

REDAR

Steering growth with eCommerce insights

24 January 2023

Powered by  Microsoft Azure

REDAR

Steering growth with eCommerce Insights

An AI-based automated solution that powers your ecommerce growth strategy with smarter and faster insights to decode market demand for a sustainable product portfolio



Delivering actionable
insights across industries



CPG



Retail



Apparel



Restaurants



E-Commerce Companies

REDAR

Features

Steering growth with eCommerce
Insights - Powered by Databricks



Portfolio Performance

Stay on top of market trends



Competitor Insights

Track competitors' every move



Emerging Trends

Develop products to cater unmet needs



Market Intelligence

Uncover Whitespace opportunities



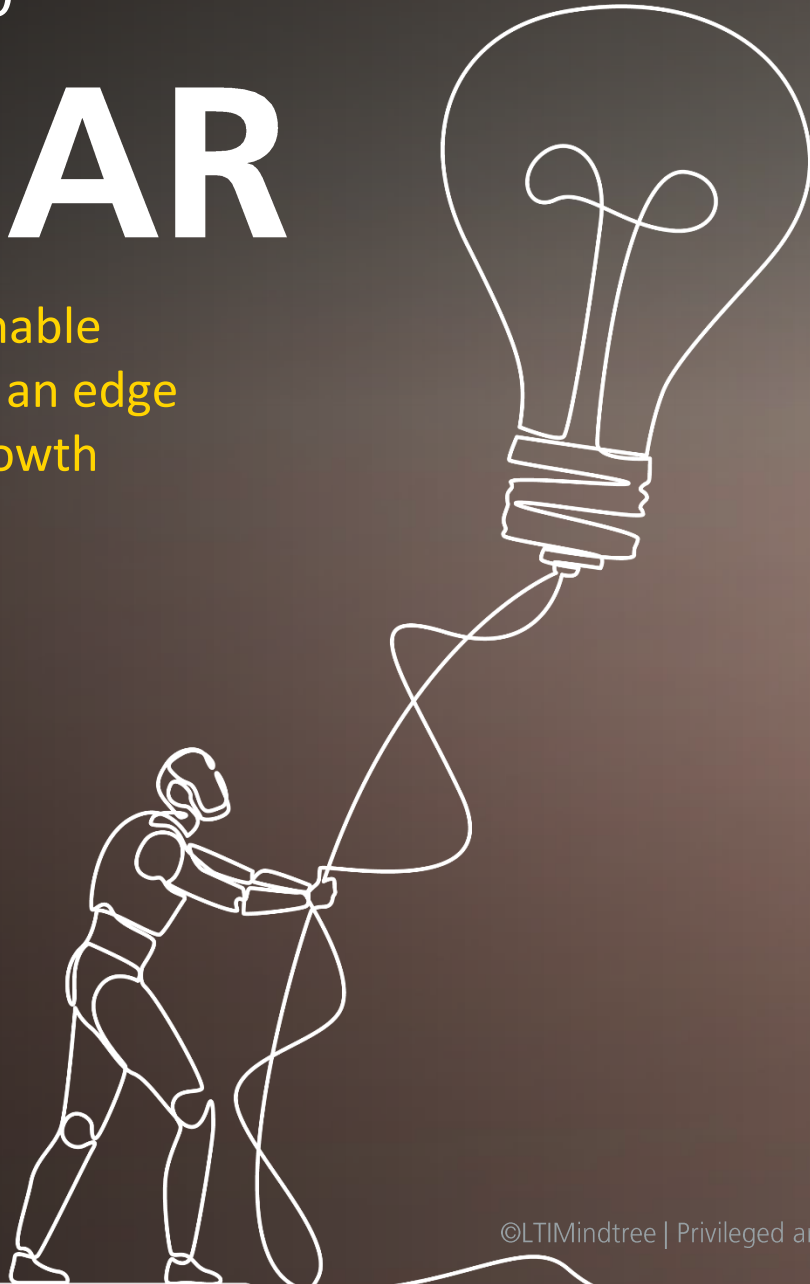
Ratings & Reviews Analytics

Decode customer pulse

Advantage @

REDAR

Automated Actionable
Insights providing an edge
for sustainable growth



Why Redar?



