

RETAIL ANALYTICS

Retail Analytics Solutions



Quation Solutions Private Limited

Transforming business decision-making with AI
enabled insights



Our Solutions and Services for Retail

Customer, Campaign & Loyalty Analytics

- Customer Profiling, Segmentation
- Customer Lifetime Value
- Product propensity analysis
- Churn Analysis
- Campaign design, target selection & measurement
- Loyalty design, calibration and program management

E-commerce & Social Media Analytics

- Click and mortar integration
- Online Behavior Analysis
- Assortment optimization
- e-Personalization
- Triggered Campaigns
- Net sentiment & promoter scoring
- Social CRM
- Panel research

Category Analytics

- Pricing and markdown optimization
- Assortment planning
- Demand planning & forecasting
- Integrated price elasticity & Promotion Analytics
- Slow SKU elimination
- Store & space layout planning



Marketing Analytics

- Media Mix Modeling
- Marketing ROI Optimization
- Sales Forecasting and Demand Planning
- Market basket analyses

Operation Analytics

- Operation cost and margin analytics
- Staff planning analytics
- Call center analytics
- Store and real estate analytics
- Balance scorecard and KPI tracking

Supply Chain Management

- Multi channel assortment planning
- Route optimization
- Lethargic vendor analyses
- Stock out/over stock analyses
- Inventory Optimization



Case Studies

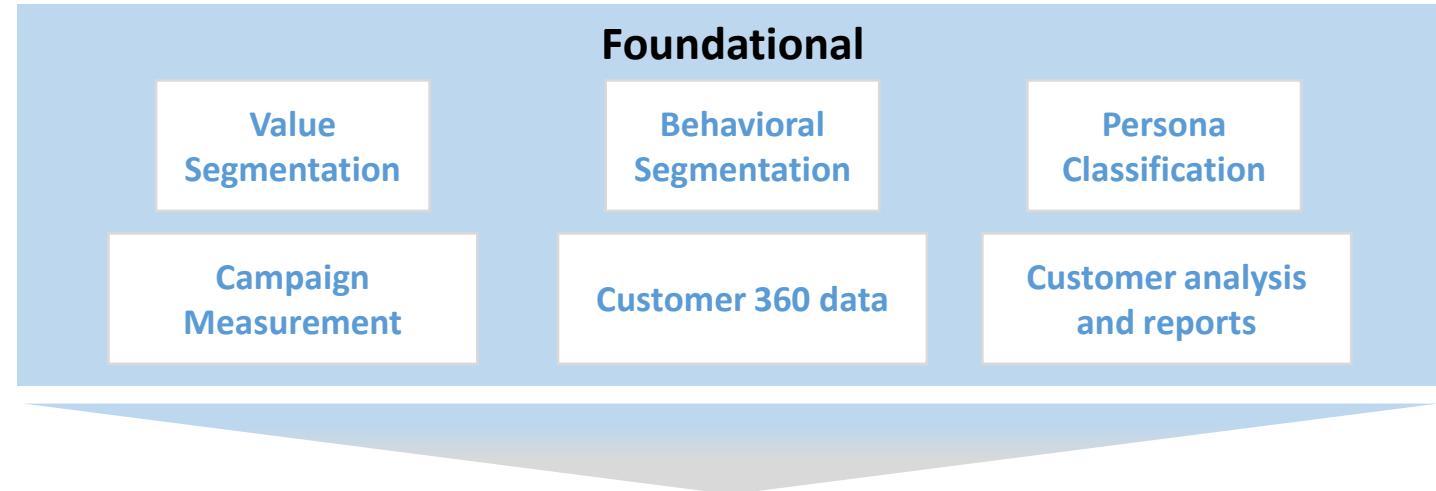
Solutions	Topics
Customer Analytics	Customer Analytics overview
	Customer 360-Degree View
	Customer Lifecycle Analysis
	Customer Experience
	Digital Analytics
	Personalization
Supply Chain	Demand Forecasting
	Inventory Optimization
Marketing Analytics	Marketing Effectiveness Strategy (MMX)
	Location Intelligence Solution
	Sentiment Analysis
	Price Optimization
	Assortment Planning



Customer Analytics

Customer Analytics – Customer Life Cycle

Increase Value, Loyalty & Satisfaction



Tactical

- Acquisition & Prospect models
- DM Response & Uplift models
- Attrition drivers & prediction
- Upsell & cross sell models
- Product propensity models
- Customer contact driver analysis

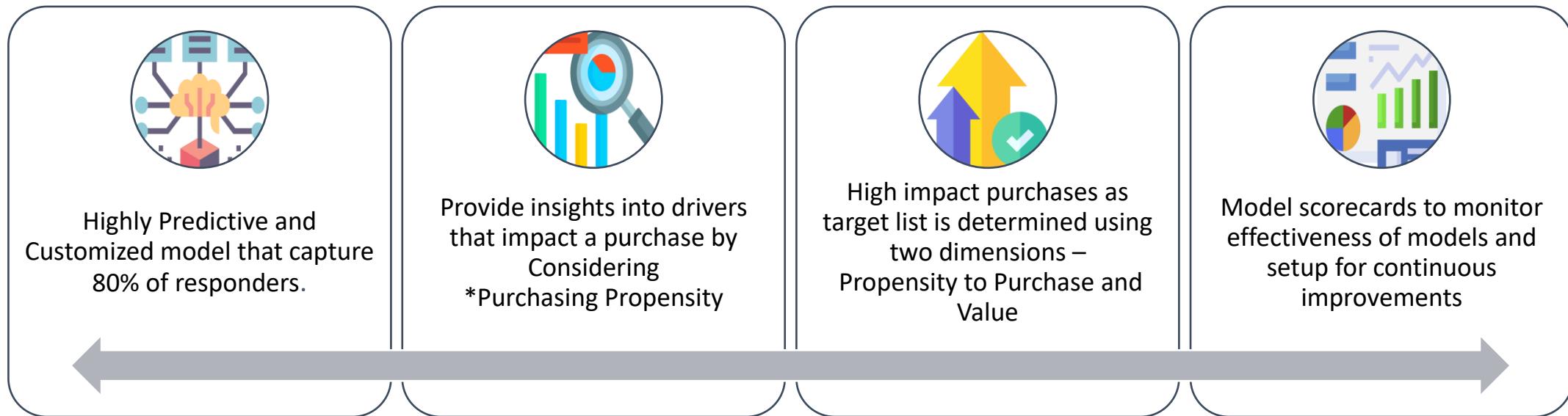
Essential

- Lifetime value and loyalty
- Personalization & 1x1 targeting
- Preferred channel for targeting
- Targeting fatigue threshold
- Price sensitivity & Offer optimization
- Customer satisfaction impact analysis

Next Gen

- Centralized planning & forecasting
- Customer Intelligence platform
- Exception reporting and alerts
- Optimal & Integrated contact strategy
- Real time campaign rationalization
- Dynamic Journey activation

