



Trade Term Management & Analytics

www.sigmoid.com





About Sigmoid

Sigmoid is an emerging leader in data engineering and AI solutions.



750+
Employees



Work with **30+**
Fortune 500 firms



>97%
CSAT score



200+
ML models operationalized



5000+
Data pipelines built

Backed by

SEQUOIA

Awards and Recognition



Technology **Fast 500**
2023 NORTH AMERICA
Deloitte.



Provider Lens 2023 Quadrant

Analytics Services
Rising Star, U.S. ★

Report releasing Jan 2024



America's
Fastest-Growing
Private Companies



Open Source data
solution provider
of the year



FORRESTER
Now Tech:
AI Consultancies,
Q1, 2021 Report

Major Contender in

EVEREST GROUP

Analytics and AI Services Specialists
PEAK Matrix (2022)

Offices



New York



San Francisco



Dallas



Lima



Bangalore



Amsterdam

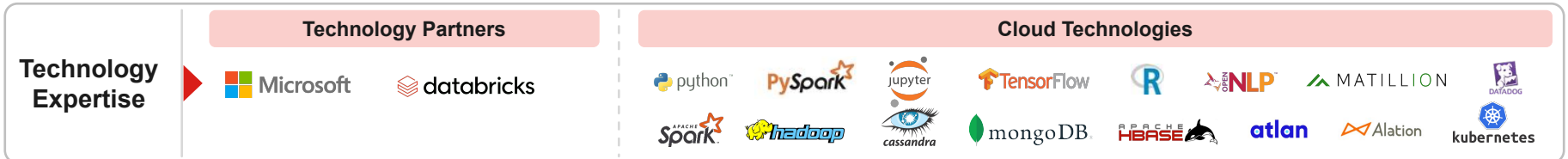
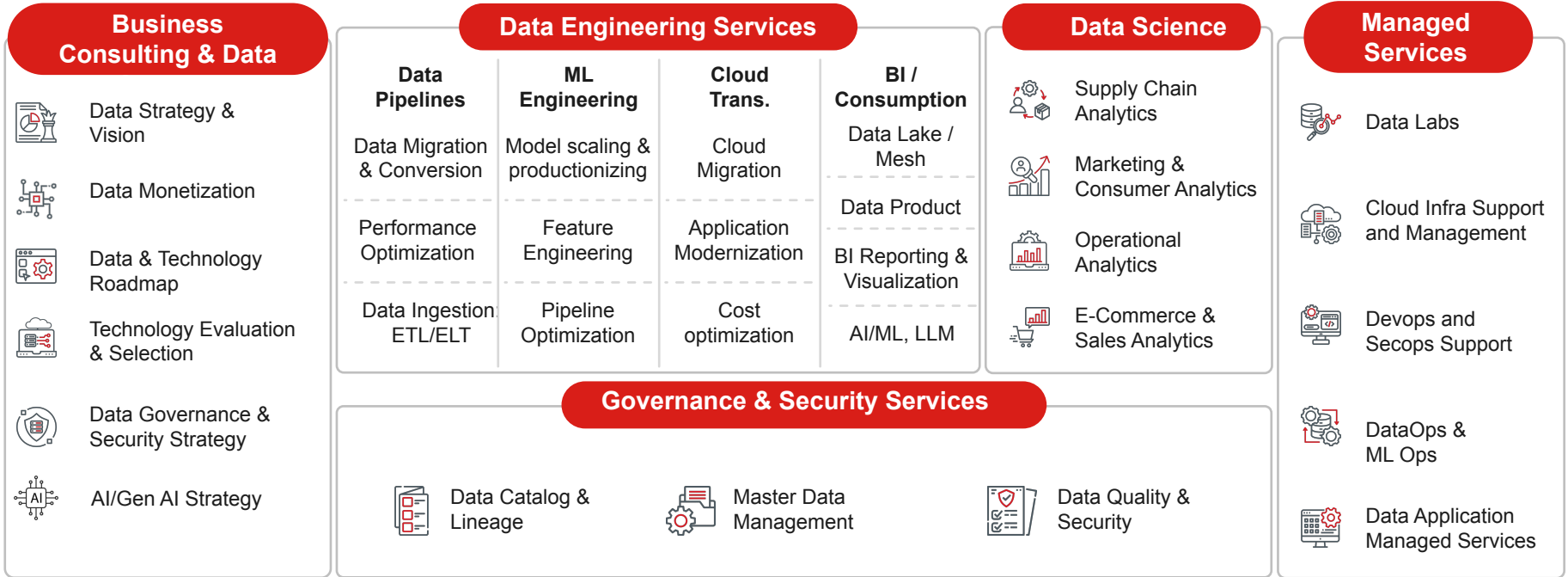


