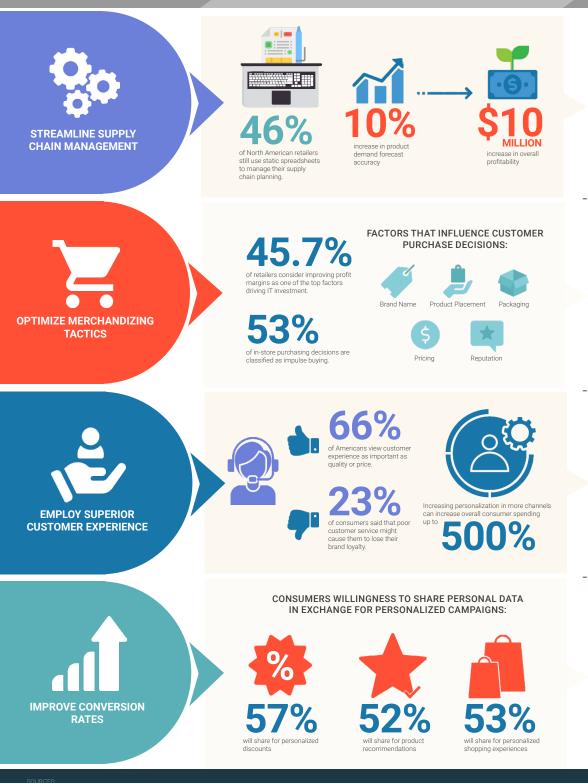


How the FMCG industry can benefit from predictive analytics

Helping the fast-moving consumer goods industry boost sales, streamline operations, and improve customer experience.

PROJECT

PROBLEM



ANALANCE SOLUTION

Enable a cost-effective supply chain by leveraging predictive modeling for strategic forecasts and insights to meet distribution and customer demands. Anticipate product demand and make necessary changes in production and replenishment. Optimize driving routes and add manpower for better delivery management. Reduce unplanned equipment downtimes and engage in preventative maintenance for a higher ROI.

Dictate optimal product placements in-store and online. Conduct a market basket analysis to determine association rules between items and effectively segment products for better cross-selling. These item sets (e.g. coffee + milk) can improve buyers' experience and influence purchasing decisions. Improve the effectiveness of promotions and create opportunities for up-selling to boost sales across all channels.

Provide insight into a customer's buying pattern behavior to better personalize an interaction. Make sense of reviews, social media updates, and other communications touchpoints by conducting a customer sentiment analysis. Using text clustering and classification, identify patterns in customer behavior to develop strategic, timely marketing campaigns to better target loyal customers and avoid churn.

Identify high-value customers and disengaged customers through predictive analytics and clustering techniques. By identifying customer segments, retailers can focus on customers that are likely to drive growth and profits. Similarly, this would allow them to build campaigns for disengaged customers in order to sustain their interest and encourage purchases.

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Customer Trink: 5 Factors That Directly influence Customer Purchase Decisions Access Development: 2018 Customer Engagement & Loyally Statistics Faceoustines in 2018 that Thet Development

For more information, call us at 1-844-Ducen IT or visit <u>www.analance.com</u>

A DATA SCIENCE PLATFORM

THAT COMBINES ADVANCED ANALYTICS AND BUSINESS INTELLIGENCE INTO A SINGLE PLATFORM

- An end-to-end enterprise analytics platform
- Code free and code friendly capabilities
- Built for all types of users
- Out of the box ML algorithms

- Advanced visualization library for dashboarding and reporting
- Enterprise-ready performance that supports scalability ML-driven analytics
- Lower TCO by reducing duplicate investments and labor overhead costs
- Strong data governance supporting strict compliance





ANALANCE ADVANCED ANALYTICS Predict business outcomes with

machine learning algorithms.



ANALANCE BUSINESS INTELLIGENCE Analyze and visualize raw historical data to descriptive analytics.

ABOUT DUCEN

Ducen is a trusted technology solutions provider that aims to empower Fortune 1000 companies through quality solutions and services. Headquartered in Boca Raton, Florida, we help organizations simplify data management, secure business processes, and deliver insights – all in an effort to drive business outcomes and enhance the customer experience. Through our enterprise analytics platform, we build and manage data-driven digital platforms including business intelligence and advanced analytics solutions. We also offer a comprehensive services portfolio covering data management, cybersecurity, and applications development services to help clients stay ahead of the technology curve.

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