



Category Management

OTC Brand

Integrated and generated meaningful insights from sales data received from third party data aggregators to provide meaningful insights that were critical to drive Category Management initiatives

Data Management and Reporting Suite for a CPG Brand

Situation

- Sales team needed analytical leverage to generate meaningful insights from sales data received from third party data aggregators. Timely insights from the data were critical for meaningful sales discussions with retailers.
- In addition, the company had other analytics needs to forecast capacity utilization, generate bottom-up sales forecasts efficiently and consolidate POS data from multiple retailers to manage their business
- Partnered with the company to improve process its reporting efficiency and provide actionable insights on a timely basis

Accordion Value Add

- Setup a database on MySQL to load and parse 3rd party aggregator data received every month to create a historical timeline of sales performance
- Leveraged MySQL database to create multiple outputs including detailed sales performance reports on PowerPoint which formed a base for Sales decks for discussions with retailers
- Built an automated tool using JAVA for consolidating POS data from 10+ retailers in to one consistent format. The POS reports enable the sales team to identify issues such as stockouts very quickly
- In addition, we worked on various initiatives such as Capacity utilization forecasting, Bottom-up forecasting from ~60 retail planners, New Product sales forecasting and New Product sales trackers

Impact

- Successful planogram wins has helped the company to double its market share and become the leading brand in its category
- Streamlined data consolidation and reporting processes enabled shorter turnaround times for Management to track market and product performance
- Other outputs such as new product forecasting, capacity utilization forecasting, new product sales trackers and POS reporting enable the company to achieve business goals efficiently

