



Fractal Route to Market

Fractal Analytics

Jan 2022

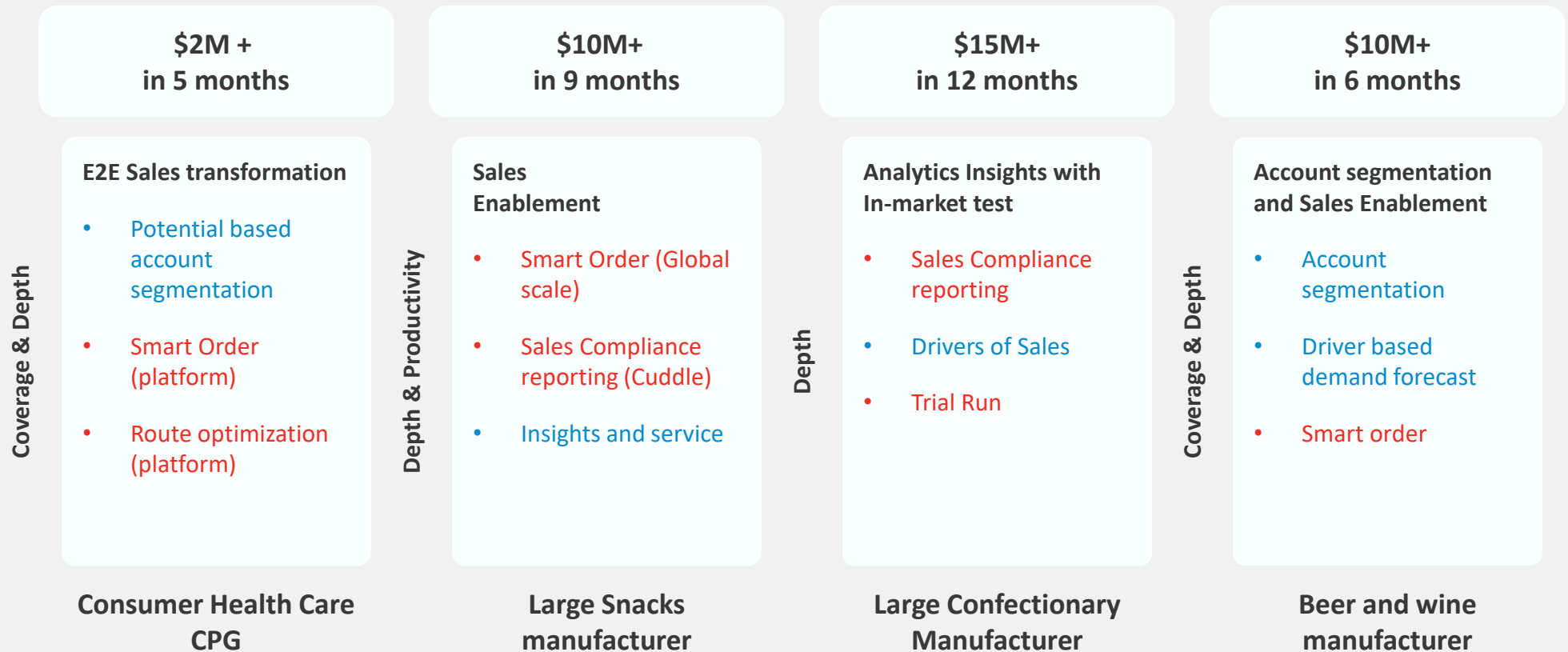
AI driven RTM is driving 4-6% incremental revenue & 8-12% productivity gains

Text Analytics Service

Text Business Application (platform)