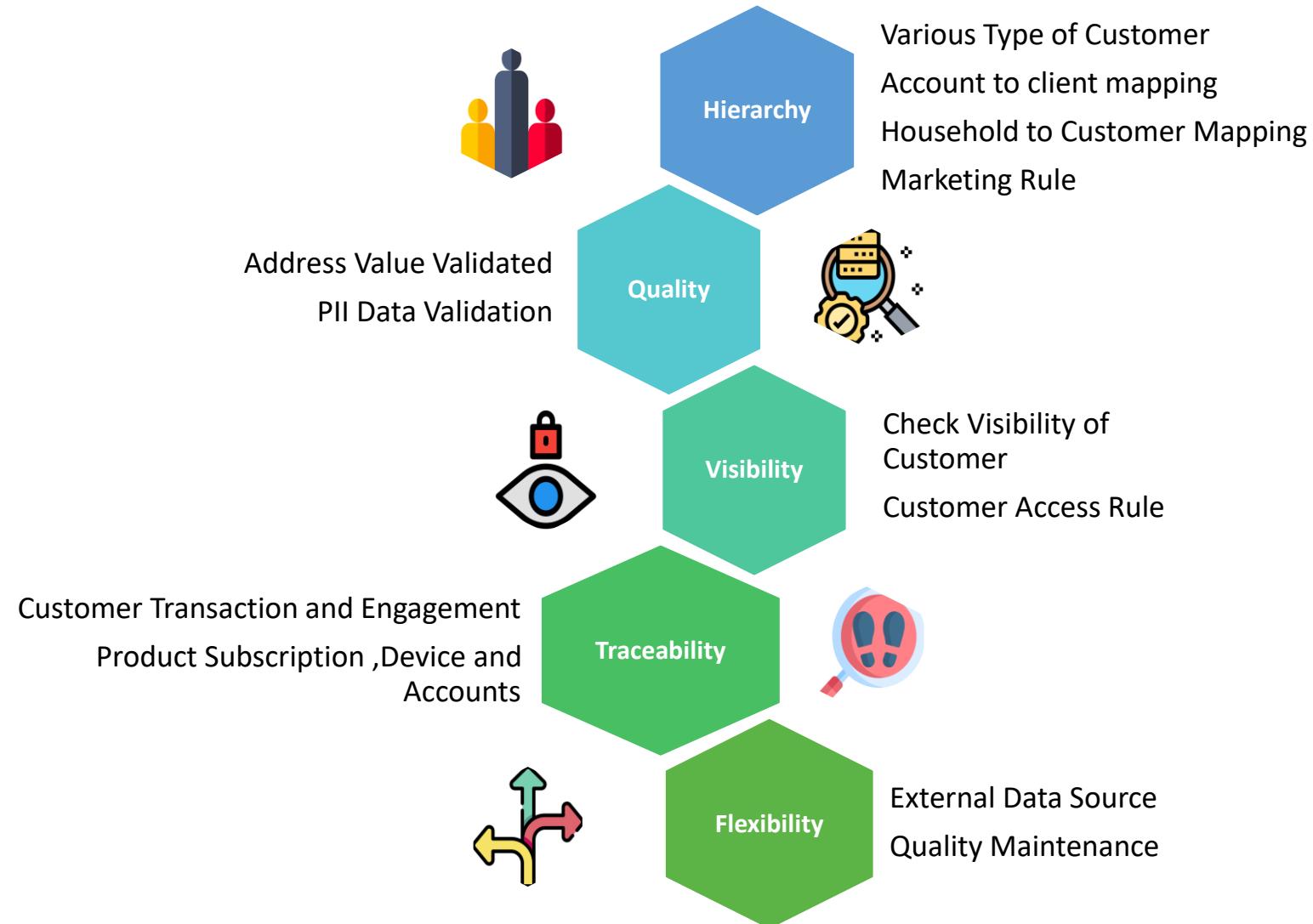
Customer Lifecycle Targeting



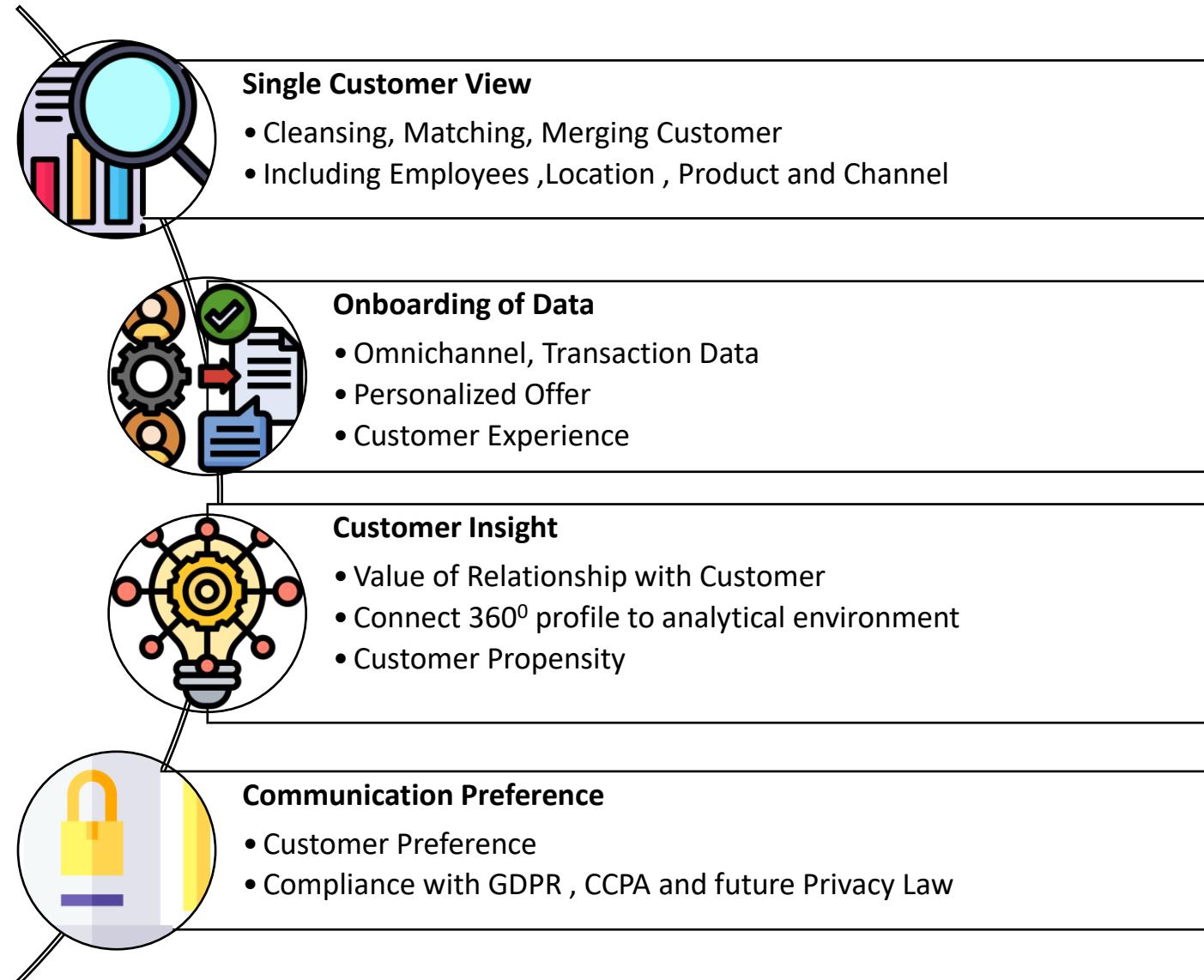
- Allows marketing team to maximize ROI from targeting campaigns.
- Increases efficiency of different CRM channels as Low value but High propensity customers can be targeted using Low-Cost channels

*Purchasing Propensity incorporates any impact of targeting fatigue and ensures minimal over-targeting of customers.

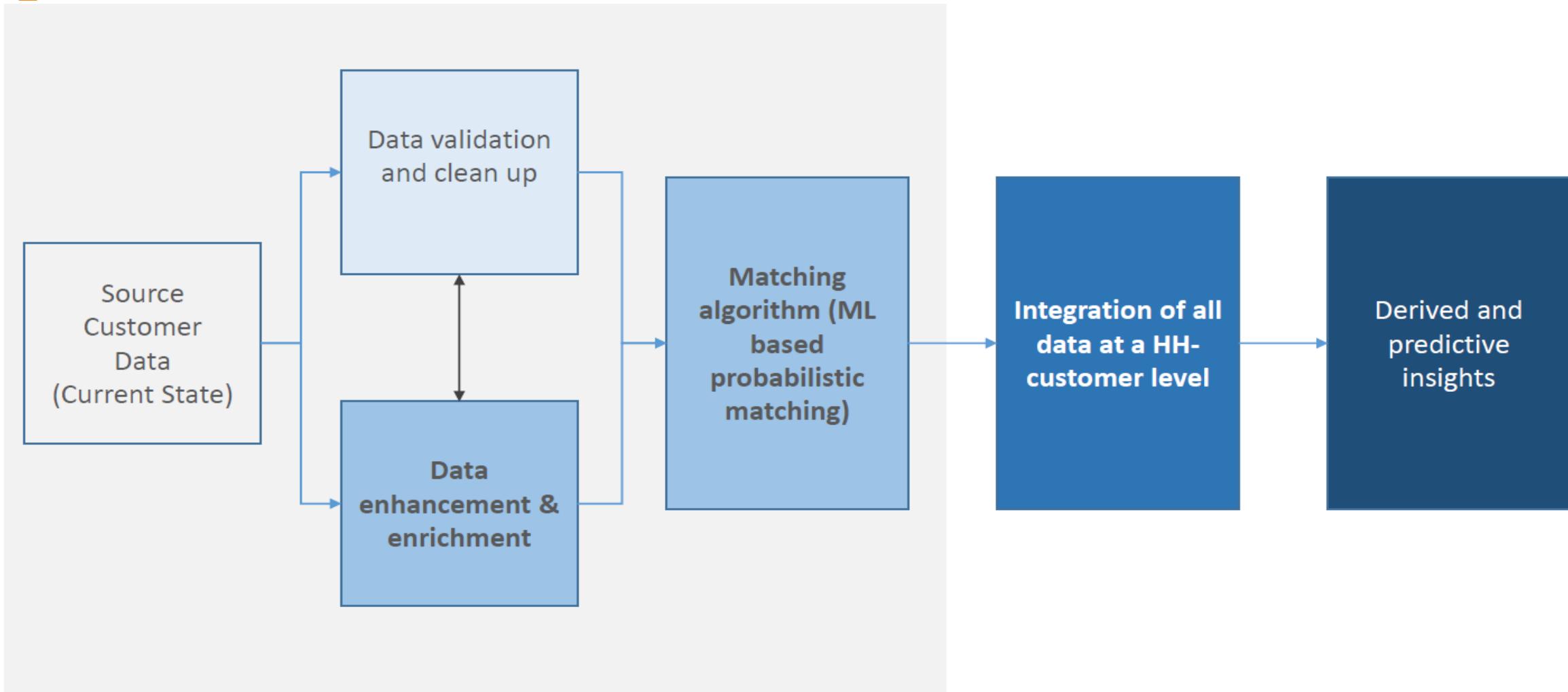
Customer 360 – Key Considerations



Customer 360 -Simplification of Customer Data



Customer 360 -Approach



Customer 360 -Current vs Desired State

Sample Customer data before “Customer360”

F. Name	L. Name	Address	Email	Phone	Channel 1	Channel 2	Product 1	Product 2	Product 3
SXXX	PXXX	XX Bangalore	Email1	Phone1	In Store		Suits	Khakis	
DXXX	PXXX	XX Bangalore	Email2	Phone 2		Laptop1	Trousers		
DXXX	PXXX	YY Mumbai	Email4	Phone 3		Phone 1	Tees	Trousers	
RXXX	VXXX		Email3			Laptop3	Khakis		

