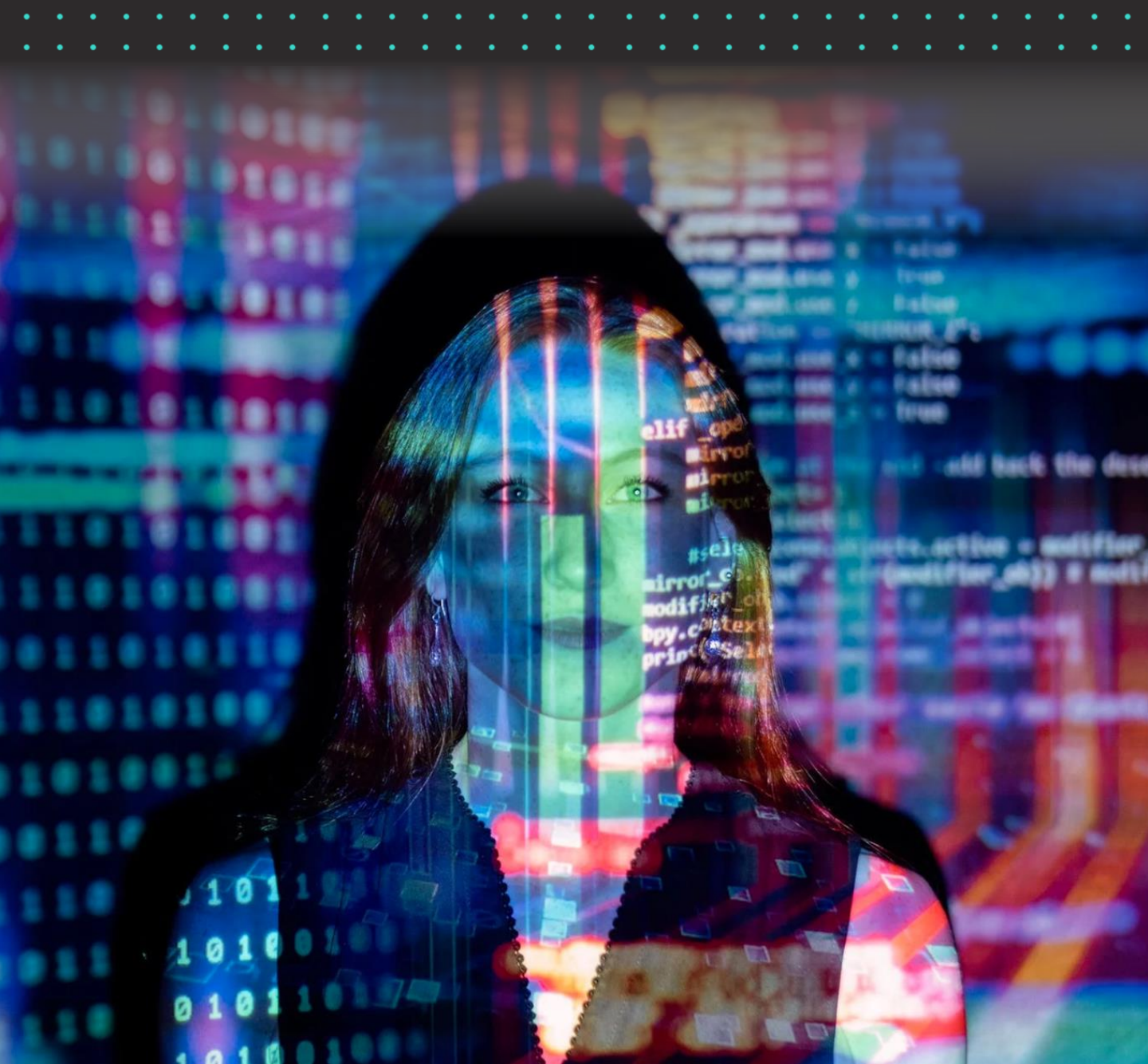




#solution-case-study

Promotional Analytics

Using AI-driven promotional analytics solutions to maximize returns



Status quo of Promotions

Despite a large number of marketing promotions, a lacks centralized information repository that makes it difficult to assess performance or plan promotions. This results in the following problems:



Inability to target the right promotion to the right customer



Struggle to align large retailers for executing promotions at the store level



Lack of optimization in promotion investments



Measuring Promotion performance and ROI

The Solution we Offer

The Promotion Analytical Solution enables users to analyze historical data about promotions and measure efficiency in terms of investment, volume uplift, ROI, and coverage. The solution would,