London



Sao Paulo

Enabling Business Transformation with Full-Service Capability Suite



Sigmoid Capabilities - Experience in implementing data solutions in Azure

Sigmoid has worked with more than Five large customers to design, build and deploy solutions in Azure

Data Processing & Transformation:

- **Azure Databricks:** Collaborative Apache Spark-based analytics platform to be used for big data processing and machine learning.
- **Azure HDInsight:** Managed cloud service for processing big data using popular open-source frameworks like Hadoop and Spark.

Data Analytics & Visualization:

- **Azure Synapse Analytics:** Analytics service which will be used for analyzing large amounts of data using either serverless or provisioned resources.
- **Power BI:** Business intelligence tool to be used for creating interactive visualizations and reports.

Data Storage & Management:

- **Azure Data Lake Storage:** Scalable and secure data lake for storing large amounts of structured and unstructured data would be considered.
- **Azure SQL Database:** Managed relational database service for structured data storage.

Data Ingestion & Integration:

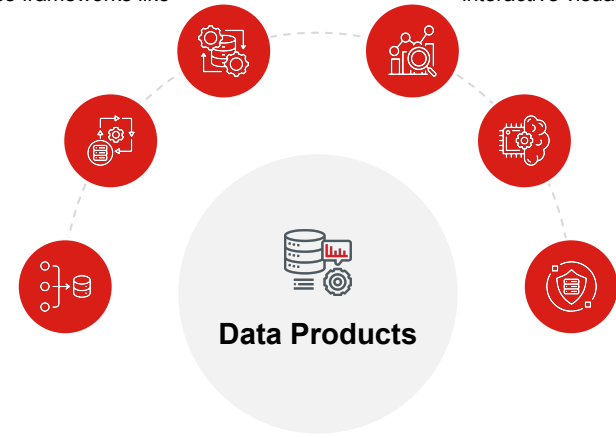
- **Azure Data Factory:** Creating data pipelines to move and transform data from various sources.
- **Azure Event Hubs:** Real-time data ingestion from applications, devices, or any data streams would be done.

Machine Learning & AI:

- **Azure Machine Learning:** End-to-end platform for building, training, and deploying machine learning models.
- **Cognitive Services:** Pre-built AI services for vision, speech, language, and decision-making.

Security & Compliance:

- **Azure Active Directory:** Identity and access management service.
- **Azure Policy & Blueprints:** Tools for implementing governance and compliance across Azure resources.



Sigmoid's implementation of solutions in Azure involves leveraging a combination of services and tools tailored to specific business needs. Sigmoid would collaborate between data engineers, data scientists, business analysts, and other stakeholders as it is essential to align the implementation with business goals and ensure success.



Trade term management & Analytics

4 Pillars - Revenue Growth Management



Revenue Management (RGM) is the application of disciplined analytics that predict consumer behavior at the micro market levels and optimize product availability and price to maximize revenue growth.

RGM Visibility & Business Analytics

Assortment Intelligence

Maintain right mix of products across channels, retailers & geography to optimize across profitability & service levels.

Product Pricing

Identify the optimal pricing model for the product portfolio based on elasticities of price, distribution & weights.

Promotion Management

Develop a balance in promotion activities for the portfolio considering promo sensitivity, its impact on the portfolio & the supply chain.

Trade Term Management

Design process to marry right retailers with right products while identifying apt incentives.

Data Layer



Data Lake



Ingestion



Consolidation



Harmonisation



Enrichment



Consumption

Process Revaluation

Incentivising Partners with Trade promotion effectiveness tool

Client: Beverages Industry : CPG/Distribution



Business Problem Statement

Budget is generally allocated basis 1 year promotion performance at store level. There is generally no solution to estimate sales as a function of promotions. There is a need in the industry for a trade budget allocation model that can help achieve business needs based on periodic priorities such as clearance, maximizing profit, revenue, etc.



