Case Study

Data-driven Market Execution: Store 360 for the Largest FMCG Organization
Client
The client is a leading multinational food, snack, and beverage corporation.

Challenges
- Increase market reach/penetration
- Expand reach into unserved outlets by 80%
- Enrich existing organizational data to get a complete Store 360 view

LTI Solution
LTI created a comprehensive outlet master by bringing an outside-in perspective using more than 10 data aggregators / external data sources. The goal was to enrich existing data and enhance it with a new list.
- LTI leveraged its Mosaic Decisions Platform on Google Cloud (GCP) to gather relevant data from various siloed enterprise storages and to create a unified view of every transaction, employee and store
- Definition & calculation of fraud-related KPIs for further analysis
- Data Enrichment - By physical validation, Geo-coordinates tagging, address and Pin code enrichment, identifying correlation between market demographics and customer buying pattern.
- Insights relevant to the business - Built intuitive dashboards for business insights.
- Building of a Scalable Data Model - Built Outlet Master data model with apt entity relationships & future scalability readiness. We also provided a crowd-sourcing framework and recommendations to keep the master data refreshed and current.

Business Benefits Delivered
- 84% of data from outlets was found and enriched
- 6% of internal data was de-duplicated leveraging AI-based Algorithms
- 4% closed or bogus stores were identified

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