Cognitive Engine with baked in research intelligence

Understand what's trending in the market



Autonomous insights on emerging trends

Know your customers unmet needs



Multiple NLP Models to demystify ECOM Data

Insights from product description organized across demand space, category and SKU



Standard Data Model

Adaptable to common ECOM Data sources

REDAR – Technical Architecture on Azure

DATA SOURCES

- Bestseller Data
- Ocado Store Data
- One Click Retail Data
- Online and Offline Store Data
- Landing & Archival on ADLS Gen2

DATA INGESTION

Structured, Unstructured and Semi Structured Data

Monthly Ingests

Ingestion using Delta Live Tables

STORAGE

Source Data Staging → Normalization and Enrichment → Aggregates & Intelligence

PySpark Notebooks and Compute Clusters | Storage and Versioning

Azure Databricks

DATA SCIENCE & MACHINE LEARNING

Transformer Encoding | Word Chunking | Phrase Generation | Phrase Clustering | Product Segmentation | Drift Detection

NLP and ML models for Trends Extraction and Product Segmentation

Datasets | Experiments | Models | Azure + Databricks Computes

Azure Machine Learning

ORCHESTRATION DEVOPS MLOPS

E2E Orchestration Using Azure ML Pipelines

Code Hosting | Artifact Build & Deploy

Logging, Monitoring & Alerting for Services, Data & Models

CONSUMPTION

- Growth Areas
- Market Shares
- New Market Opportunities
- Business Dashboards
- Operational Dashboards
- Visualizations on PowerBI**

REDAR in Action

REDAR Executive Summary > Subcategory

hair care & styling category across INDIA

Market Split (%) by Subcategory

Monthly Sales for Subcategories

REDAR Opportunity Scan > Market Evolution

hair care & styling category & All subcategory across INDIA on Amazon India during June 2022

Trend type All

Top 20 Trend by value

| Trend | Value |
|-----------------|-------|
| oil | 375M |
| kera | 299M |
| straight | 85M |
| keratin | 274M |
| dry | 170M |
| anti dandruff | 372M |
| onion | 41M |
| natural | 54M |
| anti hair | 100M |
| combo | 113M |
| ayurvedic | 84M |
| al professional | 169M |
| brush | 44M |
| paraben free | 139M |
| argan oil | 109M |
| pure | 87M |
| protein | 174M |

Trend Details

| Trend | Type | Trend Value |
|---------------|------------|-------------|
| oil | Format | 1247.21M |
| kera | Claim | 595.30M |
| straight | Ingredient | 566.22M |
| keratin | Ingredient | 542.55M |
| dry | Claim | 496.22M |
| anti dandruff | Claim | 390.05M |
| onion | Ingredient | 388.38M |
| straight | Claim | 303.20M |
| anti hair | Claim | 244.29M |
| natural | Claim | 241.71M |
| combo | Claim | 237.08M |
| natural | Ingredient | 234.49M |
| ayurvedic | Ingredient | 228.40M |

REDAR Executive Summary > Summary

hair care & styling category across INDIA on Amazon India during June 2022

MARKET SIZE

4996M
6.83% YOY Growth

OUR ENTERPRISE SIZE

863M
-20.76% YOY Growth

OUR ENTERPRISE SHARE

17.27%
-6.18% Share Change

OUR ENTERPRISE vs MARKET

| Subcategory | Enterprise L12M Sale | Competitor L12M Sale |
|---------------|----------------------|----------------------|
| shampoos | 668M | 1338M |
| conditioners | 279M | |
| hair oil | 585M | |
| kits & combos | 359M | |
| haircare | 790M | |

TOP 3 COMPETITOR BRANDS

| Brand | L3M Sale | L12M Sale |
|-----------|----------|-----------|
| l'oreal | 303M | 749M |
| philips | 220M | 453M |
| mamaearth | 91M | 378M |

TOP 3 OUR ENTERPRISE BRANDS

| Brand | L3M Sale | L12M Sale |
|--------------|----------|-----------|
| treselements | 114M | 255M |
| vista dove | 109M | 287M |
| induprabha | 38M | 109M |

TOP 3 CLAIMS : L12M Sale

TOP 3 INGREDIENTS : L12M Sale

TOP 3 FORMATS : L12M Sale



LTIMindtree

Future, Faster. Together