Tiger Analytics

Tiger Analytics helped a US-based snacking company to unlock 4% incremental value through in-market execution and optimization

Tiger Analytics implemented improved In-Market execution strategies by deploying a suite of Analytical solutions. It enabled the monitoring, planning, and execution of sales tasks, leading to the rollout of 10+ annual RTM plans, 7% more team efficiency, and a 6%+ reduction in travel distance. It also ensured the right product was available at the right time in the right store with the right in-store activities.

The Background

Our client is a global Snacking company with a multi-billion-dollar business – operating across multiple markets. They covered retail types like hypermarkets, mom-and-pop stores, and hub-spoke distributor-led retailers. It led to multiple mechanisms for In-Market execution, from In-house sales reps and merchandisers to third-party sales reps, merchandisers or a mix. The client needed to understand the costs deployed against the sales benefits obtained, as well as the ROI from the sales rep visits. They also wanted to leverage visit and activity scheduling to assist sales reps with in-store decision-making.

Key Challenges

\ **Diversity of In-Market operating models:** Deep immersion with the execution teams was required to understand the levers of control and create or customize the solutions to permit the best value to the user market.

\ **Need for product-level customization:** The diversity in the operating models and the resulting mix of market-level features required advanced skills to unify and create a maintainable set of solutions productized for rapid deployment.

\ **Market-specific data aggregation:** A mix of data maturities across markets necessitated additional Data Engineering support to accommodate a variety of sources, from SQL tables to manual data uploads.

Our Solution

Tiger Analytics first wanted to precede tool development with a robust yet quick data understanding process. This is accomplished by an experienced team that interfaced with all the local market stakeholders to create a detailed data understanding document.

First, it enabled on-ground decision-making to assist on-ground teams with decision-making on product assortment, visit planning and scheduling, etc. This consisted of:

- **Product Recommender** to recommend that sales reps sell identified "high yield potential" products by comparing product listings for multiple stores.

- **Sales Beat Scheduler** to plan an optimal number of visits and enable scheduling/route planning for sales reps under business-specified constraints.

- **In-Store Next Best Action** to increase sell-through, provide live recommendations on shelf restocking of inventory, and improve market share in convenience stores.

Secondly, the team provided a view of the In-Market team's performance with descriptive tools to measure compliance and effectiveness of activities through Cost and Compliance Dashboards and In-Market Team ROI Dashboards.

Thirdly, the team enabled the simulation of alternate execution plans with predictive tools for HQ planning teams, permitting what-if analyses under varying execution plans to maximize In-Market ROI. It came with an In-Market Scenario and Activity Planner to create annual RTM visit scenarios, measure incremental sales, compare different visit plans, assess ROI, etc.