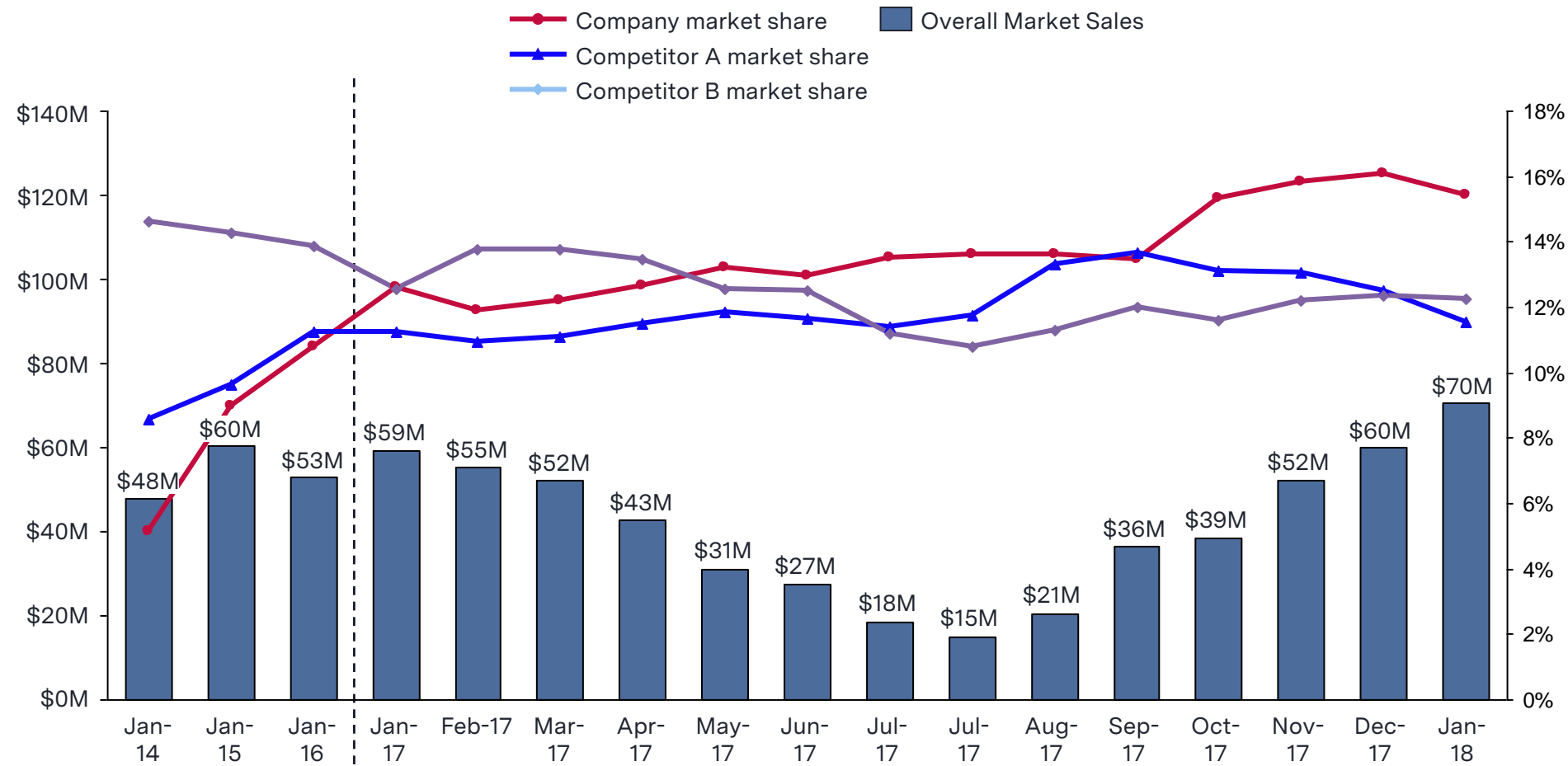
Value add to the project

Reports	Before	After
BI Reporting	Lack of a BI reporting platform	Helped the clients in building dashboards for tracking sales metrics such as sales, Market share ACV etc. on Domo
Automation of reports	POS sales reports and monthly reports are manually updated	Built an automated tool which was more efficient (no manual data entry needed) and less error-prone
Automation of ppts	PPT slides were updated manually and it took several weeks to update all sales reports	Helped the clients to update the PPT slides for all the decks using Think cell and now we were able to update 5x slides in half the time
New item tracker	Lack of a tracker for capturing the performance of new items in the market	Built a New item tracker that helped track the sales and, also compare performance with competitor brands
S&OP modelling	Rapid growth in the company's sales had led to capacity bottlenecks with suppliers. The company wanted early identification of all such issues so that they could take mitigating steps	<p>Built a capacity forecasting model to forecast future orders based on demand forecast, inventory on hand and supplier lead times while allocating orders to suppliers efficiently</p> <p>This early warning system helped the operations team take mitigating steps such as early ordering of some products for the peak season</p>

