

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 AI-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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