

# CustARD

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**CUSTOMER ANALYTICS and RETAIL DIAGNOSIS**



# Getting profitable growth is a challenge



To win this challenge companies need the ability to target high value opportunities, which creates a **need for a decision – making firepower**

# Have you faced this situation before ?



What are the growth dynamics across product portfolio?

Find the “growth levers” :  
Whether adding more stores  
has led to growth or same  
stores have performed well

Find whether SKUs volume  
is “incremental or  
cannibalized” volume



What “actions” to  
prioritize  
in your plan ?

Find the “best  
/worst” performing  
stores



## Data Sources

Multiple types of Data is taken as an input into the system like,

- Retail Data
- Retail Survey Data
- IoT Data



## Custard

The input data is then transformed, analyzed with advance algorithms to deliver effective results.



## Output

- Customer Analysis
- Source of Growth
- Customer and Growth patterns
- Product Interaction
- Multi level Deep Dives

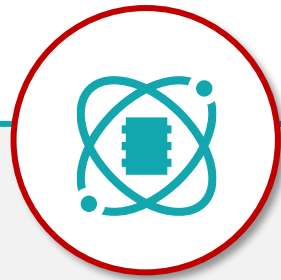
# Why do you need CUSTARD ?



Whilst you are overloaded tasks, there is a deficiency of right tools which has built in intelligence to



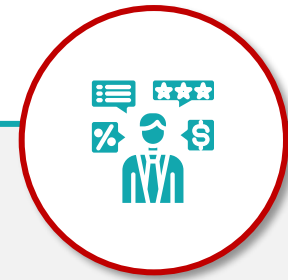
Integrate multiple  
data sources



Process huge data sets  
using Big Data  
technologies



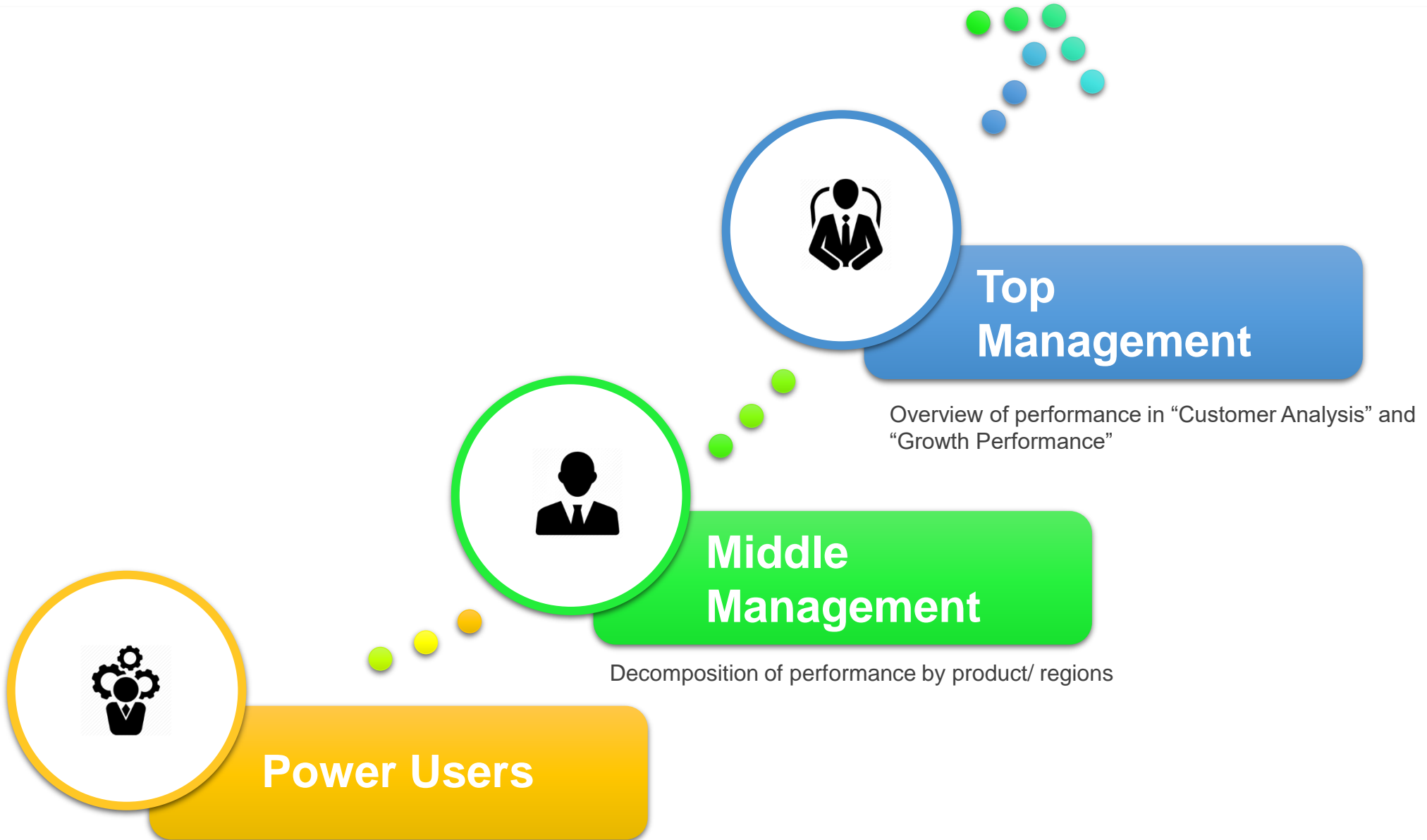
Derive insights by  
running Statistical  
model and algorithms



