

# Automated Industry Data Model for **CPG** Industry



## Market Overview:

The **global CPG market size** is expected to rise from **USD 2393.69 billion in 2025 to USD 2926.32 billion by 2030**.



The advanced analytics market is expected to reach **USD 201.8 billion by 2030, growing at a CAGR of 23.3%**

**Industry Data Models (IDMs)** deliver sector-specific operational optimization through a comprehensive, pre-configured framework of technical and business data models tailored to enterprise needs. These models enable businesses **to track industry-specific KPIs in a unified view, driving cost reductions, improving efficiency, and capitalizing on emerging opportunities**. Leveraging pre-built KPIs and metrics derived from best practices, government regulations, and enterprises' complex data and analytic needs, they significantly enhance operations and decision-making. For example, with Industry Data Models, **CPG businesses can uncover key industry insights and trends**, enabling strategies that reflect **consumer behavior, market dynamics, competitive intelligence**, and more, helping them stay ahead of the curve. With this information, enterprises can make **smarter decisions on product development, pricing, and promotion**, while also **anticipating potential challenges** before they arise.



## Benefits of IDM



**Predictive Analytics**



**Automated Deployment**



**Reduction in Cost**



**Greater Visibility**



**Improved Governance**



**Optimizing Efficiency**

# Our Solution

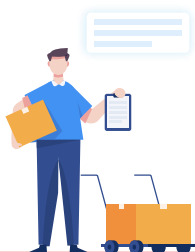
The CPG sector has the potential to reap tremendous benefits from utilizing our deployment-ready Industry Data Model. Companies can leverage a wealth of information to make more informed decisions, helping them gain greater efficiency and cost savings while staying ahead of the competition. With access to real-time metrics, firms can identify trends quickly and act on them with precision, thus avoiding costly missteps that could put their profitability at risk. This granular analysis further facilitates targeted marketing campaigns, which can lead to increased sales and brand loyalty.

**100+ Business Metrics**

**20+ Pre-Built Plugins**

**Deployed in 6 weeks**

## Key KPI's



### CEO Summary

A data-driven dashboard with high-level visibility and real-time insights.

### Operations

Deep dive into financial details and get a 360-degree view of the cash flow—all at your fingertips.

### Sales

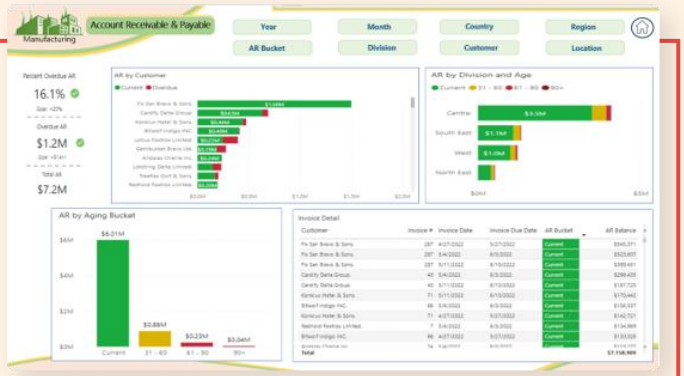
An intuitive dashboard for sales and merchandising to make strategic business decisions.

### Finance

Insights into revenue and profitability for different customer & product segments..

## Dashboards





# Impacts



**32%**

**Enhanced Operational Efficiency**



**10X**

**Superior Business Visibility**



**4X**

**Better Decision Making**



**3X**

**Reduction in Loss**



**6X**

**Process Simplification**



**40%**

**Rise in Customer Retention**



## Advance Specializations on Azure

AI & Machine Learning | Analytics | Kubernetes | Infra and Database Migration to Microsoft Azure | Cloud Security | Low Code - No Code



Traditional Enterprise Meets **Modern Cloud Innovation**



Rising Star Partner Of The Year - APAC 2023  
Business Excellence Partner Of The Year - Singapore 2023  
Azure Data & AI Partner Of The Year - Malaysia 2022  
Country Partner Of The Year - India 2021 and 2022



Top Consumption Partner - APJ 2022  
Regional System Integration Partner - India 2021 and 2022

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[enterprisesales@celebaltech.com](mailto:enterprisesales@celebaltech.com)