Resolve conflict with personal & business user

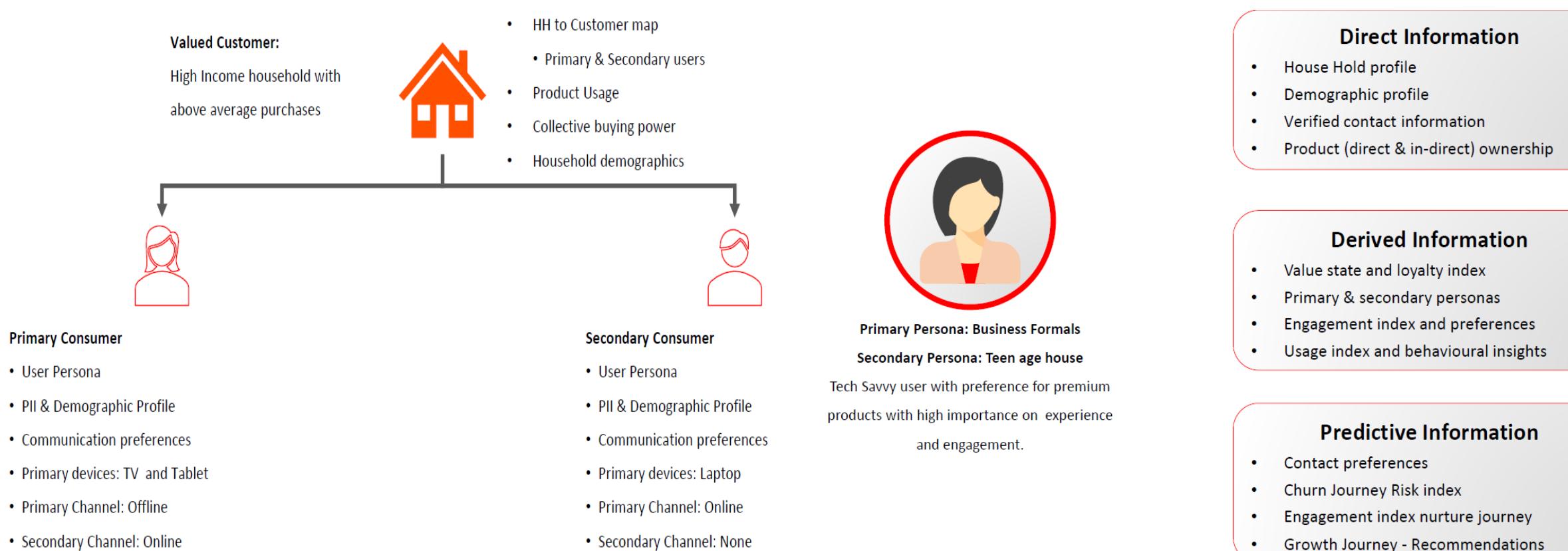
Consolidate users within a Household with primary & secondary user

Consolidate users based on device id within a household

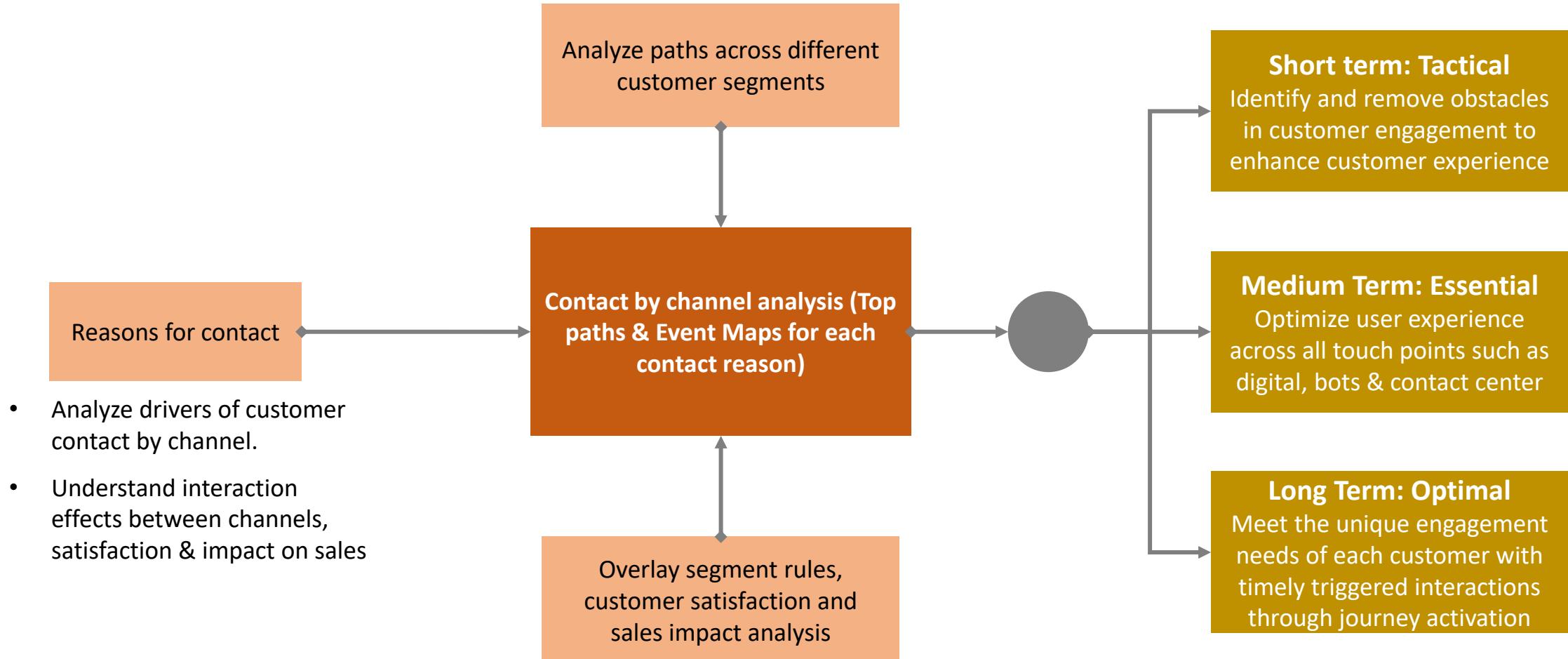
Sample Customer data after “Customer360”

HH ID	Prime CID	Cust ID 2	Cust ID 3	Address	Email	Phone	Product
HHID1	C1	-	-	XX Bangalore	Email1	Phone 1	Suits, Khakis, Trousers
HHID1	C1	C2	-	XX Bangalore	Email 2	Phone 2	Suits, Khakis, Trousers
HHID1	C1	-	C3	XX Bangalore	Email 4	-	Suits, Khakis, Trousers
B2BID 1	B1	-	-	YY Mumbai	Email 3	Phone 3	Tees

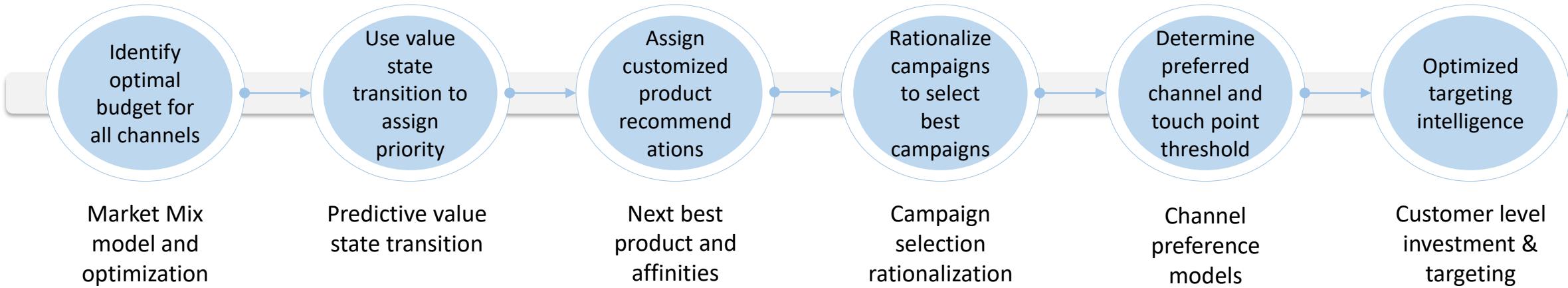
Customer 360 -Output



Customer Contact & Experience Analysis



Ensemble Model - Integrated Contact Strategy



Illustrative and sample output file								
Customer ID	Life Time Value	Messaging Theme	Channel Selection	Touchpoint suggestion	Campaign Rationalization	Product Selection	Price sensitivity	Campaign Scheduling
11000123	HH	Loyalty	DM and Email	2	N	P1 + Affinity with A1, A2	High	Week 3 & 8
11230005	HL	Retention	ISR	NA	Y	P1 + Affinity with A1, A2	Medium	N.A
11456007	MH	Upsell	DM and TM	2	N	P1 + Affinity with A1, A2	Low	Week 4, 10