Lead fact-based  
decisions/recomm  
endations

**CUSTARD helps you to test your intuitions and deliver proven results.**

# It is designed for all kind of users



SKU/ store level details available under ACT and DEEP DIVE

# Covers multiple data sources, metrics, cuts



## DATA SETS

- Retail Data
- Survey Data
- IoT Data



## METRICS

- Volume
- Value
- Price

## Filters



## OUTLET

- Region
- Zone
- City
- Trade Channel
- Sub Trade Channel



## TIME PERIOD

- Type ( YTD, MTD,QTD)
- Month
- Year



## PRODUCT

- Category
- Brand
- Pack Type
- Pack Segment
- Pack Size

# It offers a basket of features



**Customer Analysis**



**Growth Analysis**



**Trend Analysis**



**Interaction analysis**

In addition to above modules, CUSTARD also has below sub-modules in each of them

**Act**

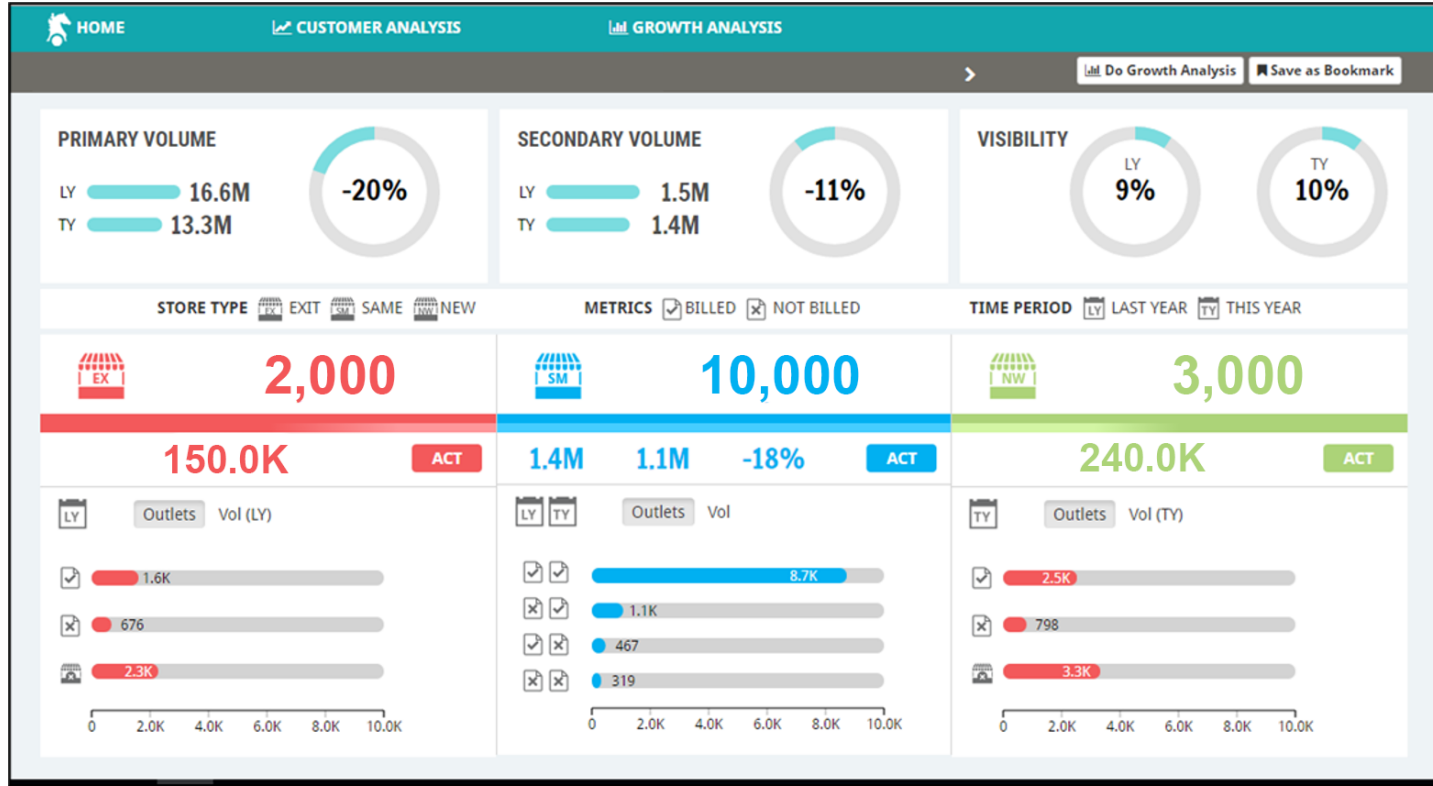
This module takes user to a detailed set of information at store level to bring in precision for future course of action

**Deep Dive**

Various layer of Deep Dive is available across different module to provide a deeper look into any data



# Customer Analysis



## WHAT IS IT ?

Customer analysis allows user to dissect the volume performance.

