



Case Study

E-commerce Portfolio Insights & Opportunities for a CPG Major

A global CPG company dealing in food & beverages, beauty products, and personal care products.



Business Challenge

The client was facing multi-dimensional challenges triggered by ecommerce, which necessitated reinvention of the way it did business. With younger, tech-savvy consumers making this market dynamic and fragmented, the company wanted to become proactive and spontaneous in portfolio management, pricing and planning. The power, structure and speed of e-commerce data presented unique challenges to our client:

- Demystifying and mapping unstructured information into organized demand space, brand and SKU level information
- Creating an infrastructure which could extract insights in near real-time from this steady stream
- Triangulating market performance, product performance and portfolio through algorithmic interventions to arrive at actionable recommendations on pricing and product opportunities



LTI Solution

LTI's virtual analyst solution Leni's cognitive engine powered by ML based data enrichment generated comprehensive recommendations, detecting by leveraging not only the historic observations, but also the emerging trends in the data analyzed. After thorough analysis, it could generate business-ready inputs as below:

- **Summarize:** Leni summarized the data by providing insight-driven views across performance KPIs (Sales, Market share) for the business and its competitors.
- **Diagnose:** Insights identifying data patterns, anomalies and outliers creating a comprehensive understanding of category and competition set.
- **Predict & Prescribe:** Strategic recommendation on market white spaces and portfolio expansion opportunities.



Business Benefits

- Successful deployment in 9 CPG categories across three of the largest markets
- Recommendations around price actions, pack architecture, whitespace opportunities, emerging trends and customer chatter
- Identified USD 500+ million worth of revenue opportunities
- Multifold increase in analysts' productivity - works taking weeks now done in seconds

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 360 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTItes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Lntinfotech.com or follow us at @LTI_Global

