Tiger Analytics

Tiger Analytics enabled a top US-based CPG brand to amplify marketing effectiveness in just three weeks with an advanced analytics strategy and roadmap

Tiger Analytics developed an Advanced Analytics framework for the client's Marketing function, helping generate ideas and analyze the complexity of use case implementation. It resulted in increasing the effectiveness of promotions while strengthening customer retention and improving ROI. The roll-out was completed 88% faster than expected as per the target deadline. The solution also went a long way to enhance the competency of the client's internal analytics team.

The Background

Our client is a prominent Pet Food Manufacturer based in the US. They were looking to bring in best practices in CPG analytics for Marketing, starting with identifying key priorities, justifying the business cases, and planning the budget and ROI analysis. Hence, the client needed to infuse the right Analytics Strategy and Roadmap into the Marketing function. The roadmap would streamline the present and future processes and visualize the next steps to meet the objectives. They also wanted to identify, prioritize, and deliver these use cases to help the Marketing function understand the potential business value.

Key Challenges

\ **Dealing with fragmented data:** As the engagement commenced a few months after a business overhaul, data was accessible only in fragmented chunks. It presented challenges in fully understanding the client's business landscape.

\ **Reconciling with terminology:** The client employed unique terminologies different from industry norms. During the exploratory data analysis phase, this necessitated extra efforts to align and reconcile metric definitions to ensure clarity.

\ **Simplifying preferences for optimized outcomes:** A clear distinction was needed between the preferences of pet owners and the pets. Segregating these preferences was crucial to curate strategies that catered to both segments.

Our Solution

In the initial phase, Tiger Analytics' team actively engaged with 30+ stakeholders, conducting over ten brainstorming sessions across the span of three days. This collaboration led to the generation of approximately 35 innovative ideas.

Then, the team established specific parameters to evaluate the viability and potential of these ideas. These parameters, which weighed the complexity of each idea against its potential business impact, offered an objective framework to rank the generated ideas. With the ideas in place, the next step was strategic prioritization. The team mapped the analytics themes onto a matrix based on business value potential and effort complexity, providing a clear perspective on which ideas to prioritize.

Lastly, the team went into the in-depth assessment phase – assessing the execution approach and identifying the necessary resources and data attributes to better plan the roadmap and build business cases for budget approvals.

The Approach:

Step 1: Ideation
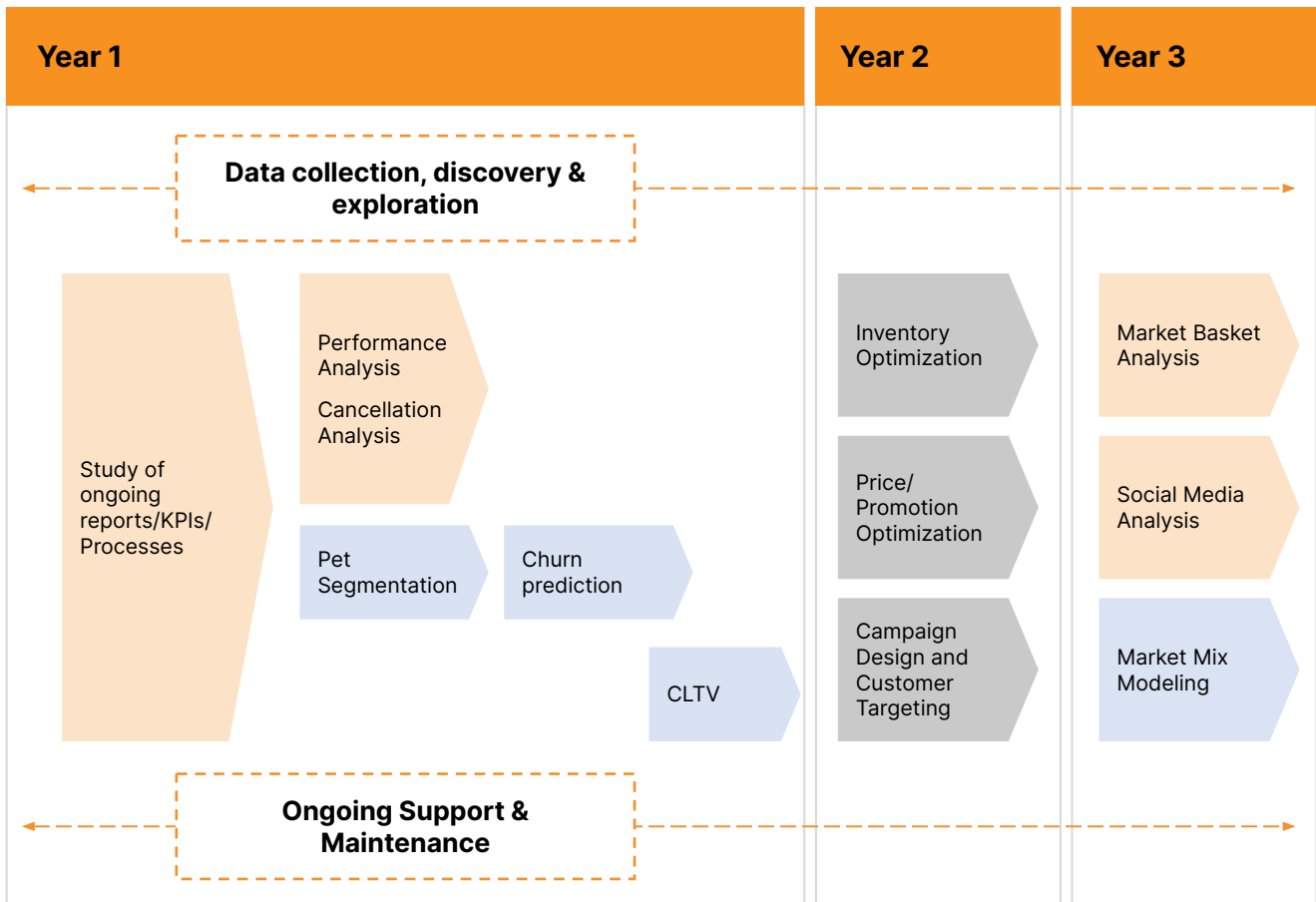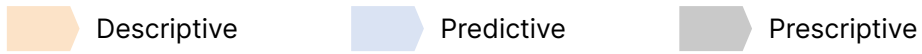
Step 2: Metrics and ranking

Step 3: Use case prioritization

Step 4: Assessment and roadmap

Tech Stack

/ Power BI

Solution Architecture

Descriptive   **Predictive**   **Prescriptive**

Year 1	Year 2	Year 3

Data collection, discovery & exploration

Study of ongoing reports/KPIs/Processes

Performance Analysis

Cancellation Analysis

Pet Segmentation

Churn prediction

CLTV

Ongoing Support & Maintenance

Inventory Optimization

Price/ Promotion Optimization

Campaign Design and Customer Targeting

Market Basket Analysis

Social Media Analysis

Market Mix Modeling

Value Delivered

The competency and capacity of the **client's internal analytics team amplified** by establishing a feasible delivery model.

The efficiency of the **client's internal analytics team increased** through the delivery of use cases via the CoE model.

The **target deadline was reduced** from six months to three weeks, with higher performance through swift execution of the model.

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.
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