

Brochure

Market AI:

Cloud-Based Brand and Market Share Analytics Solution for Consumer Product Goods



Introduction

A cloud-hosted intelligent market share solution for SKU shelf share compliance and occupancy analytics.

It is a customizable solution to identify and calculate the share of the target brand's SKUs visibility on the shelf in a store against the competition.

A Cloud-Based Brand and Market Share Analytics Solution for Consumer Product Goods

Key platform features

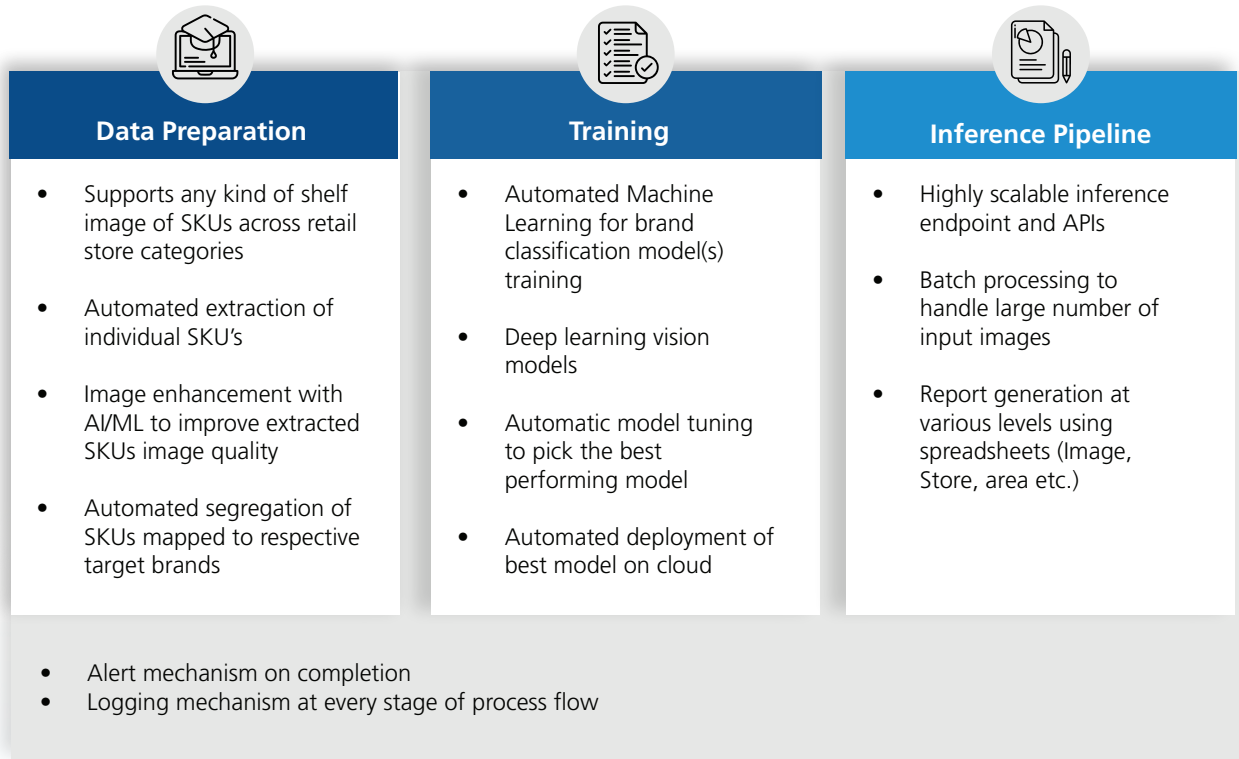
Plug and Play solution to accelerate your vision-based market analysis needs at every store which brings off-the-shelf features like -

- Reusable feature store
- Reusable data models
- Prebuilt algorithms
- Scalable MLOps and APIs
- Narrative, storytelling, and visualizations
- Threshold-based escalations
- Prescriptive actionable alerts and auto reminders
- Role-based access control

