

Challenges our
customers are
facing ..

Identification of new trends/claims which would disrupt the
industry

Estimating **Market Potential** of identified trends/claims

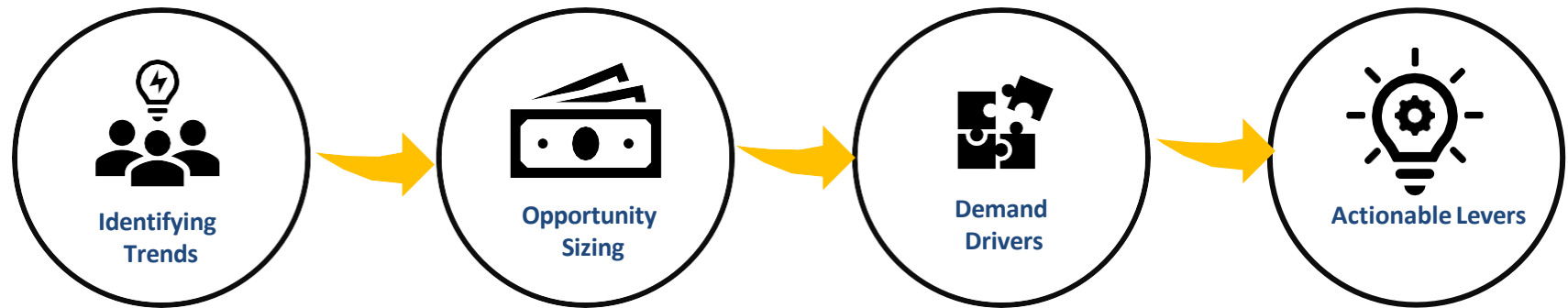
Strategy against competitor for better **market-share**

Overcoming data Challenges-trends needs to identified
before any product is launched

Forecasting without any significant historical sales data

Introducing TA's Emerging Trends solution to help client navigate the gap

TA's Emerging trend solution helps organization **identify emerging claims, quantify the opportunity size & create concrete strategy based on growth drivers**. It comprises of a combination of **advanced analytics assets, domain expertise & data science skills**.



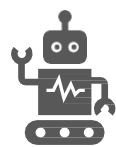
Predict emerging ingredients, claims likely to disrupt the industry using

- Consumer insights (social media, search etc.)
- Product Innovation activities
- Existing sales data if available

Predict Sales using internal and external data for strategic planning

Identify and capture relative importance of each factor driving demand: Price, Promotion, Purchase pattern, Macro-economic etc.

Recommend model driven, actionable levers to realize the business opportunity



Pre-built Accelerators and Templates
Accelerate manual and tedious tasks to jump start the journey

Customizable reports and dashboards
Foundational deliverables, customizable for easy reuse enabling high deliverable velocity

Best Practices and frameworks
Modular architecture, easily integrable to existing system and expandable for future

Understand Emerging Trends using Consumer Insights

Data Collection & Exploration

- Point of Sales
- Ecommerce Sales
- Ecommerce Search
- Google Search
- Social Listening

Emerging Trends in Social Media & Search

Data tagged with trends



Text Analytics

Positive Engagement scores based on interactions, search trends, sentiment

Scale and Growth of engagement score over time

Flow of Trends



Evaluate multiple paths to purchase & what is trending in each channel



Validating the hypothesis that social media, Google search and New Launches are leading indicators for emerging trends



Leading Indicators for Identifying Emerging Trends



Trend Mapping

Latency Selection

- 4Q Lead
- 3Q Lead
- 2Q Lead
- 1Q Lead
- No Lead/Lag
- 4Q Lag
- 3Q Lag
- 2Q Lag
- 1Q Lag

Ensemble modeling for selecting the best latency
Modeling Techniques: Linear, Log-Lin, Lin-Log, Log-Log
Model Voting for Latency: Used argmin (MAPE)

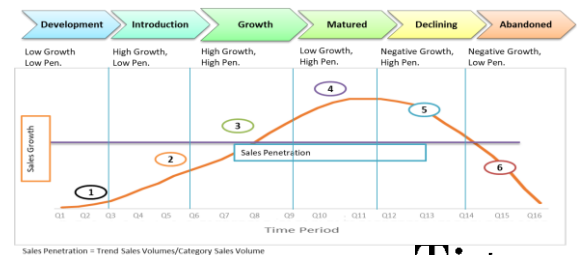


Output

Emerging trends with *most voted* latency
Eg. Theme A - 2Q lag from Social to Search

Classified trends into six groups based on sales penetration and sales volume growth to understand trends' distribution across different stages of the product life cycle

Trend Quadrants



Emerging Business Opportunity: Capabilities Enabled

Latency Relationships

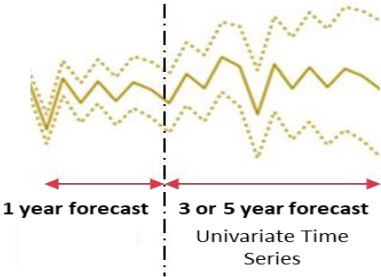
Leading Indicators for Identifying Emerging Trends



- **Early signals** of an emerging trend is picked up from trends in **search, social and new product launches**
- **Latency relationships** between social, search, new product launches and **sales establishes the path** an emerging trend takes till it eventually takes off in sales

Sales forecasts for trends with sales

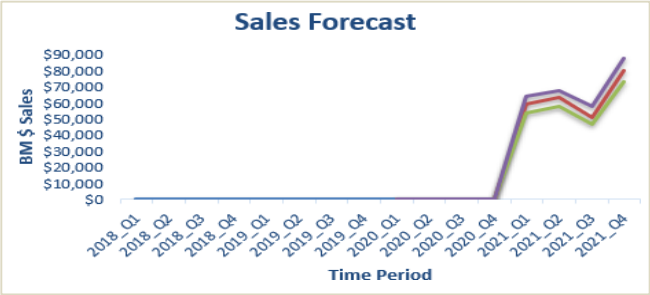
Market potential estimate for themes with sales



- **Mid to long term forecasts** for an trend with sales to aid in strategic planning
- **\$ Sales** at current market share of the client
- **\$ Sales opportunity** of the client in the forecast period based on fair share

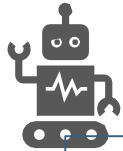
Sales forecasts for trends with no historical sales

Sales forecast for themes without sales



- **Short term forecast** for an expression with no historical sales
- Forecasts helps to give an **early indication of future sales**

Solution – Salient Features



Tiger Analytics' **Emerging Trend Solution** consists of **pre-built set of core modules** which can be easily customized for an accelerated and risk optimized program delivery

Holistic Data Sources

Consumer insights, product innovation & existing sales data

Intuitive User Interface

Makes it easy for stakeholders across the organization

Flexible Engagement Model

Expertise across different models based on client preference

Modular Architecture

Flexible and Customizable solution architecture

State of the art ML

Pattern matching algorithm used for comparing time-series patterns of claims to forecast future sales

Accelerated deployment using solution Lego Blocks

*Prebuilt components providing **30-50%** acceleration in time to value*