## WHAT CAN IT DO ?

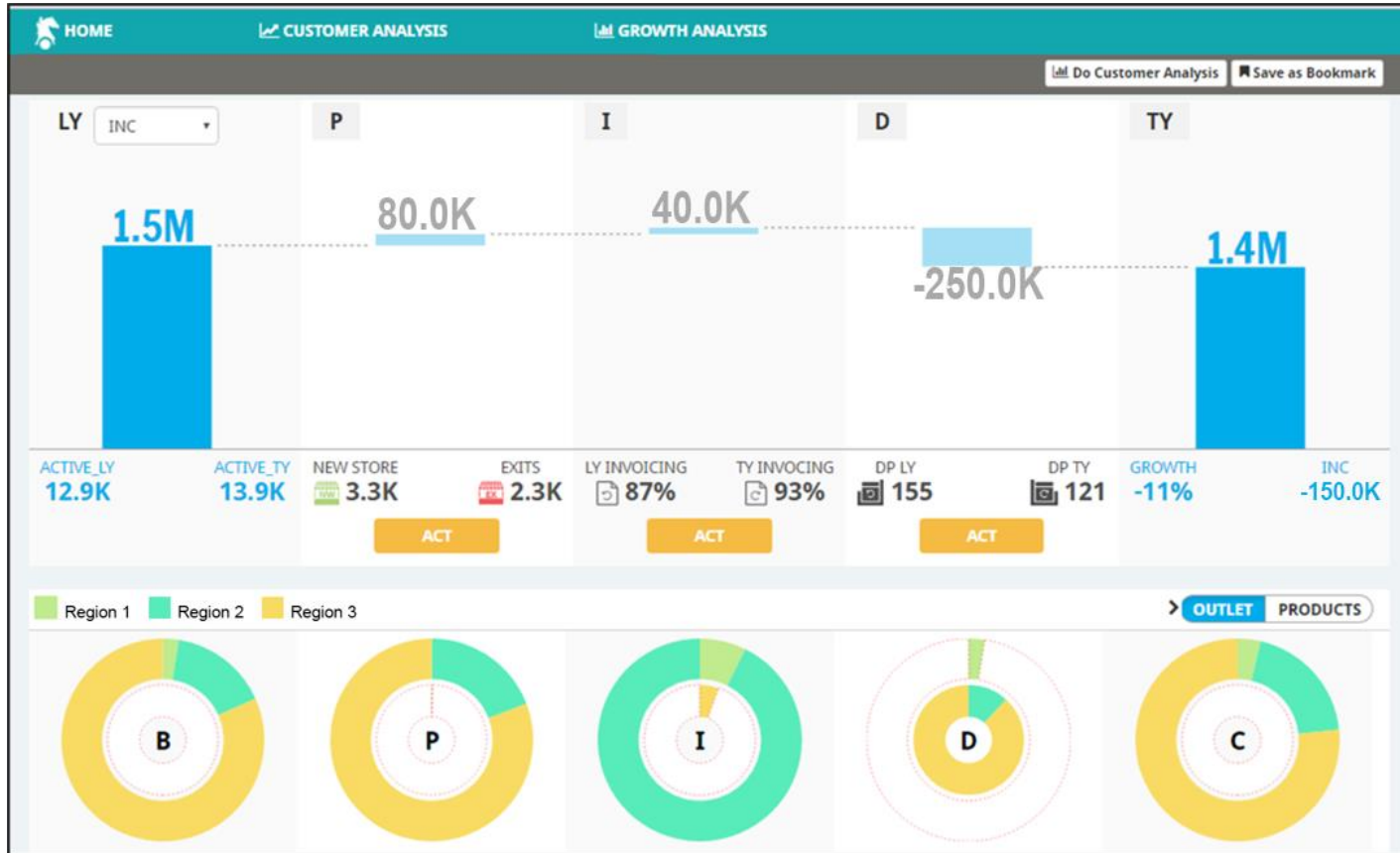
This tool can analyze the visibility of a product and compare it vs. last period. It also shows the number of New, Same & Exit stores and volume associated to each of those. It also provides distinction of volume by billing of outlets.

It has an “act” button take the user to specific outlet level details.

## HOW DO I USE IT ?

Click on “Customer Analysis” on the home page and select your desired Outlet geography, Product, Time period and Metric to see the results

# Growth Analysis



## WHAT IS IT ?

Growth analysis shows whether volume growth is coming from “new” stores or “Same” stores

