CELEBAL TECHNOLOGIES

Automated Industry Data Model for **CPG Industry**

Market Overview:

CPG market size is projected at **USD 2459.8 billion by 2028, a growth rate of 3.0% from USD 1995.1 billion in 2021.**

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

Industry Data Models are powerful tools designed to help businesses in specific industries optimize their operations. They provide a predefined set of technical and business data models that can be easily adapted to fit an organization's needs, allowing them to cut costs, increase efficiency, and capitalize on emerging opportunities. These models provide common elements derived from best practices, government regulations, and the complex data and analytic needs of an industry-specific organization and can have a significant impact on a company's operations and decision-making. For example, with Industry Data Models, **CPG businesses can draw industry insights and trends, and can develop strategies that take into account consumer behavior, market dynamics, competitive intelligence and more - allowing them to stay ahead of the curve.** With access to this information, companies can make smarter decisions about product development, pricing and promotion, as well as anticipate any potential pitfalls before they occur.

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 preciosity, 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. .

Sales

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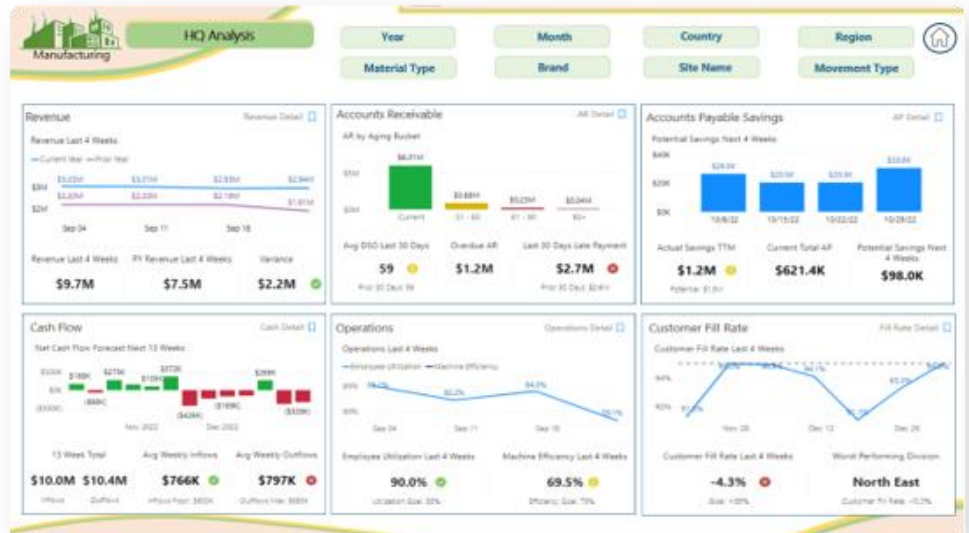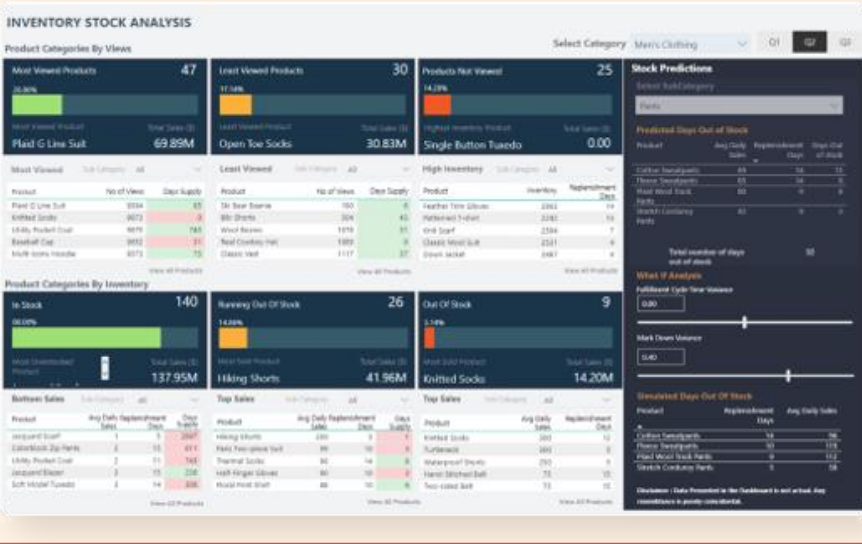
Operations

