# Tiger Analytics

# Tiger Analytics enabled a major American Food manufacturer to gain 10% efficiency in trade promotions with a one-stop analytics solution

Tiger Analytics delivered an SRM Insights platform as a one-stop platform, offering a 360° view of the effectiveness of trade promotion levers. It helped observe trends to allow Trade Executives and SRM teams to identify opportunities while enabling Accounts teams to drive growth and add value to retail partners. The solution also delivered a Pricing Analysis platform to understand the price trends across manufacturers, brands, etc.

# The Background

Based in the US, our client is a leading global manufacturer of Confectionery, Pet Food, and other Food products. They wanted to analyze current trade promotion activities to provide insights into promotion effectiveness and highlight new opportunities. They also required a new promotion calendar that optimized P&L metrics retailers and recommended tools to generate insights and test scenarios. Finally, the client expected a holistic 360° view of impact across customer, consumer, and competition levels.

# Key Challenges

\ **Data consolidation hassles:** Integrating all the VDS reports into a one-stop solution with 20 years of data proved to be a major hassle.

\ **Too much data and too many sets**: Large amounts of data existed about customers in various types of datasets across multiple workspaces.

\ **Lack of fast report generation:** Dynamic reports with different formats were required in quick time, which introduced more complexity.

Provide Certainty
For a Better Tomorrow

# Our Solution

The team first created a web application to combine the capabilities of Power BI and App-specific business logic rules. It provided the Customer Service Hub with KPIs for comparison with target and supporting page visualizations for day trends, top/bottom products, and future projections. The team also developed Customer Service dashboards for selected KPIs and built source data ingestion/orchestration, data definitions, alert rules, and more.

Next, the Tableau report was redesigned and matched with Power BI features, following Microsoft standards for creating DAX measures to optimize report performance. The team ensured that opening and closing PBI dashboards took less than 5 seconds.

Then, a deep-dive analysis of existing Tableau dashboards was performed to understand the functionality and complexity involved. It also focused on helping develop optimization strategies to fine-tune DAX calculations and data-side aggregations to achieve an as-is replica of existing Tableau reports in Power BI.

### Stakeholder Collaboration
We closely collaborated with business and IT stakeholders to identify strategic initiatives and tactical use cases.

## Tech Stack

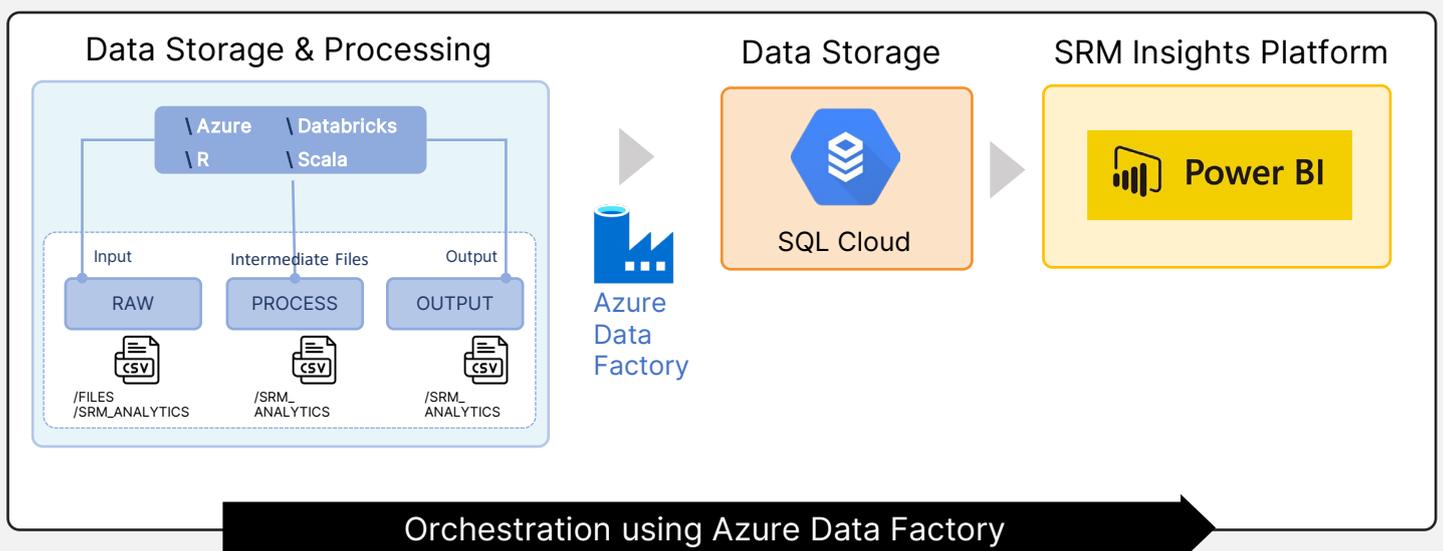| / Azure | / Power BI | / SQL Server |
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| / ADF | /R | / Scala |

# Value Delivered

**A centralized dashboard** tracked and monitored all supply chain-related KPIs and gauged performance. It also offered Next Best Action recommendations, KPI performance overviews, favorites and alerting functionalities, and more.

**A 10% improvement in efficiency** was achieved by simplifying the process and adopting best practices for Power BI report generation. The central dataset with relevant columns also helped reduce complexities.

**The Tableau report** was redesigned to align with Power BI features. Microsoft standards for DAX measures were followed to enhance report performance.

# Solution Architecture

## End-to-end Process Automated for Periodic Refresh

**Data Storage & Processing**

\Azure    \Databricks
\R        \Scala

Input — RAW — /FILES /SRM_ANALYTICS
Intermediate Files — PROCESS — /SRM_ ANALYTICS
Output — OUTPUT — /SRM_ ANALYTICS

Azure Data Factory

**Data Storage**

SQL Cloud

**SRM Insights Platform**

Power BI

Orchestration using Azure Data Factory

# 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.

US | UK | Canada | India | Singapore | Australia