## WHAT CAN IT DO ?

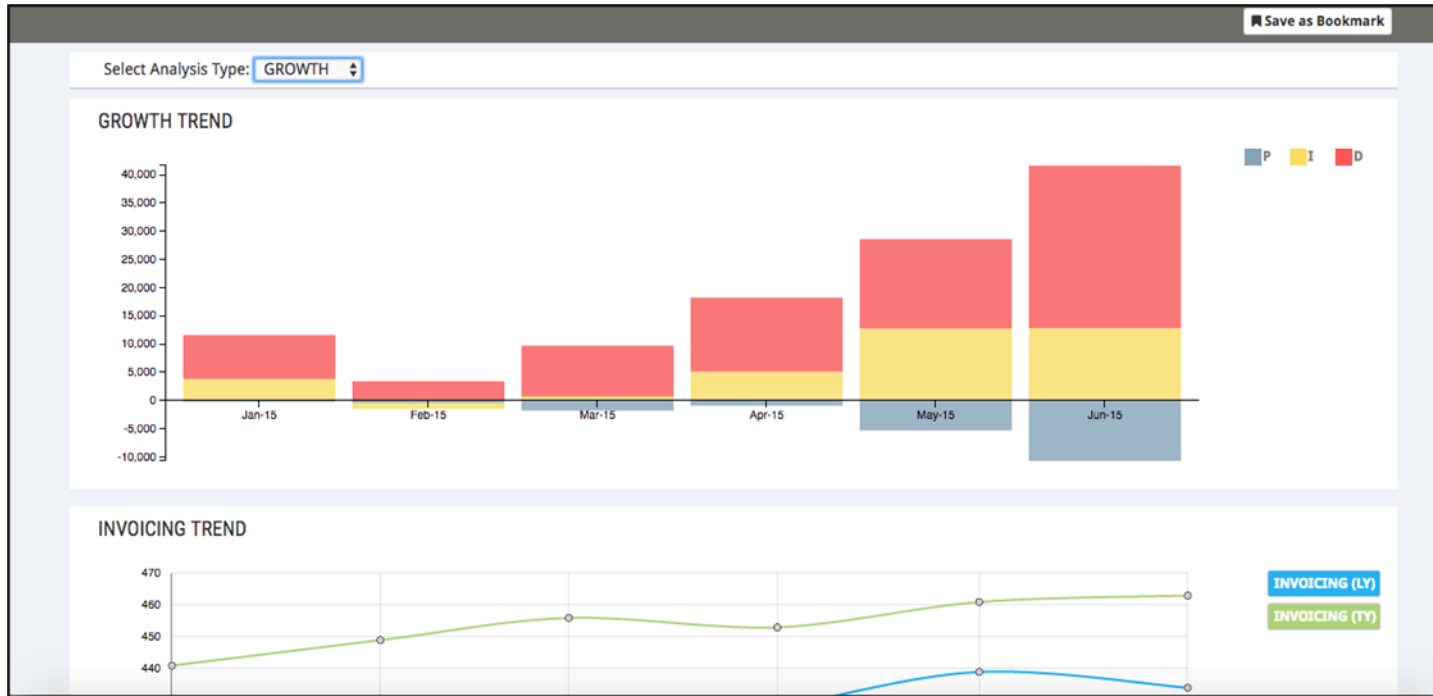
This tool can analyze whether the volume performance has improved due to product expansion in more stores, more invoicing/drop size in existing stores.

It has an “act” button take the user to specific outlet level details.

## HOW DO I USE IT ?

Click on “Growth Analysis” on the home page and select your desired Outlet geography, Product, Time period and Metric to see the results