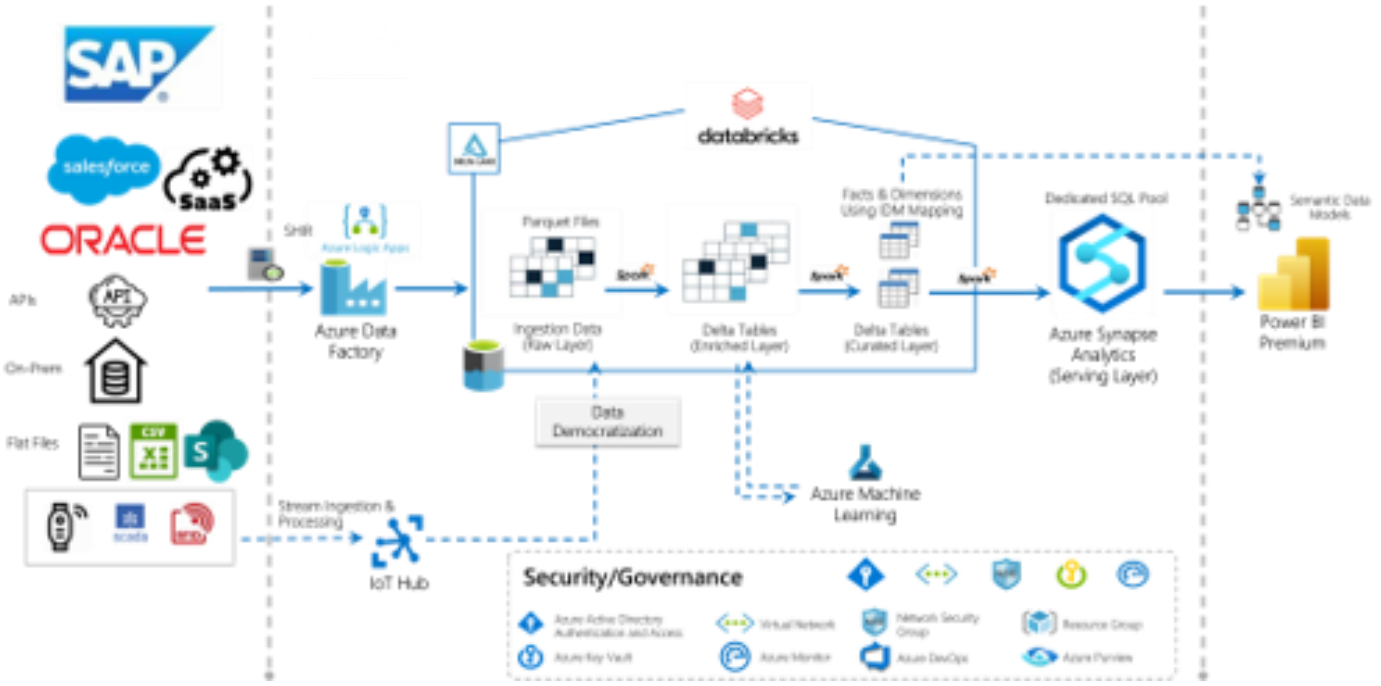Deep dive into financial details and get a 360-degree view of the cash flow—all at your fingertips.

Finance

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

Dashboard

Architecture

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

CT CELEBAL TECHNOLOGIES — Traditional Enterprise Meets Modern Cloud Innovation

databricks
500+
Databricks Certified Resources

Top Consumption Partner
APJ Region 2022

Regional SI Partner
India for 2021 and 2022

Country Partner Of The Year
APJ Region 2022

India, EMEA, US, Canada, APAC, Japan, Australia

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