



Promotion and Campaign performance prediction across FMCG SKUs and optimization of Marketing spends

Client is a leading conglomerate in India with ~ \$11B Revenue

Client has embarked on a transformation journey for its FMCG business. The first focus area undertaken is to optimize marketing spends by building capability to measure & predict individual promotions across channels at a sub-brand, sub-category level by leveraging cutting edge DS & AI models deployed on Azure cloud.

2-3%

Savings on marketing spend

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CHALLENGE

- Build capability to Predict and Optimize ROI on Marketing spends and improve effectiveness of Promotions across channels by leverage DS & AI
- Pan India FMCG market initiative covering 25 different company branches, serving to distribution network across general trade and modern trade channels to reach 1 million + retail outlets
- Covers all major FMCG categories like Biscuits, Snacks, Noodles, PCPB to start with. To be rolled out across all categories and brands in FMCG

SOLUTION

- Data Science & AI driven solution on Azure cloud environment
- Collaboration between client and other vendors and consultants on program management and data engineering
- Data Engineering from Design evaluation, Development and ensuring smoother transition to ongoing operations in Production. Worked alongside client's platform team to administer and manage Azure environments for the Lighthouse initiative
- Realize end to end data and data science pipelines to enable incremental automation of data extraction, transformation and data science model build, re-training, scoring
- Review and signoff on Azure Architecture, Process, Security and Access control at pre-determined Checkpoints to ensure Quality, Performance standards of the fully integrated Platform
- Provided Data ingestion development support to data science models currently in piloting stage

RESULTS

- Ability to predict individual promotion effectiveness by markets, categories and brands and optimize the overall ROI, both short term and long term driven by DS & AI models at the core
- Initial DS model rollout in 1 category tested across India
- Enabled early rollout of monthly schemes by close to a week aided by DE automation and ML models
- Expected saving of 2% - 3% on the marketing spends