Dynamic Customer Journey Activation

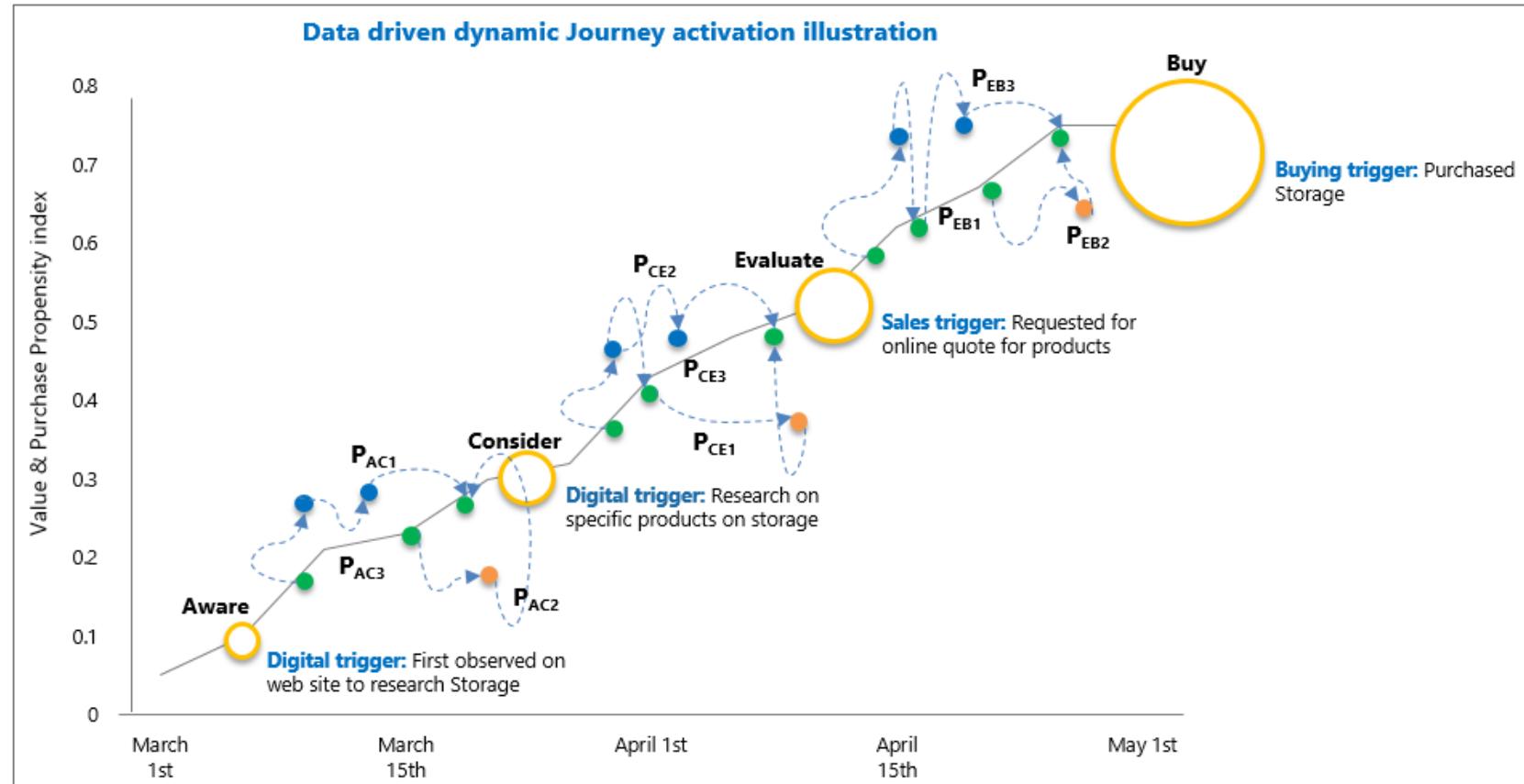
Considerations

- New v/s existing buyer
- Digital v/s Offline engagement
- Value recalibration
- Trigger v/s Managed
- Clean Sales and Marketing responses data

**Journey activation algorithm
using Bayesian networks**

Outputs (at each journey stage)

- Optimal path to journey activation
- Dynamic path recalibration based on response
- Implement using structured or trigger campaigns
- Predicted value at each journey stage
- Product recommendation & Price sensitivity



Customer Lifecycle Targeting - Solution



Problem

- Most product owners were using rule-based campaigns with low conversion rates
- Low ROI of campaigns and high circulation/promotion costs



Impact

- Implemented a two dimensional response modeling (Predict response propensity and projected value).
- High predictability of models with top two deciles capturing nearly 80% of customers.
- Average increase in response rates by 150-200% with increase in ROI of campaigns by nearly 4x.

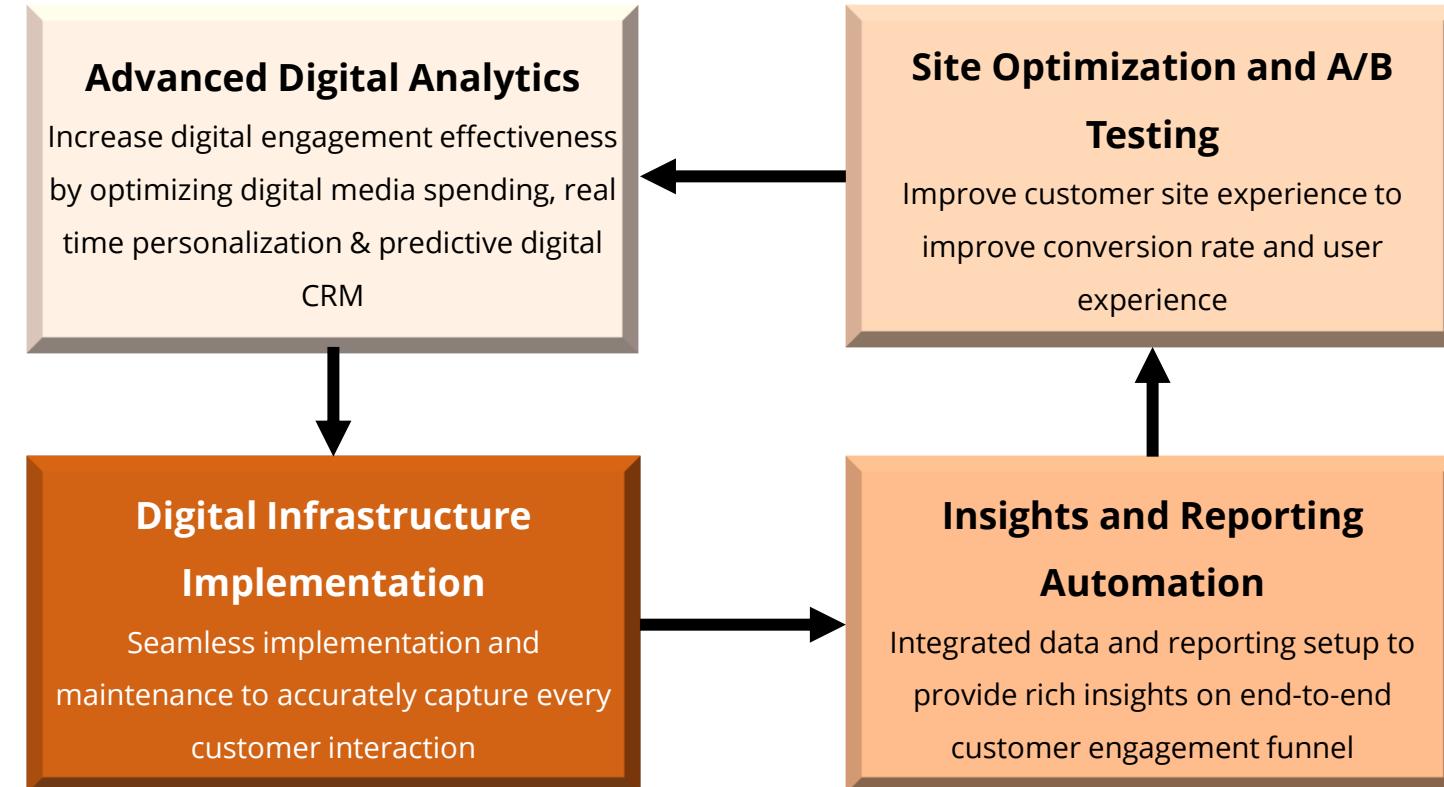
Experience summary

- Quation delivers different response models across our clients including Lifecycle programs for Acquisition, Welcome program, Churn, Uplift model and response models for campaign targeting and Product based propensity models
 - Microfinance company: Nearly 200% increase in acquisition rate and reduction in cost of acquisition from \$2.3 to \$0.8
 - Leading software company: Differentiated Welcome program led to increase in engagement rates by nearly 65%
 - 5 of the top 10 Departmental stores: Uplift models to deliver an incremental 3x in campaign ROIs
 - Leading retail banker: Increase in response rates by nearly 53% across 5 product lines (Repeat and Product Acquisitions)
 - Leading Food delivery app: Reduction in churn rate from 37% to 18%

