



Let's Solve

Case Study

Data-driven Market Expansion: Store 360 for the Leading FMCG Organization



A Larsen & Toubro
Group Company

Client

Data-driven Market Expansion: Store 360 for leading FMCG Organization

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

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 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 27,000 LTIites 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.Ltinfotech.com or follow us at @LTI_Global