



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 Course5'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.

Approach

Course5 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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.