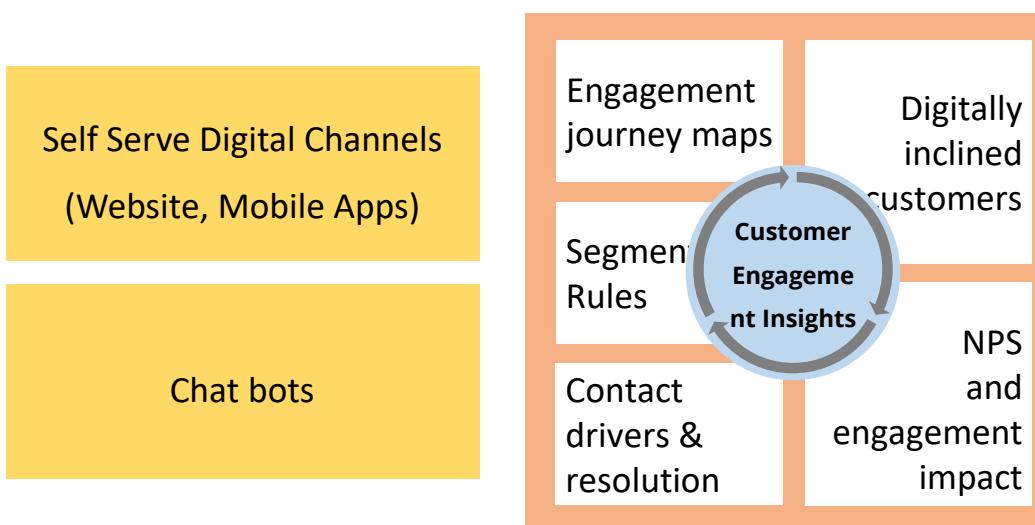


Digital Analytics

Digital Analytics Solutions



Digital Migration And Enablement

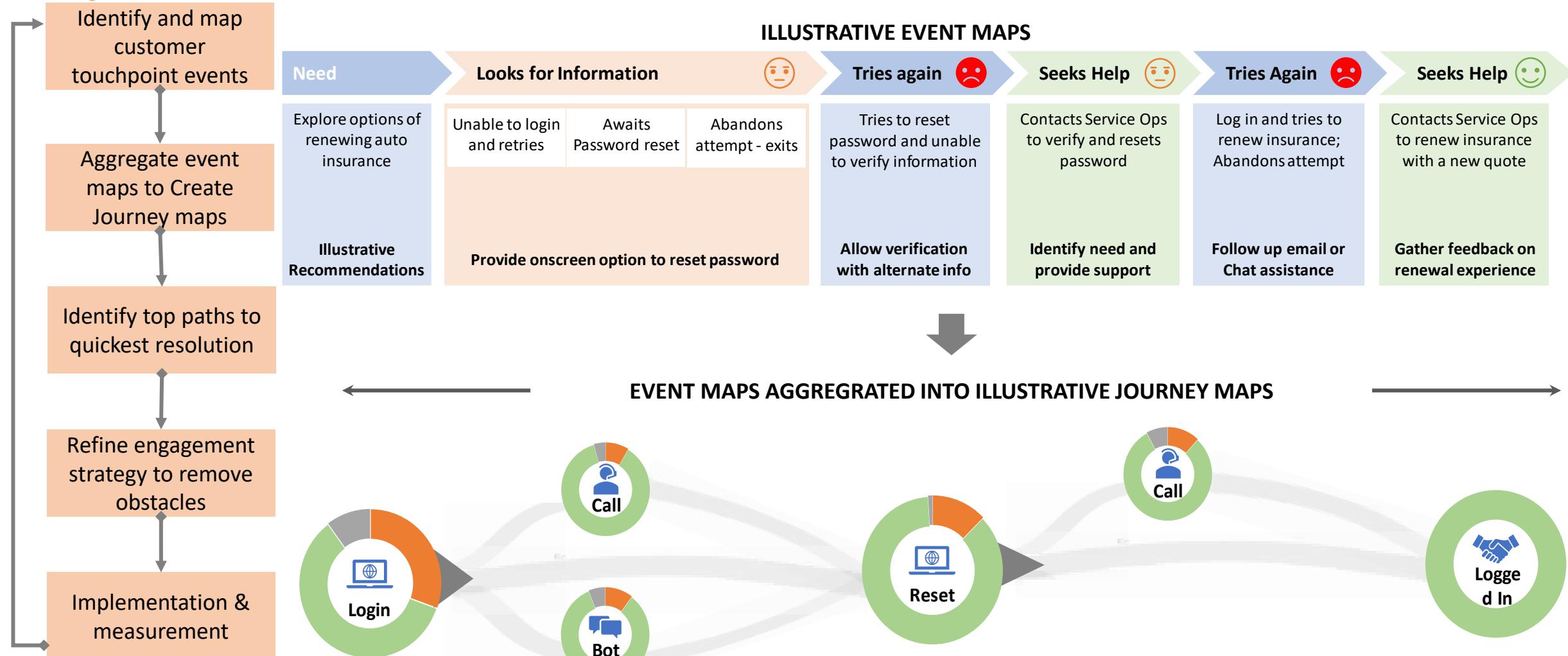


- Feature recommendation
 - Path Optimization
 - A/B Test and Multivariate testing
 - Impact assessment
- Feature implementation
 - Measurement & feedback
- Chat bot utilization
 - Increase self serve resolution
 - Embed predictive & AI capabilities
 - Impact assessment
- Feature implementation
 - Measurement & feedback

- Enhanced user experience
- Quick self-serve resolution
- Better engagement tracking
- Increased online conversions
- Higher customer satisfaction



Customer Experience Journey Map & Orchestration



Site audit and Tag Implementation

Goals

- Fix digital analytics tool implementation to ensure #s are reliable and accurate
- Create critical online analytics reports that drive business decision-making
- Support team in business planning by building forecasts

Key Findings

- Conducted digital audit to identify & fix key gaps within GA / Omniture
- Updated classification files & setup unique loyalty id
- Built 7 key dashboards to support critical business review meetings
- Built traffic and sales forecast for 4 brands and worked with team to benchmark it with actuals

Benefits and Impact

- Variance between GA and Omniture brought down from 12% to 7% (WIP)
- Loyalty program was tracked using the unique id setup resulting in 20% increase in investment
- Automated reports to bring down report-development time from 22 man-hours to 7 man-hours





Results

Sl. No	Category	Issues Found	Impact	Severity
1	Tags	Missing Tags	Under-represent #s	High
2	Tags	Duplicate Tags	Overrepresent #s	High
3	Errors	JS Errors on several pages	Poor User Experience	High
4	Page Tracking	Pages not categorized appropriately	Unusable Pages Report	High
5	Page Tracking	Parameters coming as part of the variable set	Unusable Pages Report	High
6	eComm	Incorrect currency	Inconsistency with Finance #s	High
7	eComm	# of Orders and Units not getting captured across brands	Inconsistency with Finance #s	High
8	eComm	Revenue #s - Not matching between tools	Unreliable #s	High
9	Product Tracking	SAINT Classification not updated	Product Hierarchy Report unusable	High
10	Channel Report	Inconsistent labeling of different campaigns by vendors	Unusable Channels Report	High
11	Features	Global Profile not created	Unique Visitors across sub-domains not tracked	High
12	Tags	Tags directly implemented (not via Tag Manager)	Maintenance difficult	Medium
13	Tags	Spurious Tags (from prior tools) left behind	Data Security Issue	Medium
14	Tags	Tags not placed at the top of the page	Under-represent #s	Medium
15	Tags	Tags not firing correctly (on all pages)	Under-represent #s	Medium
16	Tags	Not capturing key elements appropriately	Unclean Data	Medium
17	Speed	Page Loading very slowly	Poor User Experience	Medium
18	Form	Not tracking key form elements	Possibilities of richer data	Medium
19	Form	Not capturing form elements properly	Possibilities of richer data	Medium
20	Search	Internal Search - Search term data not being captured	Internal Search Reports unusable	Medium
21	Channel Report	Key variables not getting populated	Unusable Channels Report	Medium
22	Features	DTM not being used	Maintenance difficult	Medium
23	Features	Data Layers not being used	Maintenance difficult	Medium
24	Search	Search Results Page - Repeat Term not being captured	Internal Search Reports unusable	Low
25	Social / Ext Links	Social and External Links are not getting tracked	Some reports not usable	Low

Results – Implementation plan

Area	Fix	Impact	Effort	Benefits
Campaign	Campaign automation to improve tracking of internal & external campaigns	High	Low (6 to 8 Weeks)	<ul style="list-style-type: none"> 1.Self serve measurement reports 1.Multi-Channel Campaign analysis & effectiveness 1.Better targeting strategy based on site click behavior <p>Hidden Benefit: Increase campaign effectiveness & ROI</p>
Digital infrastructure	Content standardization (page names) and report suites	High	Low (4 to 6 Weeks)	<ul style="list-style-type: none"> 1.Accurate capture of data across sites and pages 1.Consistency in reporting leading to better action ability <p>Hidden Benefit: understand and influence onsite behavior and conversion will be greatly increased.</p>
Digital infrastructure	Fix Tagging implementation	High	Medium (12 to 16 Weeks)	<ul style="list-style-type: none"> 1.Create accurate funnel reports (no funnel reports previously) 1.Differentiate between internal and external campaigns 1.Capture key events, custom variables 1.Fix and improve tracking of native mobile apps 1.Create high impact trigger programs (ex: Browse to Buy) <p>Hidden Benefit: Starting point for creating Reporting Suite</p>

Implementation of optimal personalization program

Who are my Existing Customers and which Propositions to share

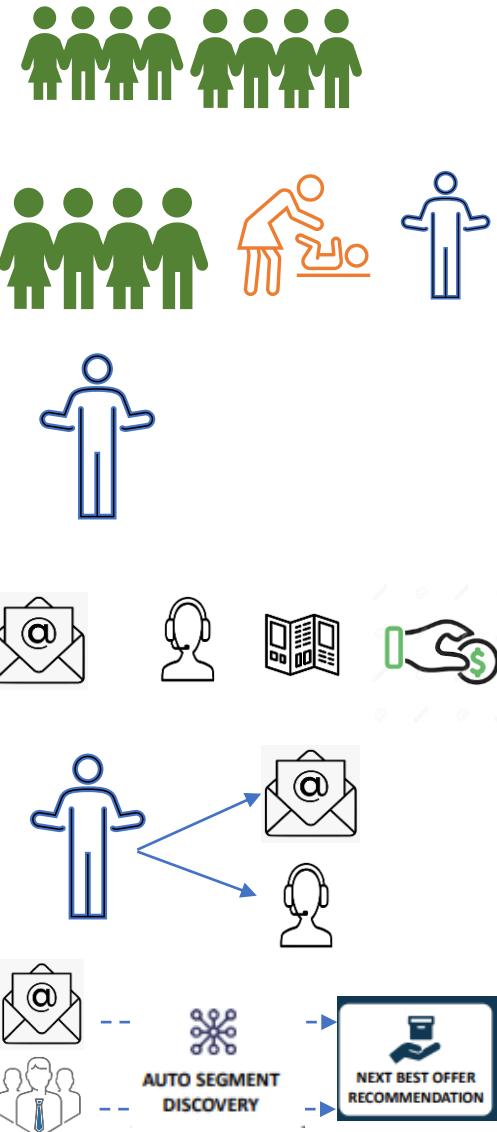
What are the profiles?

What proposition should I send for each cohort?

- How long should I wait for follow up
- How many times the proposition should be sent?
- What is the next proposition and when?

How do I continuously remind of previous positions?

How often does the engine refresh



Segments based on Profiler , Value segment , Behaviour segments , Investment aptitude, Risk appetite

Recommendation of next best propositions based on the personas identified

Creative Optimization using Turf analysis helps to identify the right touchpoints per profile, which propositions to follow-up/ avoid/discontinue per profile

