

CPG INDUSTRY ANALYTICS

Marketelligent is in the business of providing analytic services that help you make smarter business decisions. With deep expertise in Consumer Packaged Goods (CPG),

Manufacturing and Retail, we offer an affordable global delivery model leveraging the best of domain expertise and analytic capabilities.

FOR MANUFACTURERS

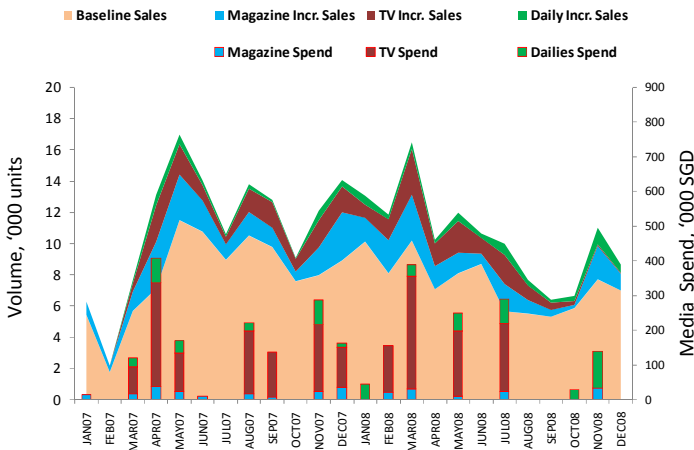
- **Optimize your Marketing Investments**
 - Establish relationships between Sales and Marketing inputs - price, promotions, distribution and advertising
 - Quantify impact of each marketing driver on sales
 - Optimize allocation spends across various drivers to maximize sales
- **Manage Product Pricing and Promotions:**
 - Identify Optimal pricing and promotional pricing strategy for brands
 - Identify opportunity to increase promotion effectiveness and promotion lifts across brands/portfolio
- **SKU Management & Rationalization:**
 - Focus the organization on bigger and bolder opportunities. Increase support to existing powerful products / SKUs
 - Increase profitability by eliminating low performing SKUs. Focus on cost reduction of powerful SKUs – larger savings
 - Reduce inventory by focusing on efficient SKUs. Reduce capital requirements by increasing asset utilization
- **Understand Market Structure:**
 - Understand what attributes Customers Value; and how they define categories
 - Develop consumer decision trees
- **Design & Optimize Supply Chain and Distribution Networks**
 - Warehouse placement & Network Design
 - Optimal Replenishment systems
 - Secondary Distribution Optimization

FOR RETAILERS

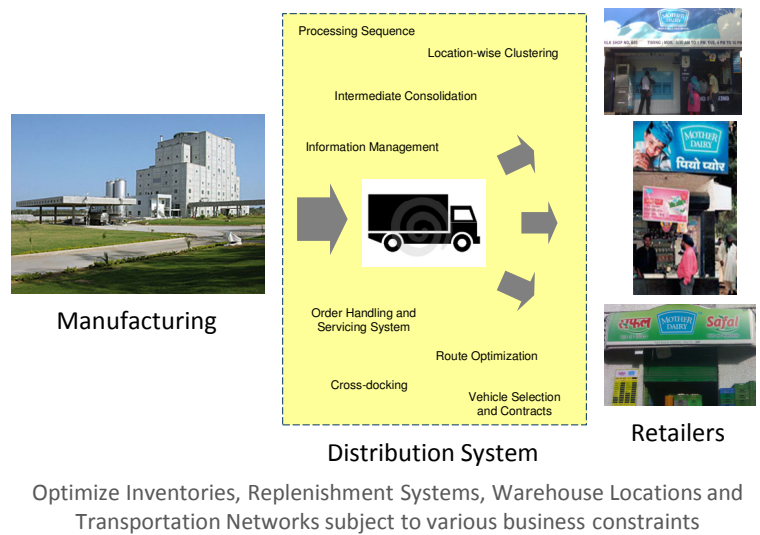
- **Optimize Pricing:**
 - Analysis of pricing strategy
 - Analysis of threshold price and price gaps with other retailers
 - Effect of Pricing strategy on Base sales and Incremental sales
- **Manage Promotions:**
 - Analysis of promotional strategy
 - Analysis of effectiveness of promotions in comparison to other retailers
 - Effect of Promotion strategy on Base sales and Incremental sales
- **Manage Retail Assortment & Shelf-Space :**
 - Develop Shelving principles driven by consumer behavior and retailer opportunity
 - Optimize shelf space allocated to a category
- **Understand Shopper Behavior:**
 - Identify association between various items purchased by shoppers (Market Basket Analysis)
 - Bundle Products; price optimally; effective Promotions
- **Drive Customer Loyalty :**
 - Segmentation of customers based on their behavior and anticipated needs
 - Different promotional offers to different kinds of customers
 - Predictive modeling for loyal customer & next purchase
 - Cross-sell and up-sell strategies
 - Manage Customer Attrition

ANALYTICS FOR THE CPG & RETAIL INDUSTRY

OPTIMIZE YOUR MARKETING SPENDS



OPTIMAL DISTRIBUTION NETWORKS



BUNDLE PRODUCTS EFFICIENTLY

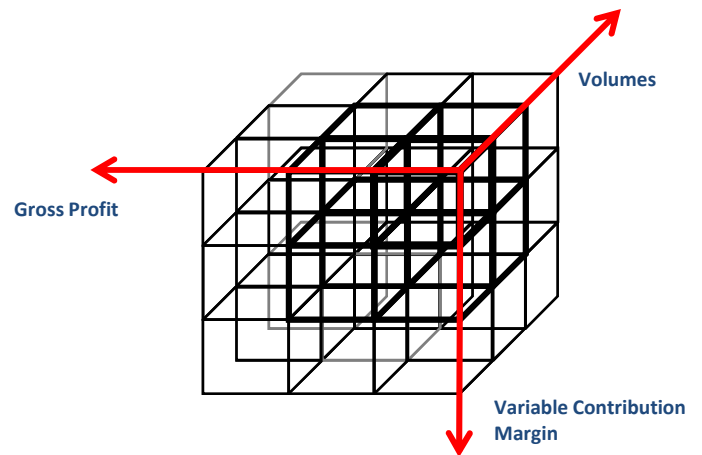
Probability that Product 8 is purchased given that Product 1 is bought is 31%

| CONFIDENCE(%) | Product 1 | Product 2 | Product 3 | Product 4 | Product 5 | Product 6 | Product 7 | Product 8 |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Product 1 | 100% | 25% | 9% | 6% | 18% | 2% | 28% | 31% |
| Product 2 | 42% | 100% | 7% | 8% | 22% | 6% | 29% | 22% |
| Product 3 | 31% | 16% | 100% | 5% | 10% | 4% | 18% | 17% |
| Product 4 | 35% | 29% | 8% | 100% | 28% | 7% | 26% | 12% |
| Product 5 | 47% | 35% | 8% | 12% | 100% | 3% | 37% | 24% |
| Product 6 | 37% | 66% | 18% | 19% | 21% | 100% | 25% | 21% |
| Product 7 | 45% | 28% | 8% | 7% | 23% | 2% | 100% | 25% |
| Product 8 | 57% | 24% | 9% | 3% | 17% | 2% | 29% | 100% |

Probability that Product 1 is purchased given that Product 8 is bought is 57%

Identify association between Products shoppers buy together. Optimize Product placement, bundling, pricing and promotions

RATIONALIZE YOUR SKU'S



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