Acuvate helps Transnational CPG company in calculating sales Uplift for Promotions

Business Scenario :

The Client had a challenge to be able to calculate and monitor the Sales Uplift for various promotions which was being run in the emerging markets.

The sales and revenue management team had promotion calendar defined in Excel sheets and not having Promotions and Pricing data from Nielsen and only had the sales and market share data from Nielsen and were not able to effectively take decisions on which Promotion was impacting which Products positively or negatively and what was the Uplift created by each promotion to identify the best promotion to be run in the future.

Solutions :

Acuvate used its domain and technology expertise to meet the client's requirement and piloting the same for two markets for one category. The solution included extracting data from spreadsheets integrating the same into a DataMart and calculating the base sales by comparing periods where Promotions was not present for an SKU and calculating the Sales Uplift for each Promotion and the Sales growth.

This solution allowed the sales and revenue management teams to identify which of the promotions were creating an uplift and for which specific SKU's which SKU's were getting cannibalized by these promotions to be able to identify and make the decision.

Solution Benefits and Features
Identify the Sales Uplift vs Target for each promotion.
•   Increased sales by focusing on best promotions and understand which works
•   Ability to set alerts if the Sales uplift is below a specific number.
•   Ability to view the dashboards on mobile and also ask Natural Language questions to get results.

About Client:

It is a transnational consumer goods company co-headquartered
in Netherlands and London, United Kingdom. Its products include food, beverages, cleaning agents and personal care products. It is the world's largest consumer goods company measured by 2012 revenue, and is also the world's largest producer of food spreads, such as margarine. It is Europe's 7th-most valuable company. It is one of the oldest multinational companies; its products are available in around 190 countries..

ROI:

This solution has resulted into
•   Reduce costs on Trade Promotions spend by **100K USD**
•   Reduction In Manual effort by **500 man hours** .
•   Increased revenue
•   Faster decisions though better Visualization

Technologies Used:

•   SQL Server
•   SQL Server Integration Services
•   Power BI