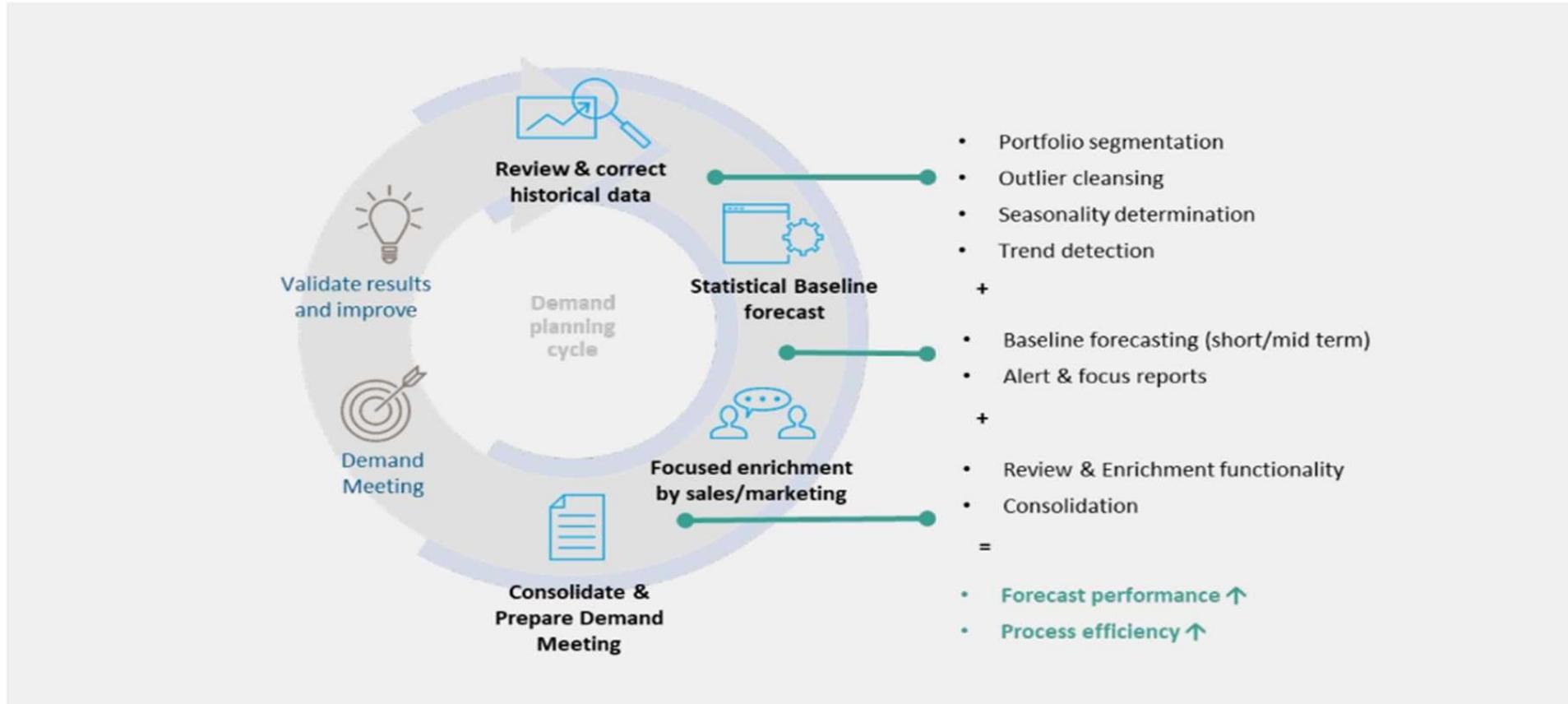
Mail Optimization helps in communicating right proposition while also reminding customer on previous communications. Identify combination of touchpoints and threshold for fatigue

For Digital – Engine will refresh regularly as and when new data is available.
 For logged visits propositions are mapped based on their profiles, for new visitors look alike profile is used to map the propositions
For Distribution – Monthly refresh of profiles and mapping of propositions



Supply Chain Analytics

Demand Forecasting



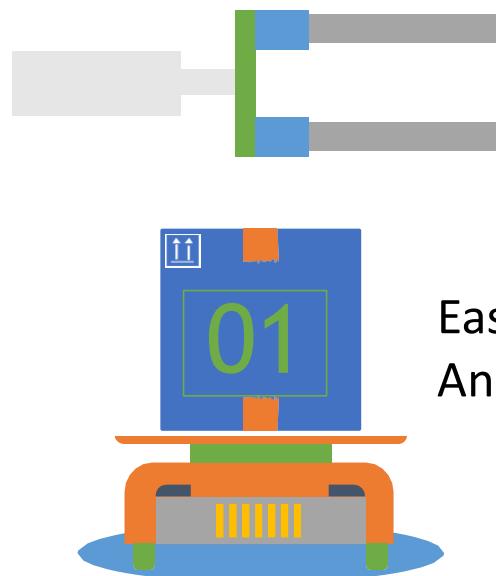
Importance/Factor Affecting Sale Forecasting





Unleash the Power of Data

Benefits of Demand Forecasting



Easy Risk Management
And Business Planning



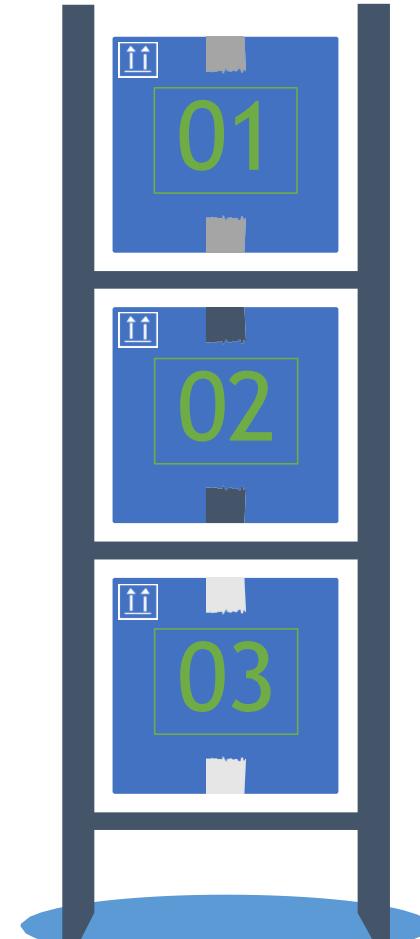
Better Cash Flow
And Utilization Of
resources