# Trend Analysis



## WHAT IS IT ?

Track the performance, contribution etc. over a period of time

## WHAT CAN IT DO ?

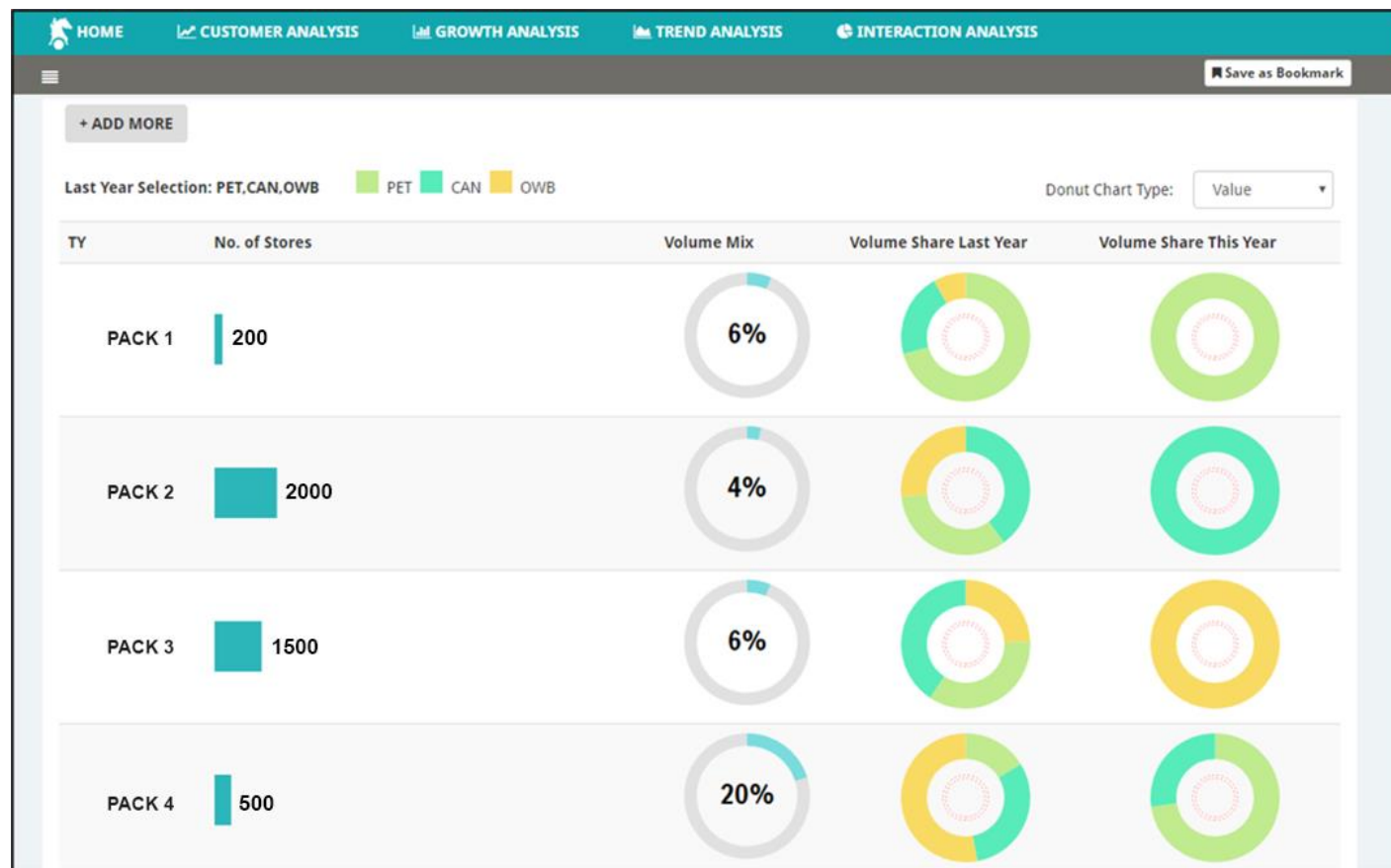
This tool can show the continuous contribution of growth levers towards volume. A user can easily see and measure the impact of any kind of promotions/special programs through this lens

It has an “act” button take the user to specific outlet level details.

## HOW DO I USE IT ?

Click on “Trend Analysis” on the home page and select your desired Outlet geography, Product, Time period and Metric to see the results

# Interaction Analysis



## WHAT IS IT ?

Observes the impact of one SKU, pack type, pack segment over others

## WHAT CAN IT DO ?

This tool can show how different pack segments interact with each other. If any new pack is launched whether it is bringing incremental volume or it is mostly cannibalizing volume from other packs.

It has an “act” button take the user to specific outlet level details and helps discover regions where launch has worked best/worst.

## HOW DO I USE IT ?

Click on “Interaction Analysis” on the home page and select your desired Outlet geography, Product, Time period and Metric to see the results

# Diverse and vast store data turned into outlet level commercial and execution actions



## Business Problem:

- Businesses know the outline of their growth at top level, but they struggle to
  - Decompose their growth to granular levels ( like by outlet)
  - define actions on field to revive performance/ continue growth momentum



## Solution:

AI enabled connected store platform which facilitates :

- Collation, processing and analysis data from multiple sources at once
- Decomposition of sales growth to granular levels ( like by outlet)
- Study product interaction ( measure cannibalization) at store level
- recommendation of actions on field to revive performance/ continue growth momentum