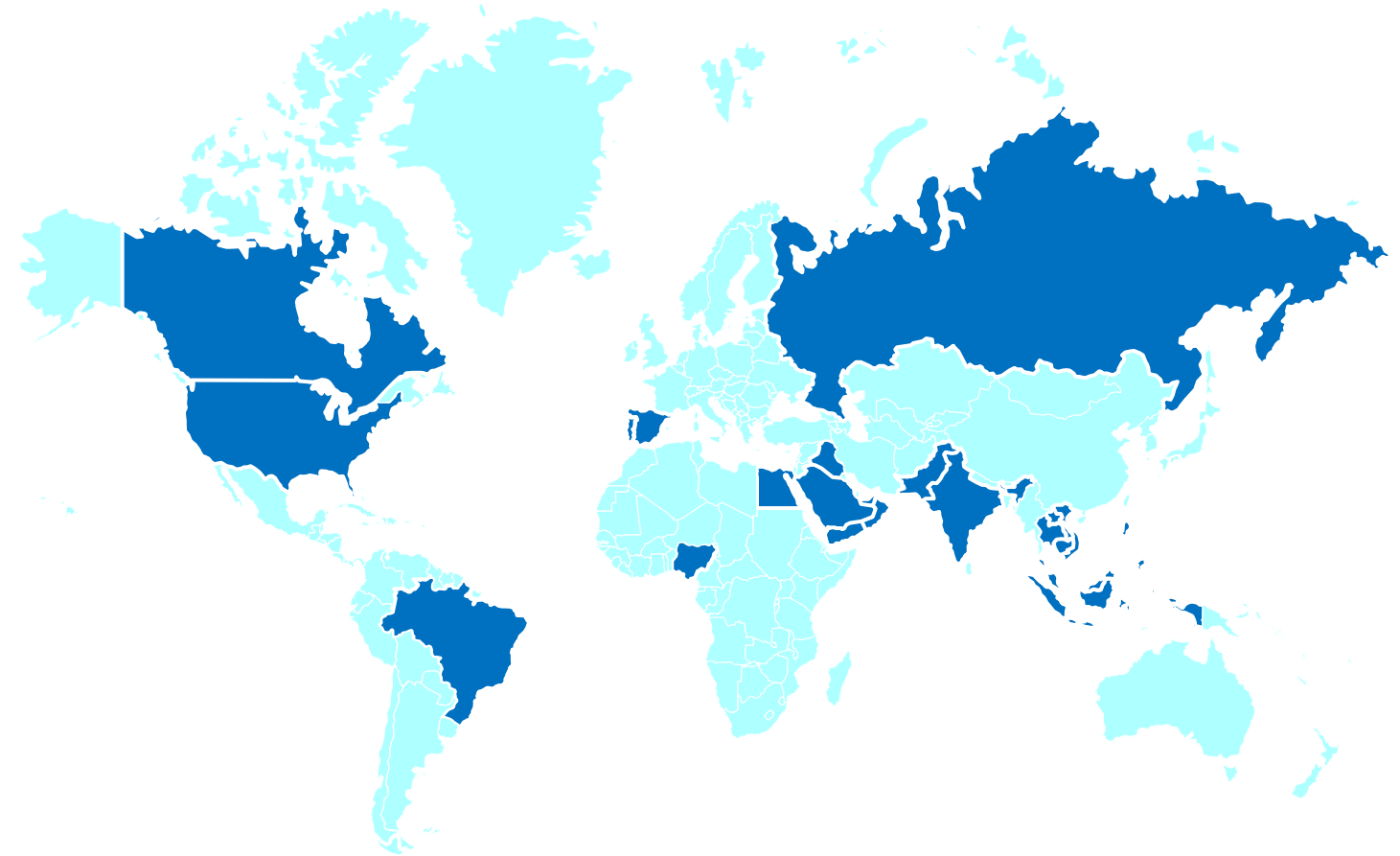
Dollar impact



We have delivered RTM solutions in key emerging & developed markets across the world and for multiple categories

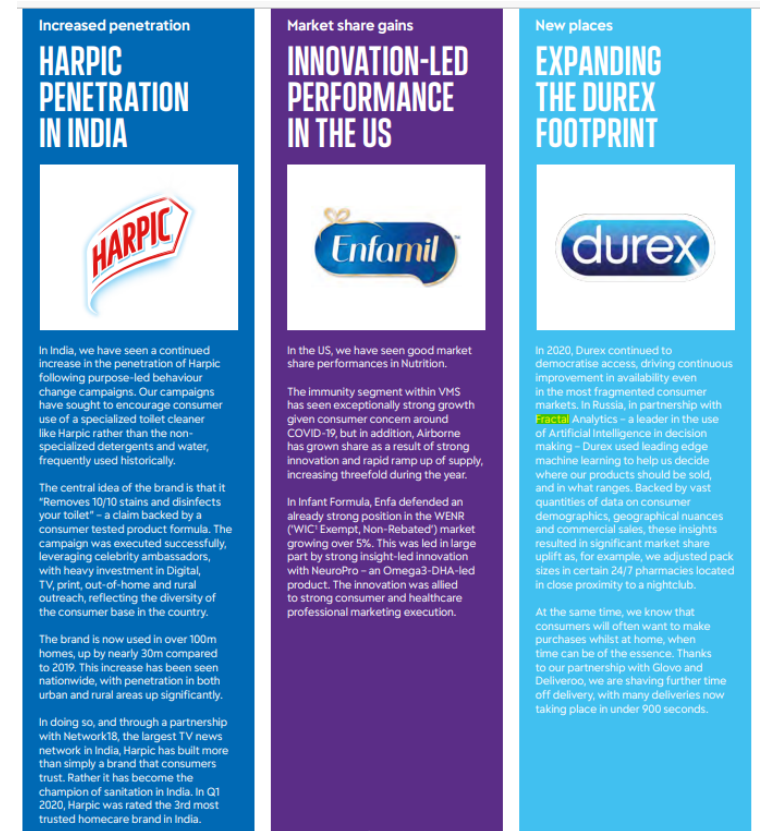
Categories covered

- Beverages
- Ice-creams
- Household Care
- Oral Care
- Beauty and Personal care
- Confectionaries & chocolates
- Pet Food
- Snacks
- Consumer Health Care



