



REDAR **AI Solutions For E-commerce**

Get smart insights using REDAR

LTIMindtree Redar is an AI-driven automated solution that powers your e-commerce growth strategy with smarter and faster insights to decode market demand for a sustainable product portfolio and thereby enabling competitive advantage.

Redar leverages its proprietary competitive intelligence framework to help identify emerging trends and whitespaces in the product portfolio and also helps benchmark performance against peers. Redar provides actionable insights and decision-driven analytics tailored for the key industry verticals to help expand the outlook towards key market trends and consumer behavior.

Key industry verticals



CPG/FMCG



Apparel



Pharmaceuticals



Retail



Hospitality



E-commerce

What we Solved for

- **Portfolio Performance: Stay on top of market trends**
View trends by total sales, top-selling products, attributes, and more against your product performance at the category level to gain a true sense of your market position.
- **Competitor Insights: Track competitors' every move**
Spend less time researching and more time analyzing the competitive intel and instantly compare top competitors' sales, product offerings, and pricing strategies against your own
- **Emerging Trends: Develop new products to cater unmet needs**
Design new products or create a promotional language that resonates based on relevant information (like flavor, ingredients, delivery method) from the product title, driving customer buying patterns.
- **Market Intelligence: Uncover Whitespace opportunities**
Identify trending categories with limited or no competition to expand your product line.
- **Ratings & Reviews Analytics: Decode customer pulse**
Get quantifiable insights on your brand performance based on ratings and reviews among other competitive products.

Key Benefits of Redar

Automated actionable Insights provides an edge for sustainable growth with

- Cognitive engine with research intelligence
- Autonomous insights on emerging trends
- Multiple full form (NLP) models to demystify e-commerce Data
- Improve time to insights with a standard data mode

Delivering Actionable Insights to Key Personas

- Category Manager
- Product R&D Team
- Director Marketing Ops
- Market Intelligence Officer

Want more information on how we can help you gain insights and grow your business with LTI Redar?

CONTACT US NOW

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 750 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit www.ltimindtree.com.