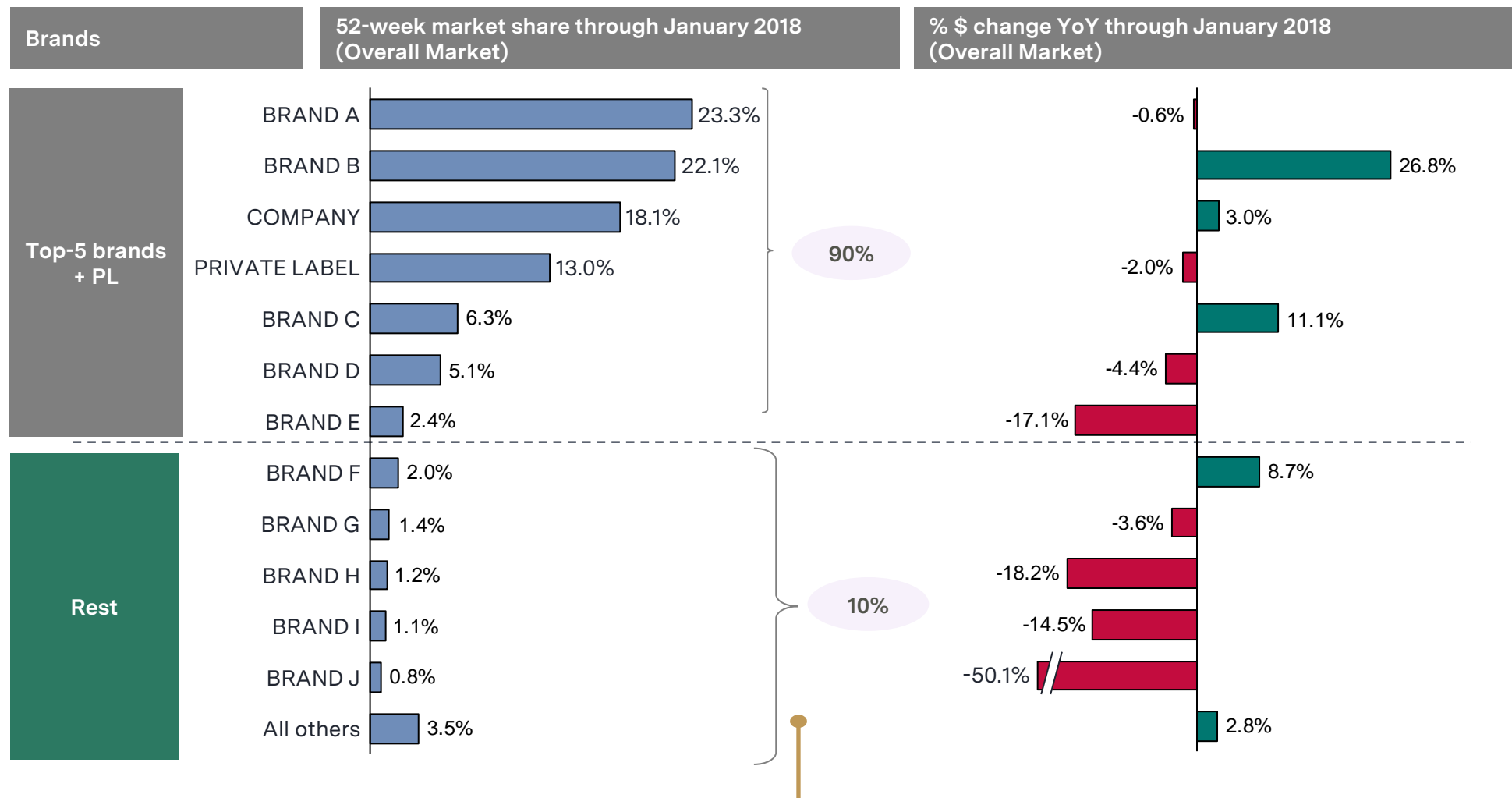
Illustrative Outputs: Market Sales and Individual Player Share Trends

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Market shares and total category Dollar Sales in market (\$M)