Smart order work at RB getting recognized in their Annual report FY20

“In 2020, Durex continued to democratize access, driving continuous improvement in availability even in the most fragmented consumer markets. In Russia, in partnership with **Fractal Analytics** – a leader in the use of Artificial Intelligence in decision making – Durex used leading edge machine learning to help us decide where our products should be sold, and in what ranges. Backed by vast quantities of data on consumer demographics, geographical nuances and commercial sales, these insights resulted in significant market share uplift as, for example, we adjusted pack sizes in certain 24/7 pharmacies located in close proximity to a nightclub.”



Exploding need for Agility, Customer centricity and Digital intelligence



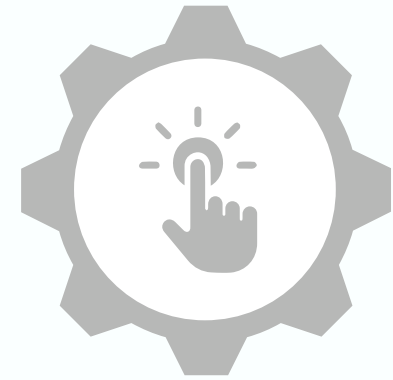
AGILITY

Agile systems to quickly adapt to shopper and customer needs



CUSTOMER CENTRICITY

Business and operation strategy suited to individual customer needs

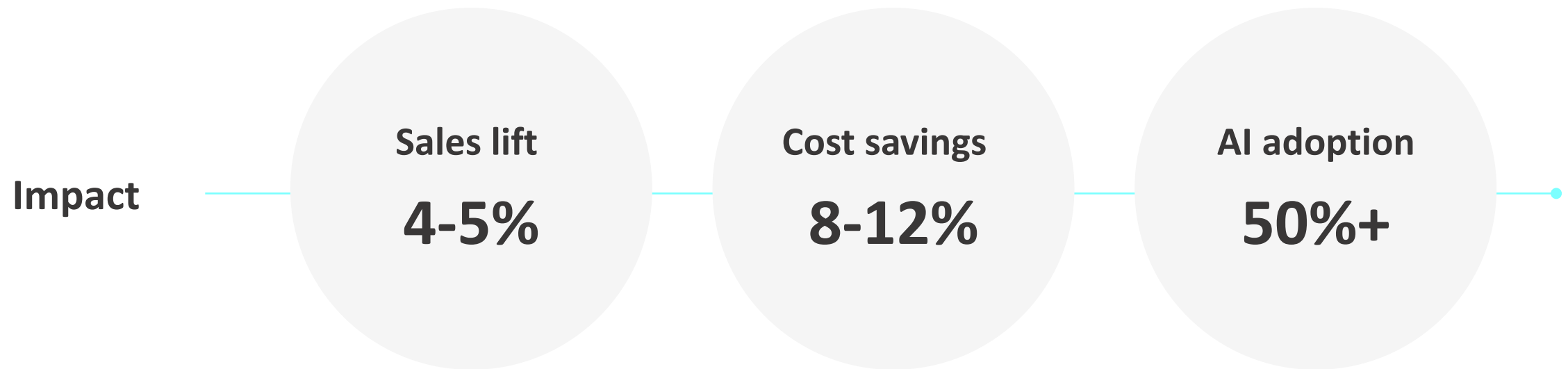


DIGITAL INTELLIGENCE

Seamless information flow across e2e system

We have a dream...

“To create a sustainable Sales organization of the future augmented with data, intelligence & technology to help deliver the best shopper experience and reduce cost to serve”



How do we plan for Modern trade and Traditional trade

Modern Trade

- Build customer & store analytics capabilities
- Forecast the quantity to sell at store
- Enable B2B platform for businesses, D2C eCom platform for consumers
- Shelf Image & video analytics
- Merchandizing Assortment

Traditional Trade

- Build distributor & Sales rep analytics capabilities
- What to sell in a store & the quantity
- Enable B2B eCom platform for store owners
- Shelf Image & video analytics
- Sales potential & Route optimization

RTM range of services

Building a sustainable Sales organization



Store Genomics



Shopper Genomics

..& transform coverage with Omni-channel



Digital Business



Digital Consumer



Digital Commerce

..while enabling field sales to sell better



Geo Spatial Store Analytics



Sales force & Beat optimization



Smart Order and Next Best Action



Sales pulse

..to deliver enhanced in-store experience



Shelf Image analytics



Customer analytics



SRM activation analytics



In market test and learn

Thank You.



A strategic partner to the most admired Fortune 500® companies globally, we help power every human decision in the enterprise by bringing advanced analytics & AI, engineering and design.



www.fractal.ai