Cash
Optimization

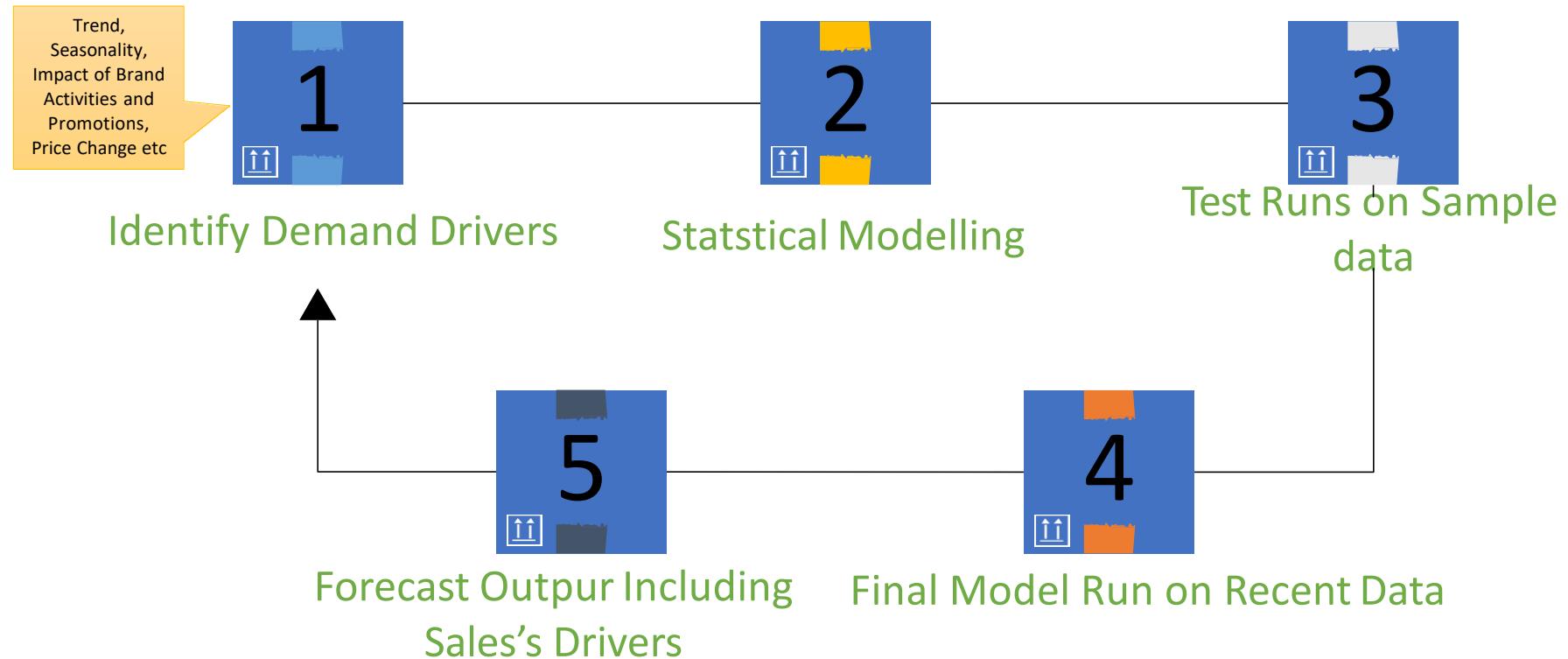


Optimal Inventory
Management

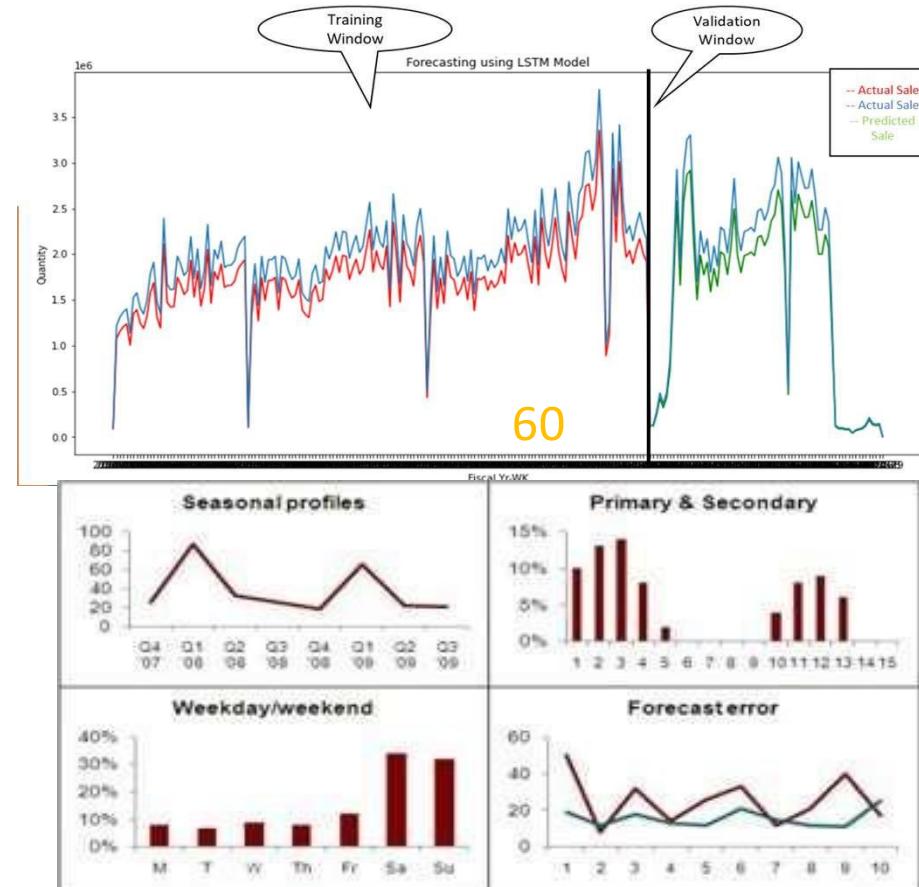


Benefits of Demand Forecasting

SALES AND STRATEGY PLAN

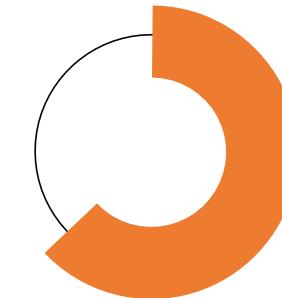


Forecast Solution



 81%
R Square

 89%
Accuracy

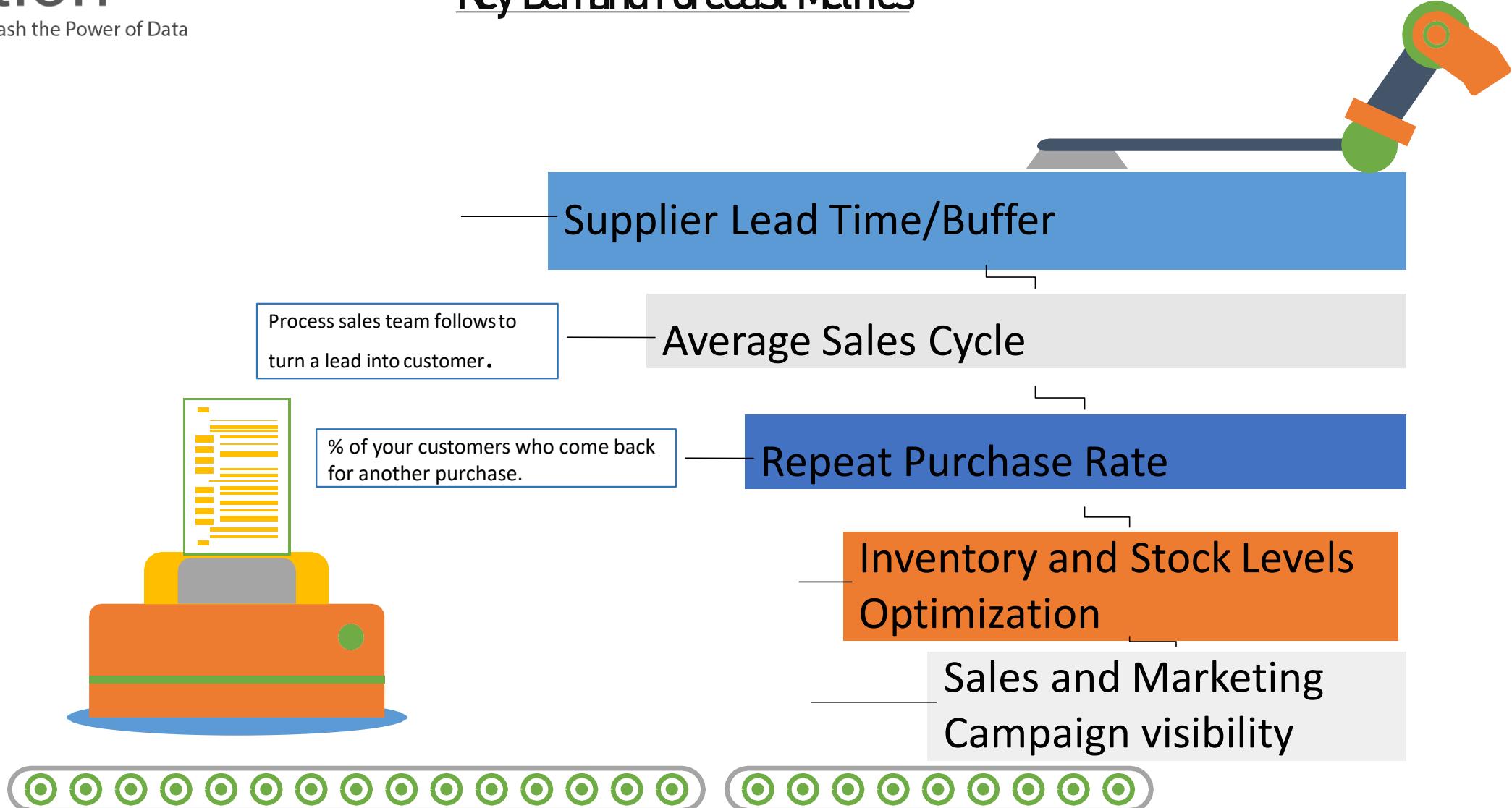


Results

-  **7%** REDUCED INVENTORY HOLDING COST
-  **4%** Reduction in Loss of Sales due to Stock Out
-  **10%** Reduced Out of Stock and Over Stock Issues



Key Demand Forecast Metrics





Unleash the Power of Data

Case Study

QUATION
Unleash the Power of Data

Grandiose Supermarket

Department	Family	Sub Family	Item_No	Item Name	Validation
FMCG	Salty Snacking	Chips	107731	Arwa Water Pet 5...	Training
Fresh Food	Water	Crackers	107732	Berain Water 20x...	Validation
	Bakery	Drinking Water	111560	Lays French Che...	
	Fruits	Spring Water	113187	Lays Salt & Vine...	
	Vegetables	Berries	113216	Lays Salt 40G	
		Bread	113217	Lays Tomato Ket...	
		Carrot	113218	Mai Dubai Water ...	
		Cucumber	113219	Masafi Mineral ...	

Week	Actual Sale	Predicted Sale	Inventory_To_Be Ordered
2023-01	505	418	
2023-02	581	530	
2023-03	373	381	
2023-04	592	558	2458
2023-05	685	583	
2023-06	562	624	
2023-07	656	583	
2023-08	556	451	2531
2023-09	724	607	
2023-10	589	613	
2023-11	810	646	
2023-12	409	459	2650
2023-13	542	428	
2023-14	486	533	
2023-15	780	658	
2023-16	843	566	3771
2023-17	769	696	
2023-18	807	857	
2023-19	891	635	
2023-20	1304	815	

Actual Sale Predicted Sale Sum of Inventory_To_Be Ordered

Values

- Actual Sale
- Predicted Sale

Year_Week

Inventory Management System



Supports blocking particular products to move out from the factory.



Drive the competitive advantage with a strategic approach to integrated logistics



Achieve significant and effective logistical operations through the market distribution strategy development, implementation and management



Implements the best supply chain design for manual hours significantly reduces as this is completely automated solution.



Gives you flexibility to change the priorities of store/Warehouse for special cases



Dashboard will give you complete understanding of allocation and transportation.



Quation

Unleash the Power of Data

Blueprint – Inventory Management System

Store requirement

- This file contains an information regarding total sales, open sale, pending sale, Inventory in transit, Store buffer, Store type and so on.

Setting Rules

- Setup Priorities for factory and stores
- Select allocation type in case if factory does not have enough stock
- We can define specific transportation rules

Factory Stock

- This contains all the stock numbers at each factory
- SKU price list with updated SKUs



Process



Allocation

- Allocation



Transportation

- This will take all the rules from Settings module and apply those on Allocation module's result set.
- For example, the black store's 20 % of requirement should be transferred by Air and nearest locations should be transferred by Train/Road. Costly SKUs should be transferred by air and so on.



Factory Output



Dashboard

If factory has enough stock

ONE_TO_ONE

- Here all stores will get their requirement irrespective of their priority and type as Factory has enough stock

PRIORITY_BASED

- P1 stores will get their requirement at top priority and then followed by P2, P3 and so on.

If factory does not have enough stock

FAIR_SHARE

- Calculate the ratio between factory and store_req and multiply with the store needs with ratio. All stores will get some portion

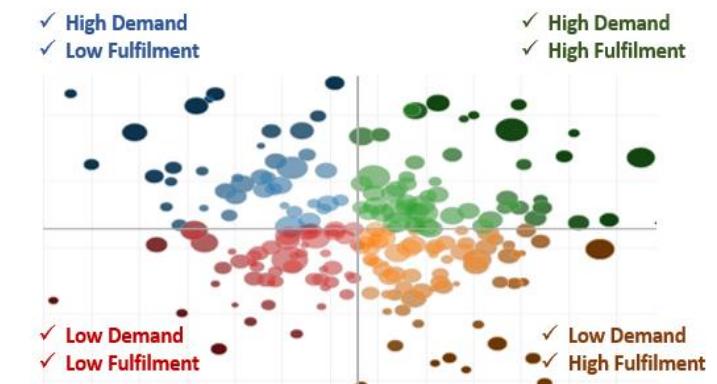
HYBRID

- This is the combination of Priority based and fair_share. P1 stores will get all the need but P2 stores will get some ratio

Flowchart- Inventory Management System



Fulfilment chart





Tool snapshot

Supply Chain Management

Hi : admin Report logout

Process

Store Requirements

- All MTS
- Alternative SKU
- Channel Mapping
- Customer Master
- Sales
- Pending Sale Order
- Open Sale Order
- Store Priorities
- Store Shortages

Factory Stock

- Factory Stock
- Block List
- Factory Rank

Transportation

- Price File
- Road Trans
- CFA SPECIFIC PRIORITY

Waiting for 5253.719...