Illustrative Outputs: Top Brands Market Shares and Growth Rates

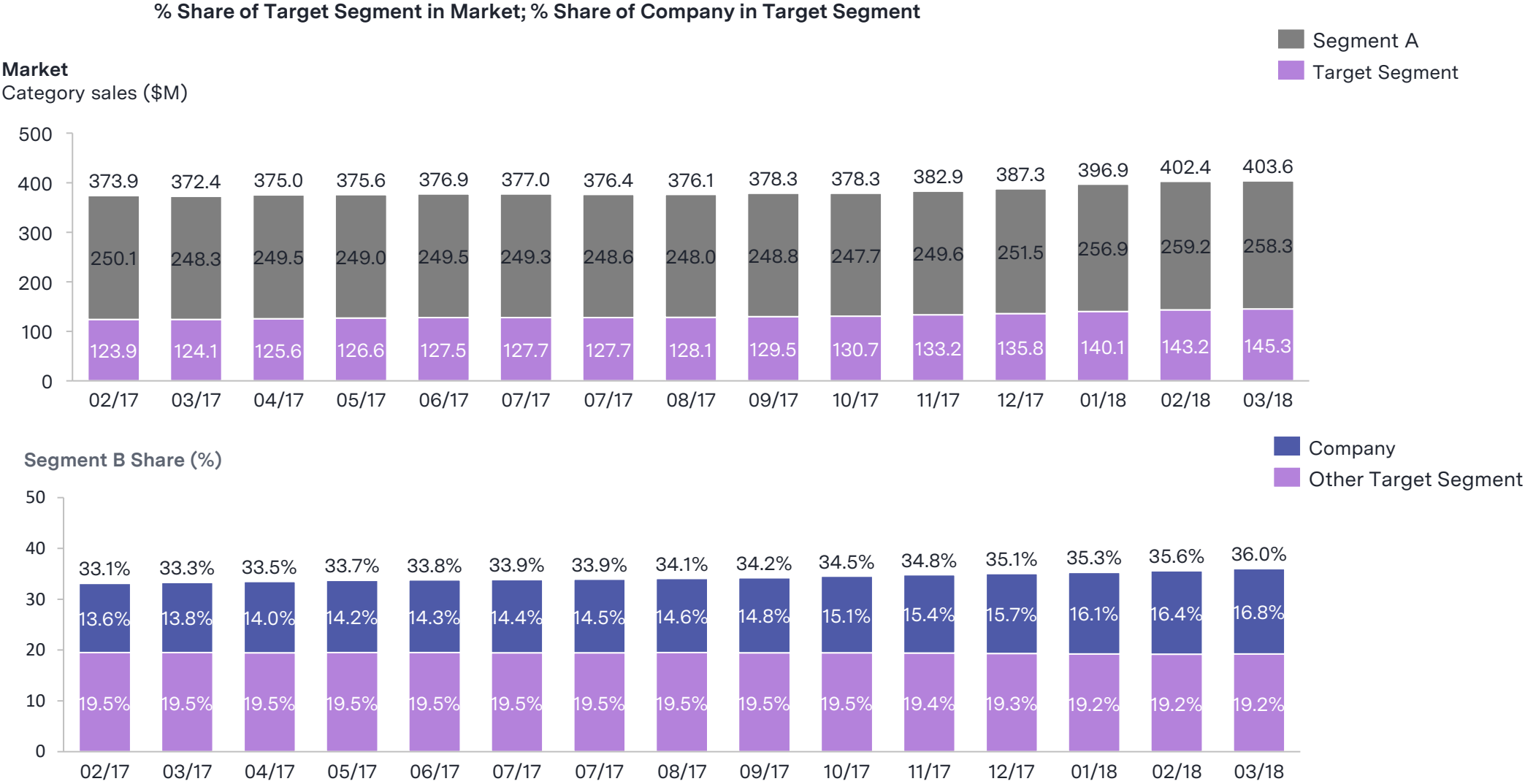


These brands' shelf space can be potentially available and negotiated for with retailers

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Illustrative Outputs: Segment % Share

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Illustrative Outputs: Item Ranking

