Key Customer Success Stories

Client	TA Solution	Value Delivered
Fortune 50 F&B Conglomerate .	• Identified emerging claims at Category x Region x Channel level and the size of business opportunity • Identified key growth drivers influencing the claims and provided model driven recommendations	• Estimated an overall business opportunity of **$228 Million** across **3 salty snacks categories** • Recommended model driven, actionable levers to realize the business opportunity
Large F&B Company	• Derived Insights by analyzing forward looking consumer comments from social media & Google search • Estimated market potential for different product claims/flavors/positioning • Provided an integrated view of sales trends and consumer insights	• Identified opportunities worth USD 3 Billion of incremental sales over the next 5 years for US market

Microsoft Solutions Partner

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