Scaling market penetration for the world's largest FMCG company

Challenges

Our client, a large FMCG organization, found it challenging to have a comprehensive view of its merchants and outlets. To create market penetration analysis, the marketing team needed inputs on geolocation, premise types, competing products' vs their own products' sales, and potential sales with optimal data accuracy on its merchants and outlets.

Solution

The Fosfor Decision Cloud was deployed to create a comprehensive outlet master by bringing an outside-in perspective using more than 10 data aggregators/external data sources.

Here are some of the hallmark features of the implemented solution:

- Identification of preferred 10+ external primary and secondary data vendors was carried out based on the data quality and the geographical coverage

- AI-based algorithms were used for internal data cleansing and external data merging. A phonetic-based pre-built solution, IdentIQ, was also used for matching address standardizations, store names, shop categories, etc.

- Data enrichment was carried out through physical validation, geo-coordinate tagging, address, and PIN code enrichment, identifying the correlation between market demographics and customer buying patterns

- Business relevant insights were built via intuitive dashboards

- Outlet master data model was built with apt entity relationships and future scalability readiness. Crowd-sourcing framework and recommendations to keep the master data current and refreshed were also provided

Impact

Using multiple third-party data providers, the Fosfor Decision Cloud enriched the merchant and outlet master data with information.
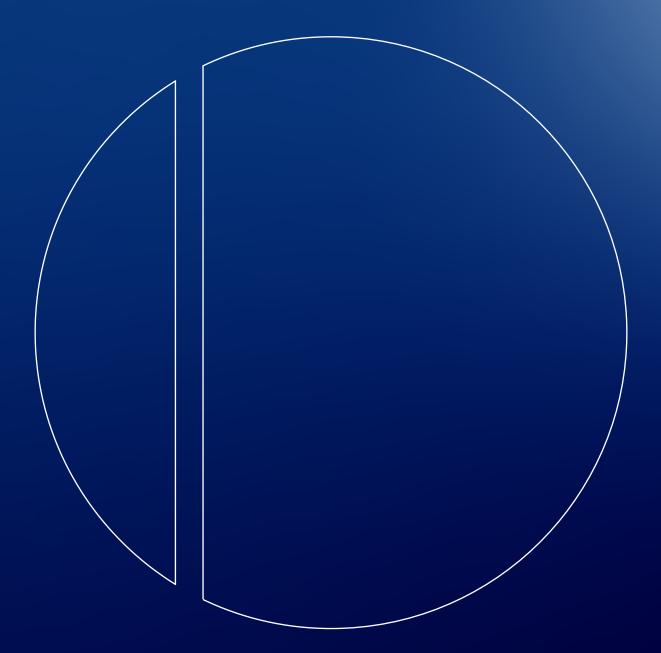
Additionally, it offered the following benefits:

20%	**84%**	**6%**	**4%**
cost reduction for record enrichment	merchants' / outlets' data enriched	reduction in duplicate data	of stores were identified as non-existent and eliminated from database

The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit www.fosfor.com.

FOSFOR