Item Ranking of “Company” products in Market

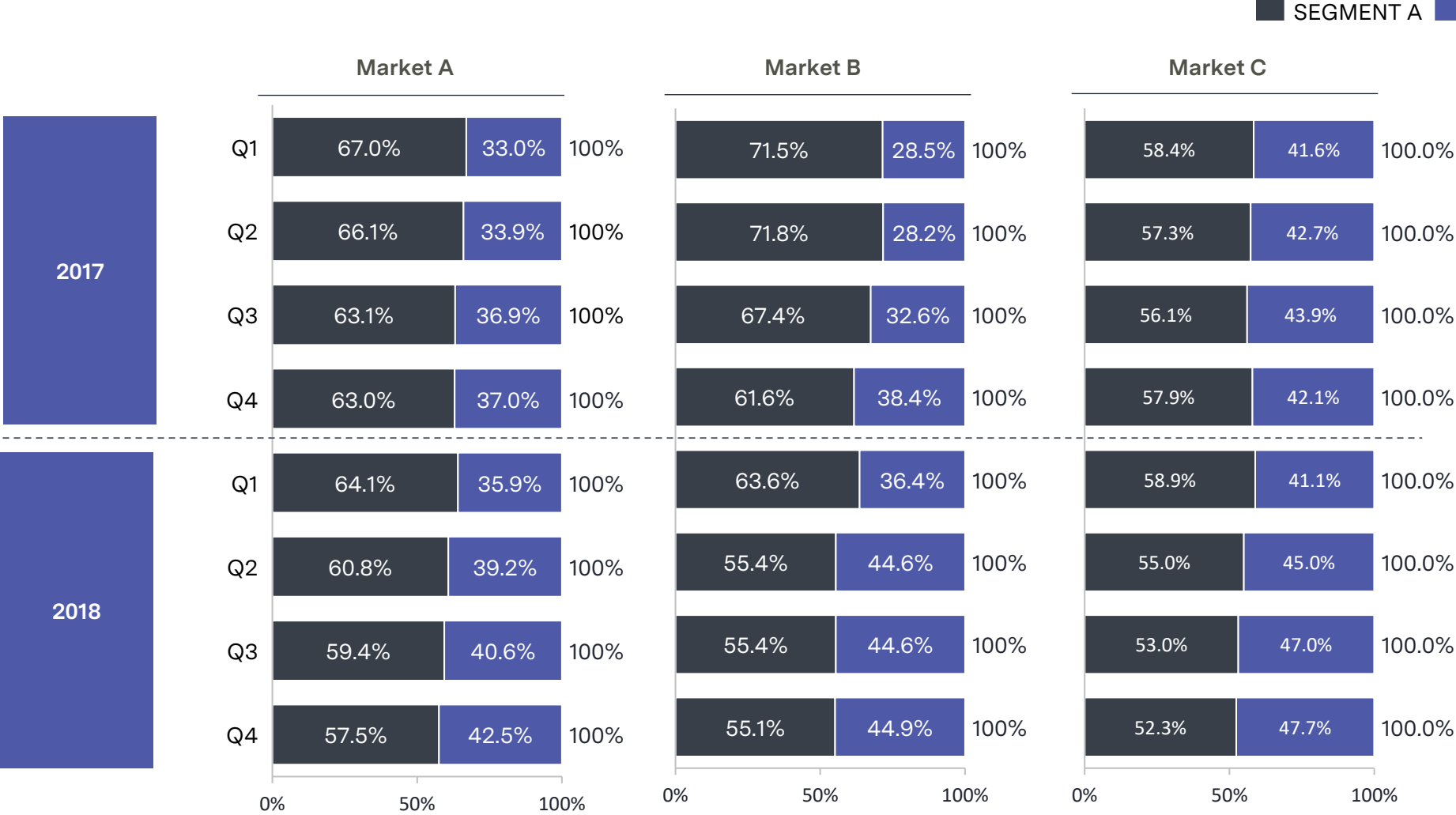
Rank	UPC	Brand	Description	TY sales 12W (\$)	LY sales 12W (\$)	Abs. change in sales (\$)	% change in sales (%)	TY unit sales 12W (#)	LY unit sales 12W (#)	Abs. change in unit sales (#)	% change in unit sales (%)	ACV
1	Item 1	COMPANY	ITEM DESCRIPTION 1	\$4,635,202	\$4,346,968	\$288,234	7%	589,474	554,508	34,966	6%	100
2	Item 2	COMPANY	ITEM DESCRIPTION 2	\$4,009,296	\$3,772,568	\$236,728	6%	504,142	473,384	30,758	6%	130
3	Item 3	BRAND 2	ITEM DESCRIPTION 3	\$3,898,027	\$3,863,626	\$34,401	1%	415,532	410,695	4,837	1%	72
4	Item 4	COMPANY	ITEM DESCRIPTION 4	\$3,129,368	\$2,210,649	\$918,719	42%	415,374	295,079	120,295	41%	59
5	Item 5	BRAND 3	ITEM DESCRIPTION 5	\$2,930,264	\$2,982,615	(\$52,351)	-2%	460,457	466,590	(6,133)	-1%	75
6	Item 6	BRAND 4	ITEM DESCRIPTION 6	\$2,833,840	\$2,595,113	\$238,727	9%	219,465	196,774	22,691	12%	53
7	Item 7	BRAND 2	ITEM DESCRIPTION 7	\$2,721,144	\$2,499,029	\$222,115	9%	160,413	146,789	13,624	9%	52
8	Item 8	COMPANY	ITEM DESCRIPTION 8	\$2,436,615	\$2,481,415	(\$44,800)	-2%	305,903	313,018	(7,115)	-2%	108
9	Item 9	BRAND 4	ITEM DESCRIPTION 9	\$2,350,801	\$2,727,472	(\$376,671)	-14%	315,442	372,197	(56,755)	-15%	60
10	Item 10	BRAND 2	ITEM DESCRIPTION 10	\$1,984,682	\$1,964,152	\$20,530	1%	204,176	195,740	8,436	4%	57
11	Item 11	BRAND 3	ITEM DESCRIPTION 11	\$1,930,075	\$2,403,405	(\$473,330)	-20%	169,120	213,681	(44,561)	-21%	44
12	Item 12	BRAND 5	ITEM DESCRIPTION 12	\$1,862,230	\$1,476,857	\$385,373	26%	262,611	205,415	57,196	28%	62
13	Item 13	COMPANY	ITEM DESCRIPTION 13	\$1,662,553	\$1,087,482	\$575,071	53%	112,905	76,540	36,365	48%	44
14	Item 14	BRAND 4	ITEM DESCRIPTION 14	\$1,630,862	\$1,981,789	(\$350,927)	-18%	131,106	163,773	(32,667)	-20%	43
