

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



STREAMLINE SUPPLY CHAIN MANAGEMENT



46%

of North American retailers still use static spreadsheets to manage their supply chain planning.



increase in product demand forecast accuracy



increase in overall profitability

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.



OPTIMIZE MERCHANDIZING TACTICS

45.7%

of retailers consider improving profit margins as one of the top factors driving IT investment.

53%

of in-store purchasing decisions are classified as impulse buying.

FACTORS THAT INFLUENCE CUSTOMER PURCHASE DECISIONS:



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.



EMPLOY SUPERIOR CUSTOMER EXPERIENCE



66%

of Americans view customer experience as important as quality or price.



23%

of consumers said that poor customer service might cause them to lose their brand loyalty.



Increasing personalization in more channels can increase overall consumer spending up to

500%

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.



IMPROVE CONVERSION RATES

CONSUMERS WILLINGNESS TO SHARE PERSONAL DATA IN EXCHANGE FOR PERSONALIZED CAMPAIGNS:



will share for personalized discounts



will share for product recommendations



will share for personalized shopping experiences

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.

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.

More Solutions

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