

# Navigate the E-commerce Tsunami

'Where to Play' and 'How to Win' in E-commerce

Speed is the new currency in the CPG world. In order to successfully adapt to the ecommerce space, businesses must build a data-driven culture that is both disciplined and agile enough to respond and capitalize on the fast-moving market trends

LTI Leni strengthens the digital-driven commercial capabilities for CPG companies to unlock revenue opportunities and stay ahead of the curve

## Where To Play & How to Win In E-commerce



**48K+**  
analyst hours saved annually



**\$500M+**  
Identified revenue opportunities across categories



**40-60%**  
Improvement in business productivity



### Unlock Precision-focused Revenue Opportunities

- Discover granular level insights on product hierarchies like demand spaces, price tiers and pack sizes
- Seamlessly marry online SKU level data and off-line sales data to open new growth avenues



### Spot Emerging Brands and Trends

- Identify micro pockets of growth combining category evolution, customer sentiment and portfolio performance
- Get real-time actionable insights on diverse product portfolios, sales channels and markets



### Make Pro-active Choices in Brand Portfolio

- Benchmark category level KPIs and business metrics related to product performance (like market share, price growth ) vis-a-vis competitors
- Stay one step ahead of competition with refined product and category-level insights



### Harness Social Conversations to Capitalise E-market place

- Pre-empt emerging themes basis online chatter to capture customer mindshare
- Trigger sophisticated evidence-based trendspotting and portfolio recommendations