15	Item 15	BRAND 6	ITEM DESCRIPTION 15	\$1,608,069	\$1,726,827	(\$118,758)	-7%	248,343	266,116	(17,773)	-7%	50
16	Item 16	BRAND 5	ITEM DESCRIPTION 16	\$1,605,158	\$1,201,732	\$403,426	34%	222,160	163,624	58,536	36%	57
17	Item 17	BRAND 2	ITEM DESCRIPTION 17	\$1,552,025	\$1,589,192	(\$37,167)	-2%	161,022	164,222	(3,200)	-2%	56
18	Item 18	BRAND 4	ITEM DESCRIPTION 18	\$1,549,501	\$2,101,130	(\$551,629)	-26%	202,616	273,493	(70,877)	-26%	54
19	Item 19	BRAND 7	ITEM DESCRIPTION 19	\$1,469,720	\$1,625,824	(\$156,104)	-10%	109,831	122,107	(12,276)	-10%	47
20	Item 20	BRAND 7	ITEM DESCRIPTION 20	\$1,439,041	\$1,713,356	(\$274,315)	-16%	125,252	151,453	(26,201)	-17%	29
21	Item 21	COMPANY	ITEM DESCRIPTION 21	\$1,428,730	\$1,513,330	(\$84,600)	-6%	165,272	178,038	(12,766)	-7%	82
22	Item 22	BRAND 2	ITEM DESCRIPTION 22	\$1,379,106	\$1,416,006	(\$36,900)	-3%	126,040	130,562	(4,522)	-3%	23
23	Item 23	BRAND 3	ITEM DESCRIPTION 23	\$1,369,109	\$1,442,545	(\$73,436)	-5%	216,403	228,994	(12,591)	-5%	47
24	Item 24	BRAND 4	ITEM DESCRIPTION 24	\$1,352,596	\$1,471,549	(\$118,953)	-8%	174,975	196,697	(21,722)	-11%	51
25	Item 25	BRAND 8	ITEM DESCRIPTION 25	\$1,315,035	\$1,537,716	(\$222,681)	-14%	122,185	136,834	(14,649)	-11%	43
26	Item 26	COMPANY	ITEM DESCRIPTION 26	\$1,254,135	\$613,058	\$641,077	105%	134,638	64,875	69,763	108%	31
27	Item 27	COMPANY	ITEM DESCRIPTION 27	\$1,190,038	\$0	\$1,190,038		82,755	0	82,755		24
28	Item 28	BRAND 9	ITEM DESCRIPTION 28	\$1,137,999	\$1,148,564	(\$10,565)	-1%	273,262	279,831	(6,569)	-2%	37
29	Item 29	COMPANY0	ITEM DESCRIPTION 29	\$1,136,532	\$1,251,572	(\$115,040)	-9%	167,297	186,427	(19,130)	-10%	53
30	Item 30	BRAND 5	ITEM DESCRIPTION 30	\$1,133,088	\$767,996	\$365,092	48%	140,911	94,984	45,927	48%	27