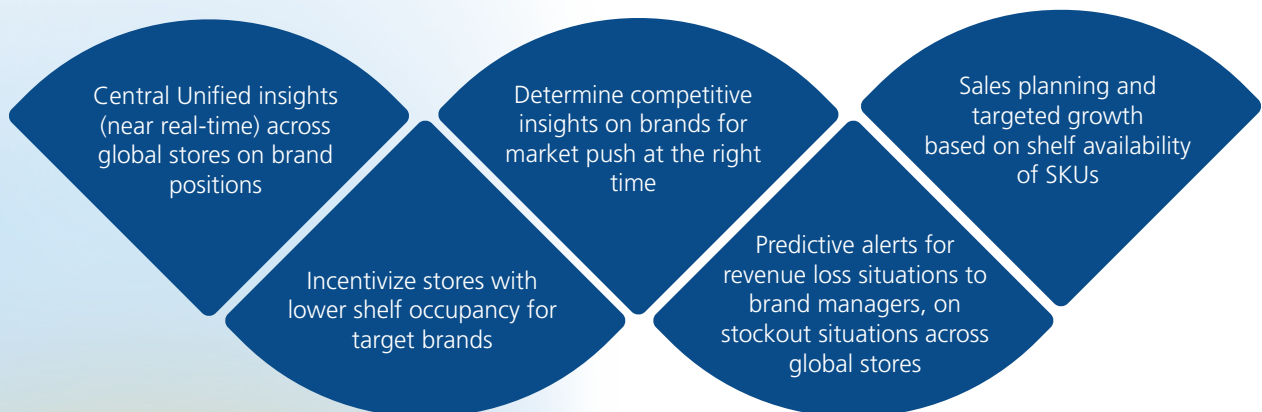
Platform Highlights

Provides high performance and it is an easily deployable platform that enables the following.

- Effort - 80% reduction in time in terms of customization
- Accuracy – 85% baseline accuracy for all models
- Resource – Start generating immediate value with 75% fewer data science resources.
- Feedback – In-built feedback loop for automated re-training of models
- Architecture – Multi-input deep learning model helps reduce the number of models in production by 95% thus decreasing infra cost by 40%
- Latency - Kubernetes-based deployment for reduced latency.



Typical Use cases for Market AI- Win the primary shelf



Benefits

Visibility and transparency on brand positions globally

Reduce dependency on syndicated competitive analysis.

Improved SKU growth targets globally

Real-time version of truth for competitive market share penetration

Reduce stockout situations

Success Story

For a global CPG company, sales representatives visited numerous stores and measured shelf space manually to determine share on shelf for target brands. This was a time-consuming process and was prone to problems of error in data capturing, maintenance (as it required resources), effort, and long cycle time for data to turn into insights.

At LTIMindtree's automated market AI enabled clients to extract useful insights directly from the shelf images using image analytics. Shelf images are captured by sales representatives through mobile apps which are analyzed by backend algorithms and share the desired insights in a short time.

This has led to a considerable reduction in time spent by representatives in each outlet and provided actionable insights in near real-time, leading to faster decision-making.

Our solution also hosts a state-of-the-art self-supervised model which has enabled the customer to train them with lesser training data. The number of models required for different brands and their corresponding variants was reduced by using multi-input modeling approaches.

Key Statistics of solution at play

This application is used in 5K+ stores in India, Argentina, Colombia etc. for monitoring 10K+ SKUs, spanning across 6 categories like soap, shampoo, hair care, detergents etc., servicing 50 + key brands, for world's leading CPG companies.

If you're looking to unlock the potential of cloud-based brand and market share analytics, then LTIMindtree has you covered. Contact us today to find out more about how LTIMindtree can help you achieve maximum efficiency in your vision-based market analytics. To know about our capabilities and offerings visit our [website-Data Analytics Services, Data Analytics Solutions - LTIMindtree](#)

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