

Sales Transformation through Intelligent Data Science

Client is one of the largest business conglomerates in India

CHALLENGE

- Client wanted to improve margin through optimized cost and maximized revenue and drive sales transformation across multiple group business units
- Transformation of existing sales and marketing function leveraging the power of data and relevant analytical intervention at every stage of the sales process – from ground preparation till the delivery of the optimal assortment to be sold to the retail outlets

SOLUTION

- **Outlet Segmentation** - Unsupervised learning algorithm driven outlet segmentation
- **Sales Projection** - Scientific methodology to accurately predict daily sales at branch X category level and automation of model refresh process
- **SKU Recommendation Engine** – Order generation solution offered SKU order recommendation at a store level using historical consumption pattern
- **DS Route Optimization** – Data driven optimized technique to rationalize the DSs to reduce the cost of outlet servicing
- **Outlet Level Target setting** - This module generates branch x sub-category level sales target which is distributed across outlets in the branch (Channel DO)
- **TLC target generation** – solution to allocate targets based on the potential of the salesman
- **Virtual Salesman (VIRU)** – App to recommend customized products to outlets to counter salesman absenteeism

RESULTS

- Optimal DS rationalization - ~\$ 10M annual cost savings
- Alignment of right DS to right outlets - Optimal DS route planning and outlet visit sequencing
- 2% incremental sales through improved sales conversion rate
- Stable Model MAPE: 9-11% consistent across weekly refreshment runs. Model runs on Analytics server with no human interference from data extraction to tableau visualization

Client wanted to transform its existing sales process using the power of data, algorithms and relevant analytical intervention at every stage of the Sales process right from the ground level preparation of the Outlets and Sales-Person to recommending the optimal products those could be sold to the Outlets based on historical evidences and business priorities.

~\$10M

annual cost saving

2%

sales growth

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