Finally, the team conducted A/B testing of proposed In-Market execution plans with a tool to simplify running sample tests. It helped HQ teams to test potential new plans and offered data on generalizability, enabling the confident execution of new plans. The capabilities included sampling and selecting groups (test and control stores) and automated report generation of detailed metrics.
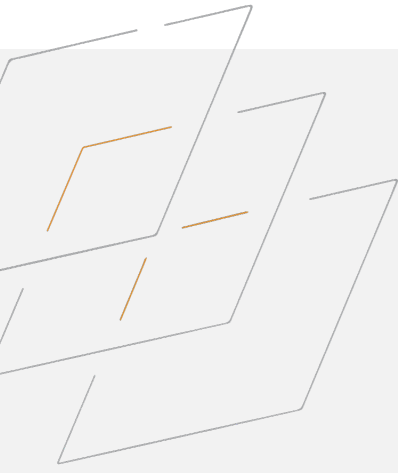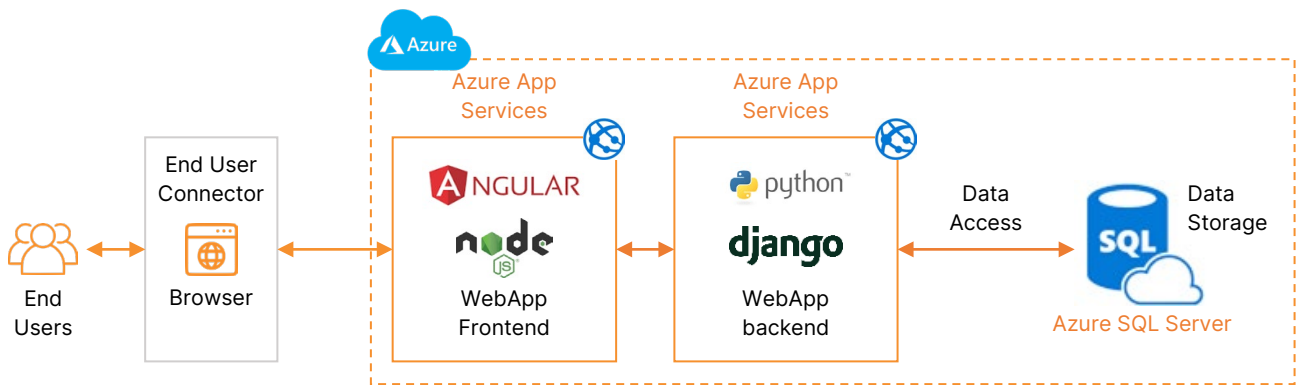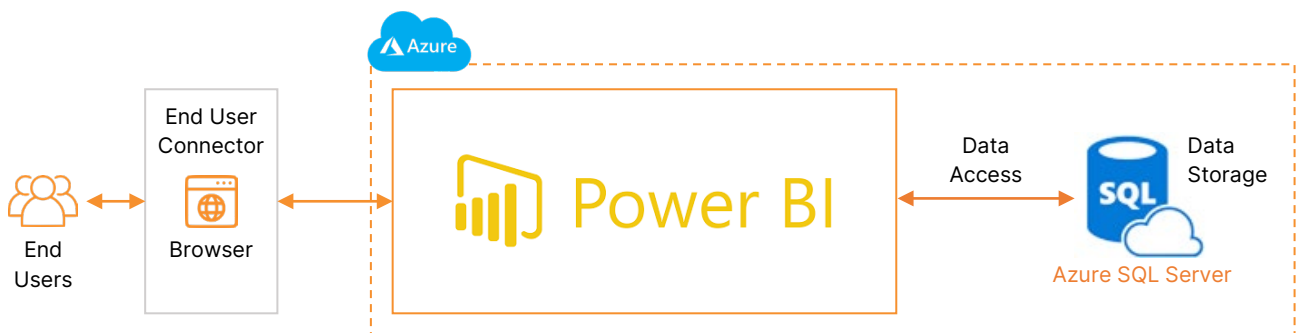
Tech Stack

/ Databricks

/ Power BI

/ App Services

/ Azure Cloud Functions

/ Back-End: Django

/ MS SQL DB

/ Azure Tech Stack

/ Azure Data Factory

/ Front-End: Angular

Solution Architecture

WebApp Architecture

Azure

Azure App Services

Azure App Services

End User Connector

Browser

ANGULAR

node JS

WebApp Frontend

python

django

WebApp backend

Data Access

SQL

Data Storage

Azure SQL Server

End Users

PowerBI Dashboard Architecture

Azure

End User Connector

Browser

Power BI

Data Access

SQL

Data Storage

Azure SQL Server

End Users

Value Delivered

10+ annual RTM plan rollouts were enabled, resulting in a net positive lift.

3%-4% incremental value was unlocked through RTM activity optimization.

Over 6% of travel distance was reduced due to the Sales Beat Scheduler, enabling saving of greenhouse gas emissions in distribution.

~7% efficiency in the RTM team was achieved across markets.

About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents. www.tigeranalytics.com

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