Datamind Predictive Order Management

DATAMIND
Data To Competitive Advantage

FMCG Manufacturers experience losses due to stock-outs and margin erosion because their orders aren't aligned to consumer demand.

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Challenges

FMCG Manufacturers have large number of customers and several SKUs per customer and sellers have very limited time per customer.

As a result it is a challenge to provide correct offers to the correct customer.

In one of our customers, a sales person has 8 minutes per customer per day on average and can spare only 1.5 minutes of this time for new sales activities.
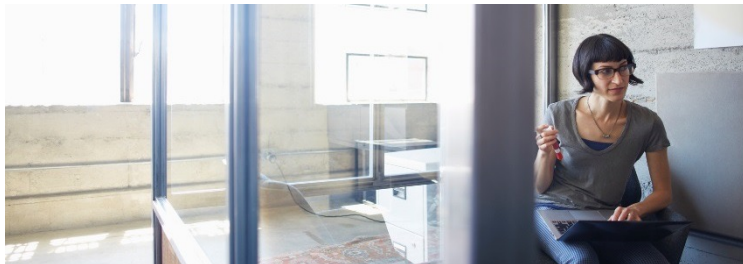
Ideal Solution

An ideal solution should help sales teams to understand customer and recommend applicable actions before visits.

Since sales teams have very limited time per customer, only solution is to provide them ready to use insights beforehand.

Desired Outcomes

Increased Penetration

Volume Growth

Better stock-out performance

Optimized trade promotion

Datamind – Predictive Order Management
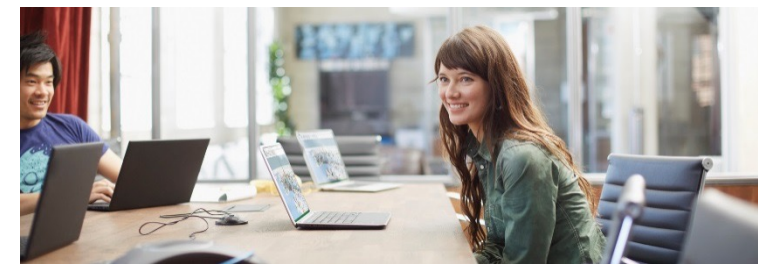
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Predictive Order Management improves supply chain effectiveness by analyzing the data across different systems and produce valuable insights powered by artificial intelligence.

Personalized Recommendations

- Deliver daily optimized, order and opportunity suggestions to your sales team

Opportunity Discovery

- Discover which products and locations have maximum coexistence performance
- Uncover hidden opportunities to increase penetration

Strategy Assessment

- Evaluate different scenarios to benefit from tailored algorithmic approaches
- Control granularity level for the project steps

Using this solution, a Leading Beverage Company experienced %11 percent penetration increase at selected brand levels and %19 at SKU level.

Datamind Predictive Order Management + Microsoft Azure
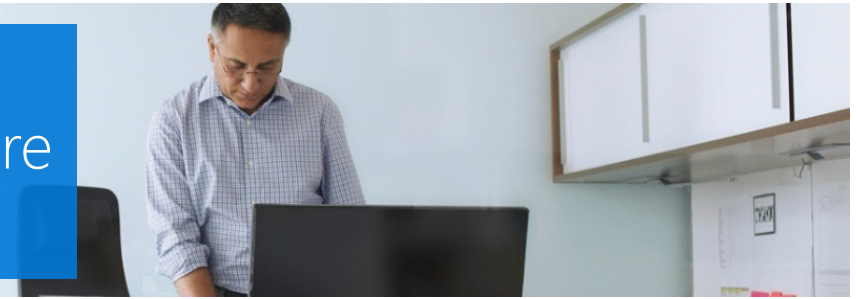
Azure helps our customers to manage and secure the solution with ease and lets the solution to integrate with larger Azure Ecosystem thus providing better value and new opportunities.
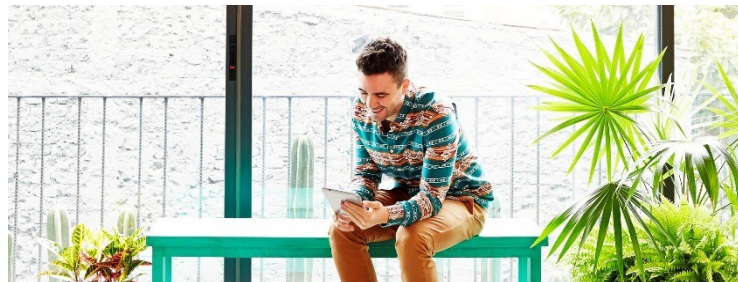
Product Alignment

Enterprise-Grade security

Secure the system with network isolation and private link capabilities.
Apply role-based access control for resources and actions.

Deep Integration with Azure Services

Use Azure Services to extend and improve the solution.

Scale

Easily scale the system in order to analyze more SKUs or to analyze more scenarios

CCI

Coca Cola İçecek, one of the biggest beverages company in Turkey, needed to increase the variety of SKU's that sold per customer, minimize stockout performance and optimize trade promotion components.

Using Predictive Order Management, the company processes various data streams like historical sales, weather, event, promotion, store segment, which builds models to find the most accurate prediction and selects the best model combination for each SKU.

Win Results

Average.+6 pts. Penetration

Average +10 pts. Volume growth

Avgerage+4 pts. ASPO growth