Make use of a robust product-promotion level multi-modeling approach for baseline estimation to accurately estimate lift and ROI



Connect to a one-stop dashboard for continuous tracking of performance

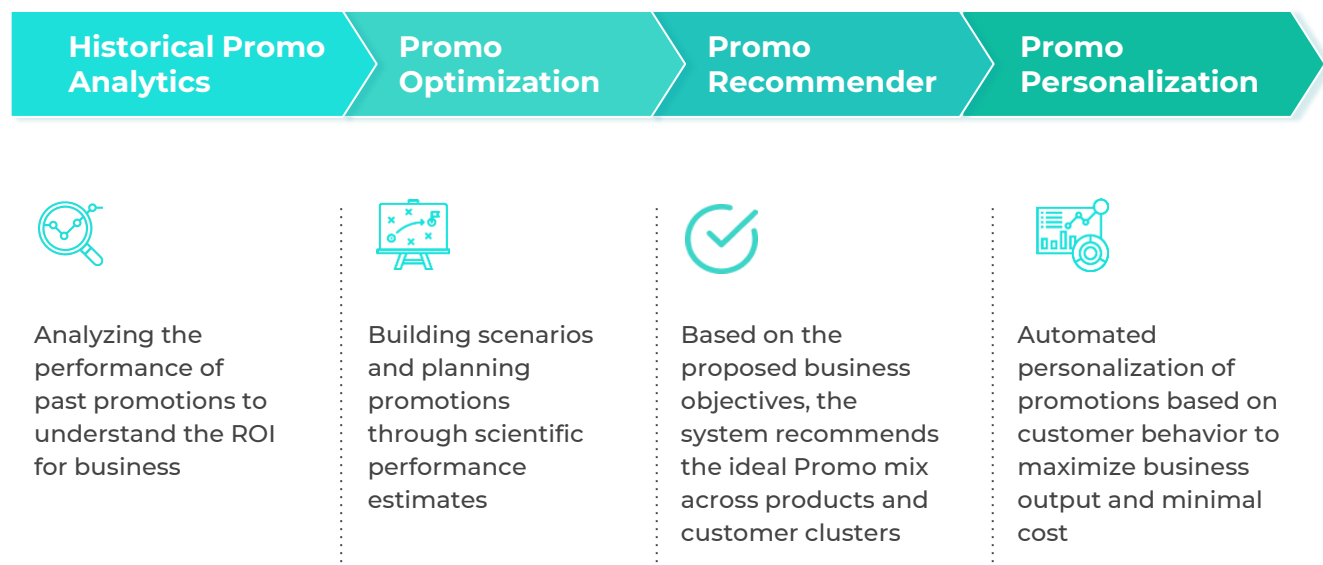


Estimate the Baseline of SKUs during the Promotion period by using multiple models and variables.



Solution Capabilities

Using AI to maximize ROI from promotions is the following roadmap.



The Uniqueness of Our Solution

The state-of-the-art promotion solution



Factors in internal cannibalization, forward buying in volume uplift



Enable deeper Diagnostic Funnel model for promo targeted towards distribution



Has customized views with all critical insights captured



Understand the Promotion Attributes for retailers





Outcome from the co-creation process

10-30%

Redesigning promotion mechanism improved ROI by 10-30%

3-8%

Personalized promotions for point of sales resulted in sales growth by 3-8%

6-20%

Investment re-allocation reduced promo cost by 6-20%

2-7%

Increase in Profit growth by 2-7%

5+

Solution scaled to 5+ more markets to create similar impact



About Us



Decision Point delivers the future of data science. With more than a decade of experience and a truly global reach into data analytics and big data solutions, we are a team of data scientists, business consultants and tech savvy engineers who are passionate about extracting every ounce of value from data.

We are driven by our relentless urge to dig deeper in extracting actionable insights from data. We own our client's success by consistently creating value in their analytics journey. We've built a firm equipped to solve business problems using cutting edge A.I technologies.

We care for our clients' business as our own and help them make significant and lasting improvements to their performance by institutionalizing analytics in their decision-making process. We cross boundaries and churn the sum-total of siloed information assets to uncover breakthrough insights which our clients act on. We have served over 50+ clients, across North & South America, Europe, Africa, and Asia in the CPG, Retail, Electronics, and Healthcare sector.