Precision at scale – custom actions for each store



High customer engagement



Connected Stores : Ability to capture demand signals across store ecosystem

## Solution Implementation:

- Building a data lake on azure using ADLS, data-connections to primary sales, secondary sales and retail audit systems
- Big Data engine using hive and Data Bricks
- Custom integration with customer SFA systems

## Results:

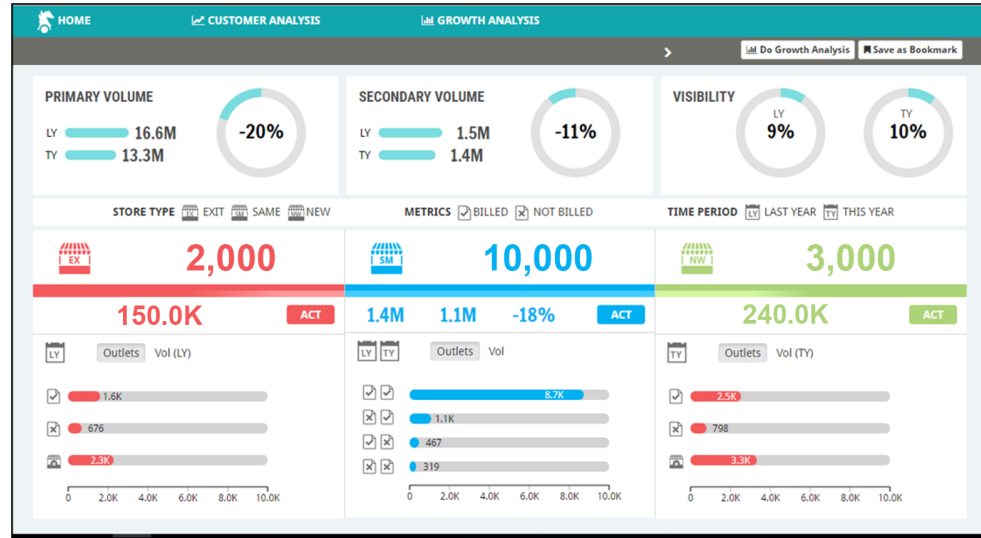
- Reduced store churn (2%) by predicting their probability to go out and proactively taking course corrective action
- Restricted product cannibalization by identifying product interaction patterns



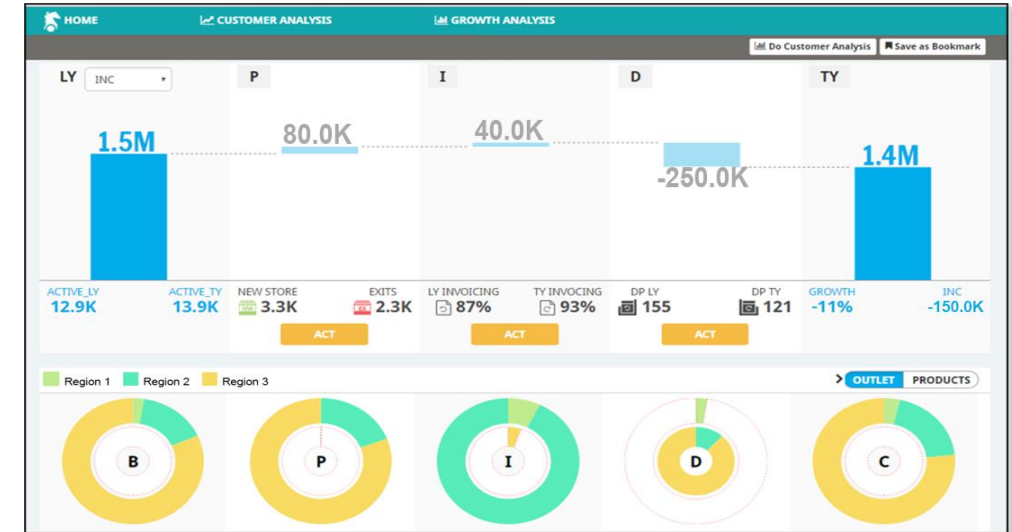
# Diverse and vast store data turned into outlet level commercial and execution actions



