiple users as per their insight needs. Workspaces’ auto-refresh capability helped users access the most recent data updates without additional effort.

**Minimized information loss:** By bridging the gap via a ‘one-stop’ platform with all key KPIs and information at their fingertips, sales and category leads were able to consolidate key insights via Workspaces and reduce information loss across systems.

**Multi-pronged utilization:** The solution was effectively implemented to solve several problems.

- Track sales values for customer groups and demography metrics like customer penetration, frequency, and spend-per-trip across all marketing channels.
- Check media drivers and understand their impact on sales and customer penetration metrics across different media channels.
- Monitor the aisle sharing for every product and its impact on the share of sales.

The Fosfor Product Suite is the only end-to-end suite for optimizing all aspects of the data-to-decisions lifecycle. Fosfor helps you make better decisions, ensuring you have the right data in more hands in the fastest time possible. The Fosfor Product Suite is made up of Spectra, a comprehensive DataOps product; Refract, a Data Science and MLOps product; and Lumin, an augmented analytics product. Taken together, the Fosfor suite helps businesses discover the hidden value in their data. The Fosfor Data Products Unit is part of LTIMindtree, a global technology consulting and digital solutions company with more than 700 clients and operations in more than 30 countries. For more information, visit Fosfor.com.