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Illustrative Outputs: Segment Share Across Market

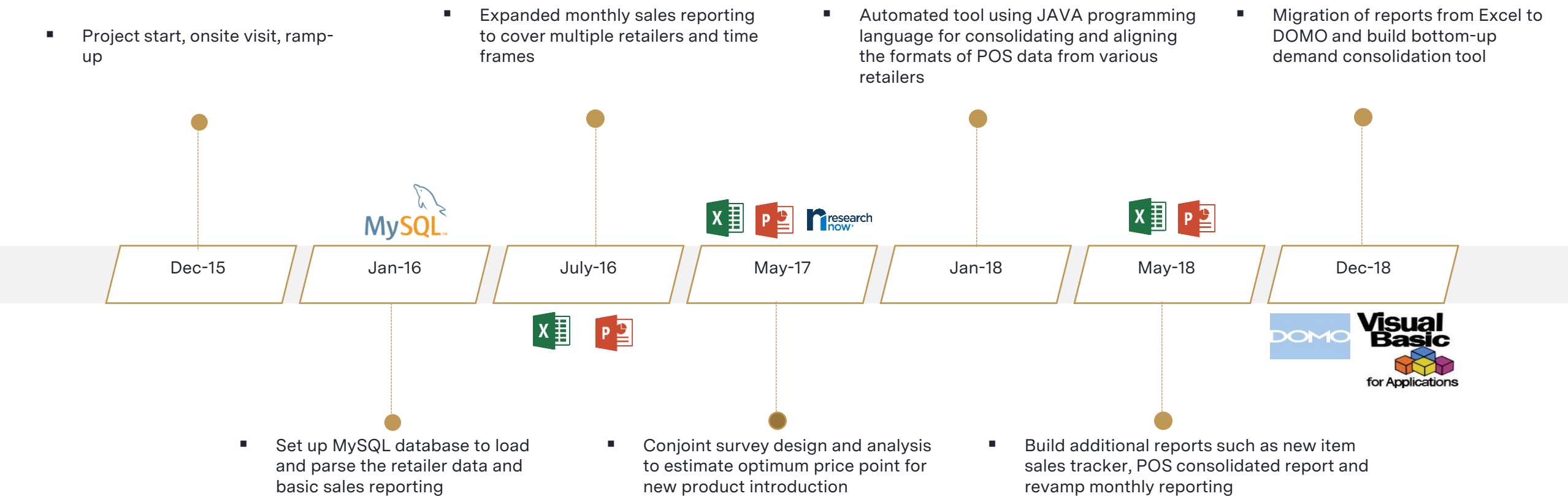
Market Share of “Target Segment” across various markets