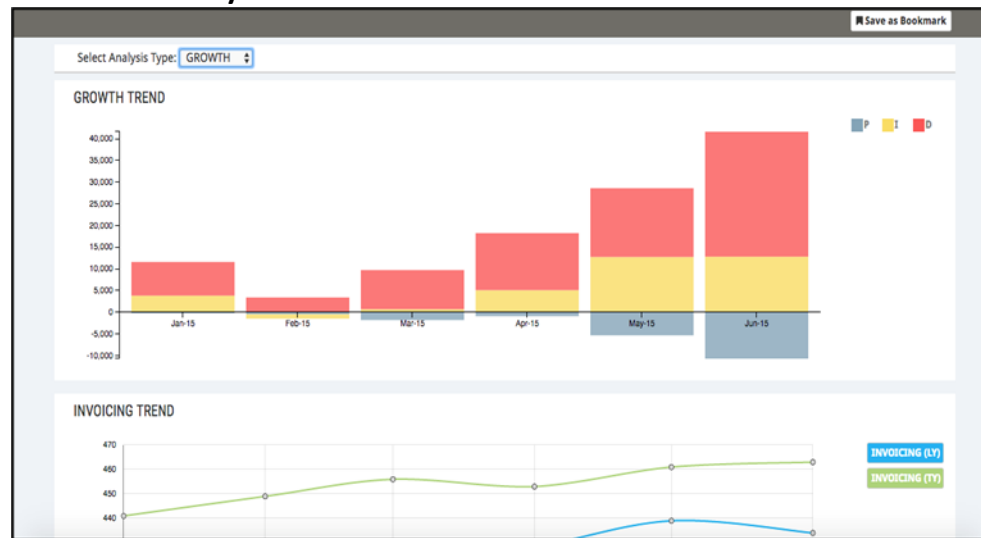
## Customer Analysis



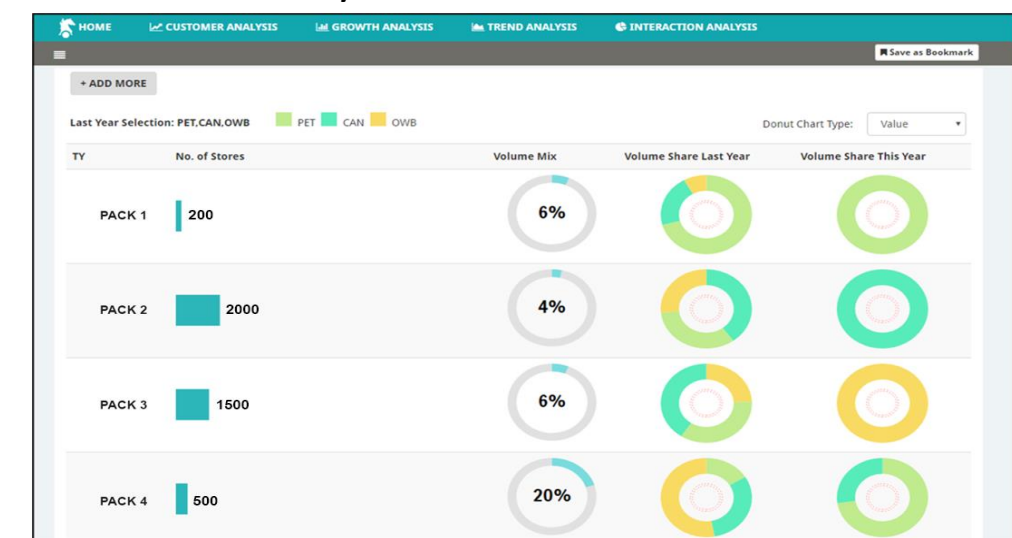
## Growth Analysis



## Trend Analysis



## Interaction Analysis





DECISION  
POINT

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