Analytics Solution

Sigmoid follows a consultative approach to discover gaps in the current methodology, alignment on final tools & creation of a solution for appropriate measurement of Trade Investment KPIs

We help in the creation of the following Analytics tools for measurement of Trade KPIs:

- Trade Channel Performance
 - * Channel Growth & Share
 - * Price & Margin Waterfalls
 - * Downstream customer performance
 - * Partner Segment assignment

- Trade Investment Performance
 - * Return on Investments for all types of Trade Investments
 - * Value Pool Analysis to identify value creation evolution
 - * Investment conditionality Profiling



Expected Business Value

- **5%** improvement on Channel profitability through data driven decision.

Engagement Models



Sigmoid's Engagement Models

Project Based



- Starts with consulting/scoping (2-3 weeks)
- Delivery Program Management
- Interim review
- Success criteria met and IP handover
- Option to continue with product support
- Fixed bid contract
- 3-5 months duration given complexity of problem

Benefits

- Cost effective
- KPI/SLA/Outcome driven
- Suitable for Fixed scope of work
- Less overheads

Staff Augmentation



- Understanding of skill requirements
- Profile match and rate card
- Onboarding and monthly billing
- Focused training based on client tech stack
- Project Management support
- 10% backup resources unbilled and trained

Benefits

- Scalability
- Flexibility in resourcing
- Ability to change/redefine scope

Hybrid-Flexi Model/Data Labs/CoE



- Mix of project and staff augmentation engagements
- Requirement gathering
- Requirement classification - as project or staff augmentation
- Joint delivery plan
- Secure resources internally from Sigmoid and bill monthly
- Dedicated PM, Engineering Managers
- Dedicated Management Consultant(s)
- Dedicated Team Leads and Product Owners

Benefits

- Cost effectiveness by focus on output
- Ability to change/redefine scope/Change requests
- Risk/Reward linked to KPI/SLA

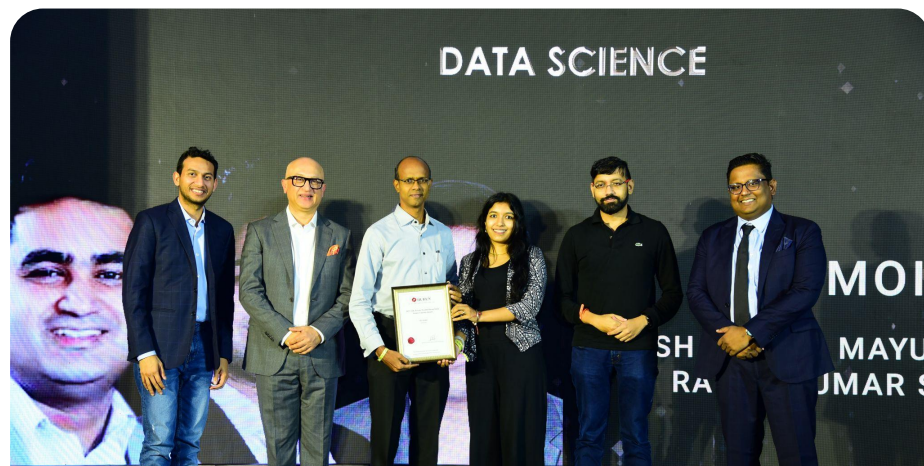
Thank you



Email: surabhi.s@sigmoidanalytics.com



Website: www.sigmoid.com



'India Future Unicorn Award'
in Data Science category by Hurun India

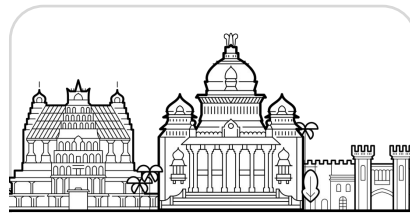
Global presence:



USA (NY, SF, Dallas, Chicago)



EU (Amsterdam, London)



India
(Bengaluru)



LATAM (Lima)