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APPENDIX

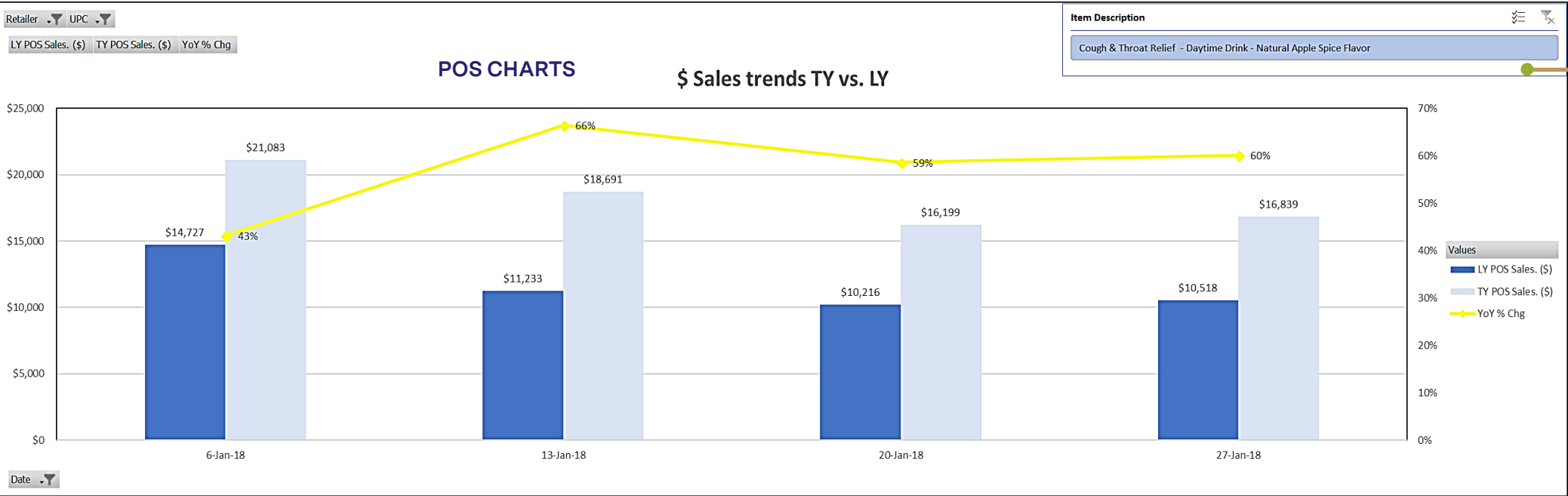
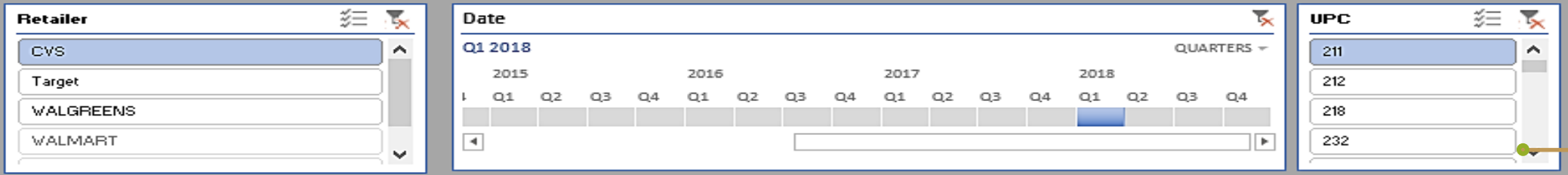
Client Journey and Major Milestones Achieved



POS Charts

POS charts using Slicers

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Pivot charts and slicers in charts provide users the flexibility to select desired retailer, UPCs and time frames