

Real-time insights and recommendations on KPIs of growth, inventory, and marketing spend for 27 Marketplaces

**CLIENT** 

A USD 35 billion global confectionary giant

**INDUSTRY** 

CPG



### **BUSINESS CHALLENGES**

The client sells on 27 online and offline channels – Online, Store, Pick-up, and Delivery. Each of these channels capture and share their data in different formats making data stitching and visualization a challenge. Another challenge was that data capture was difficult and time-consuming with their resources spending an average of two days to just download the data.

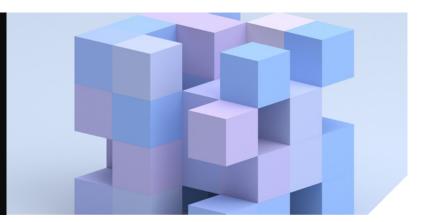
The client engaged C5i's eCommerce Data Product, part of the Marketplace Optimization suite, for an integrated solution that will serve as a central source for all marketplace analytics needs to measure, forecast, and visualize marketplace data.







# RESEARCH PROCESS



C5i built and deployed an end-to-end analytics platform using the following key stages:

- Discovery of data, data structures, and designs
- Data management to define logical and physical data models
- Exploratory analysis, regression model building, and validation
- Insights delivery & consulting
- Data sources include retailers like Walmart, SamsClub.com, Target, Instacart, Kroger, Costo,
  Meijer, Amazon, Walgreens, etc.
- An intuitive visualization layer with the goal of making the data more consumable using
  Microsoft Azure and Tableau

## OUTCOME

- Automated data acquisition process
- Increased frequency of acquisition [currently at 100% adoption for sales and category managers, and advertising and promotions teams]
- Centralized end-user persona-based dashboards
- Standardized data and reporting models
- A flexible platform that is easy to scale-up across multiple geographies and data sources [Current Scope: Americas, Next: EU and APAC]
- Simplified complex tech stacks
- 'Future Ready' cloud, data models, and dashboards
- Integration with client environment
- Instance and environment-agnostic (Amazon S3, Azure, Google etc.)

## BUSINESS IMPACT

- Reduction in OOS [Out-of-Stock] events
- Improvement in ROMI [Return on Marketing Investment] Centralized
- source for marketplace analytics DIY and Persona-based dashboards
- Ready inputs for AI/ML models

#### **ABOUT US**

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams

that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of Al-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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