Process Modify Priority

Total Stock at factory
Total store requirement

High Demand Need and Fulfilment



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Chassis

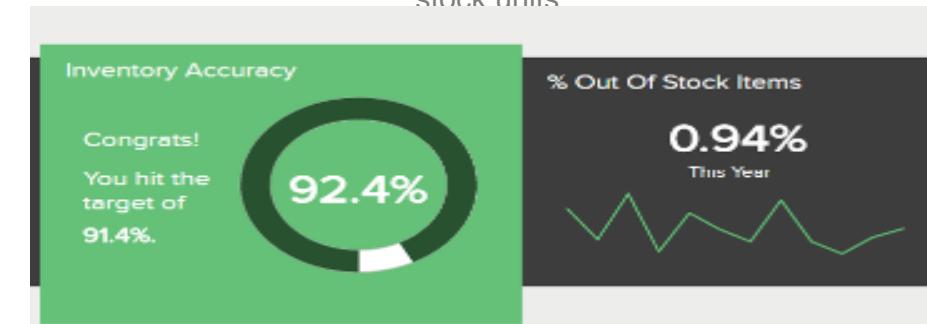
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Chassis

Store Location	Store_SKU_Need	SKU_At_Factory	CHANNEL	store_req	Factory	allotment	Transport
SMDS1008	SWD90064PP01	SWD90064PP01	RETAIL	12	WTCHFWTW	10	Rail
SMDS1008	SWD90064PP01	SWD90064PP01A	RETAIL	12	NPGR1001	2	Road
SMDS1008	SWD90064PP01	SWD90064PP01	ECOM	2	WTCHFWTW	2	Road
SCOC1008	3123SL04	3123SL04B	FRANCHISE	2	NPGR1001	1	Air
NDLH1008	3123SL07	3123SL07	TRADE	1	NPGR1001	1	Air
NPGR1001	3123SL07	3123SL07	RETAIL	2	NPGR1001	2	Transfer

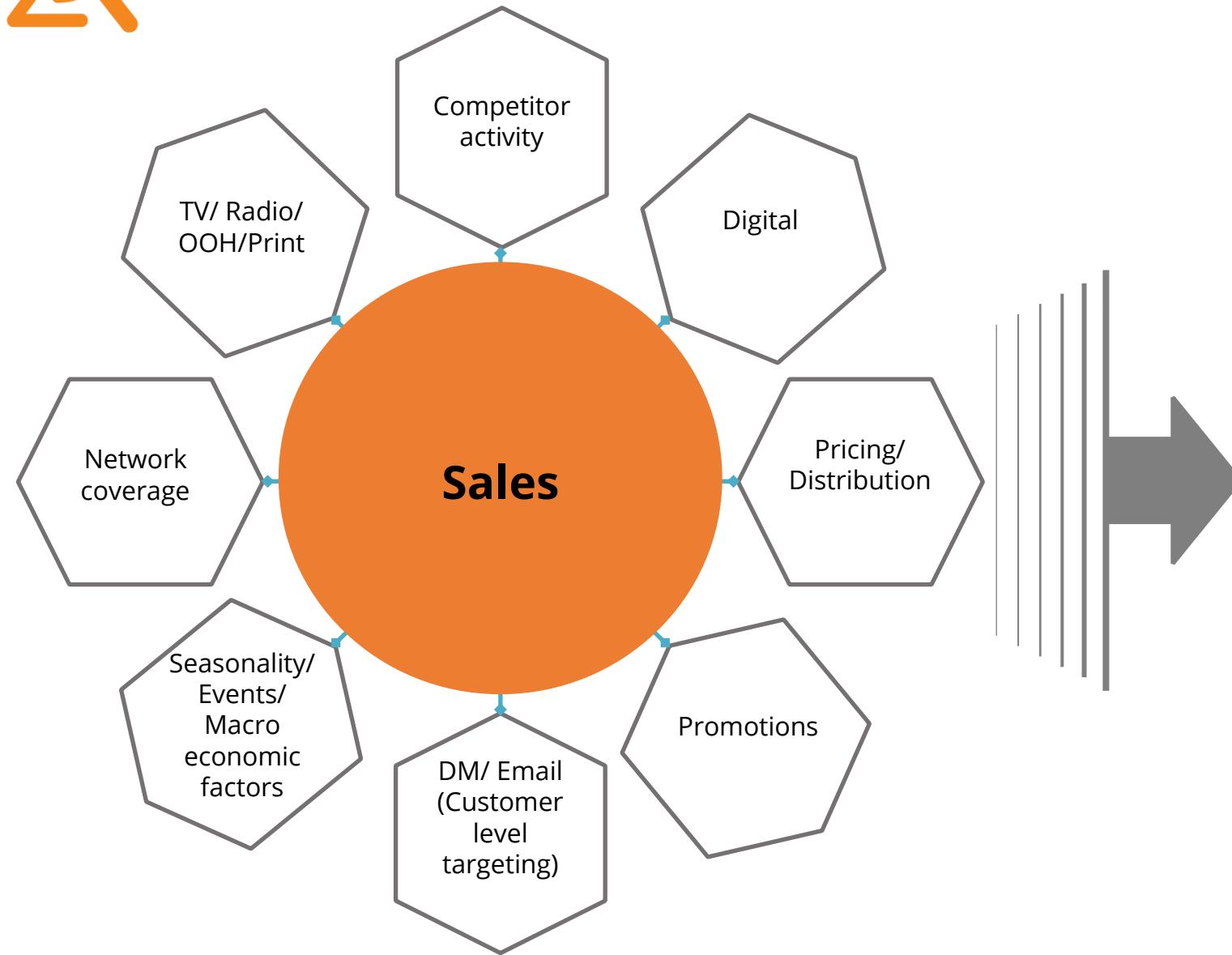
ANALYSE

Inventory allocated and out of stock units





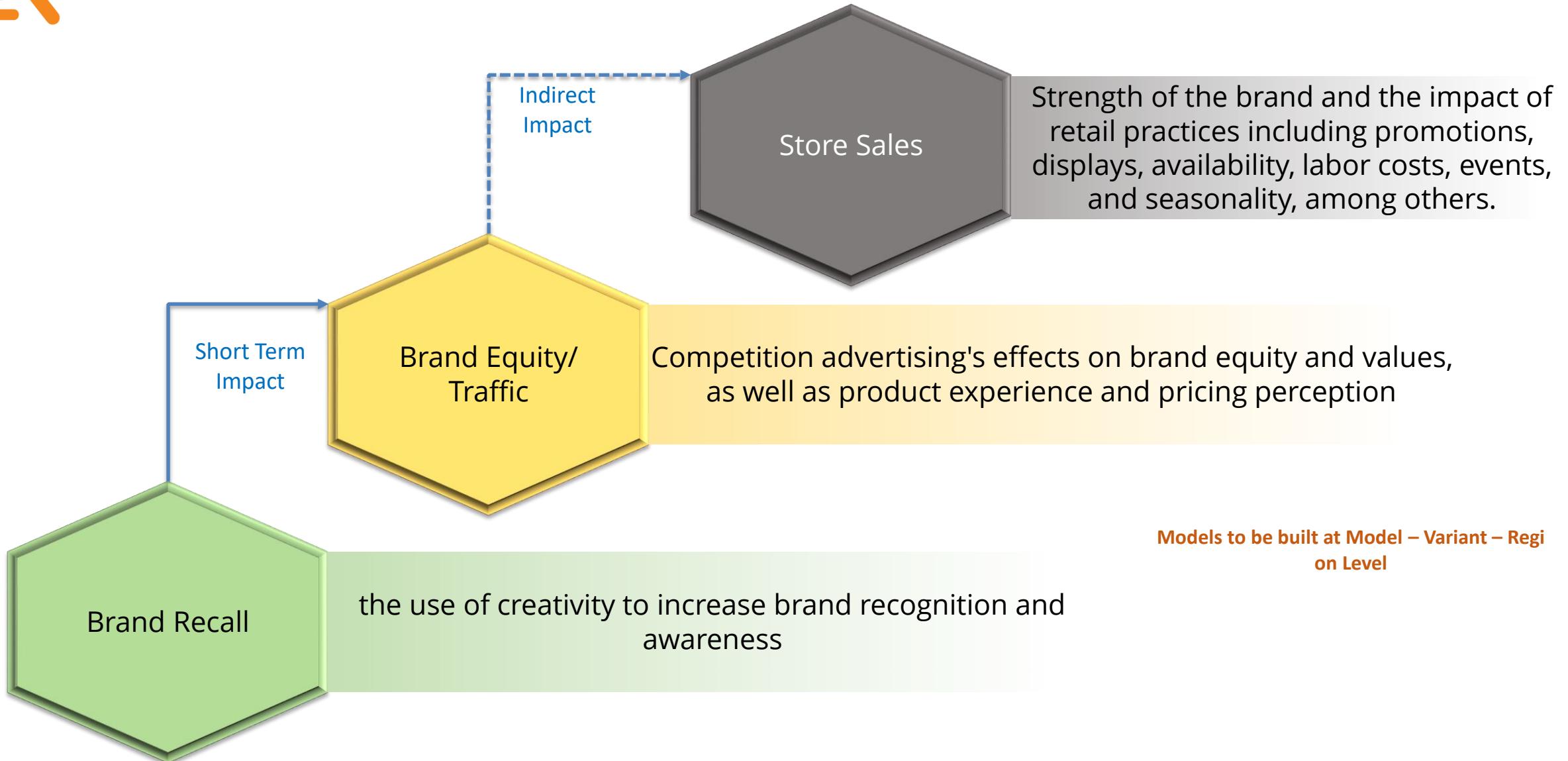
Marketing Analytics



Comprehensive Solution

- How much of a company's sales are influenced by seasonality, marketing initiatives, and price policies?
- Has marketing been effective at building brand equity? Are brand-building or transactional activity what drives sales?
- What effects do catastrophic and non-catastrophic large-scale occurrences have?
- What marketing strategy outperforms in terms of sales contribution vs. expenditures?
- Exist any activities where spending isn't at its best?
- What are the best spending amounts for each marketing activity?
- Exist any activities where spending exceeds the cap?
- Quarterly model updates and forecasts for the following quarter

Our Solution - A Layered model to map the "REAL" Consumer Behavior

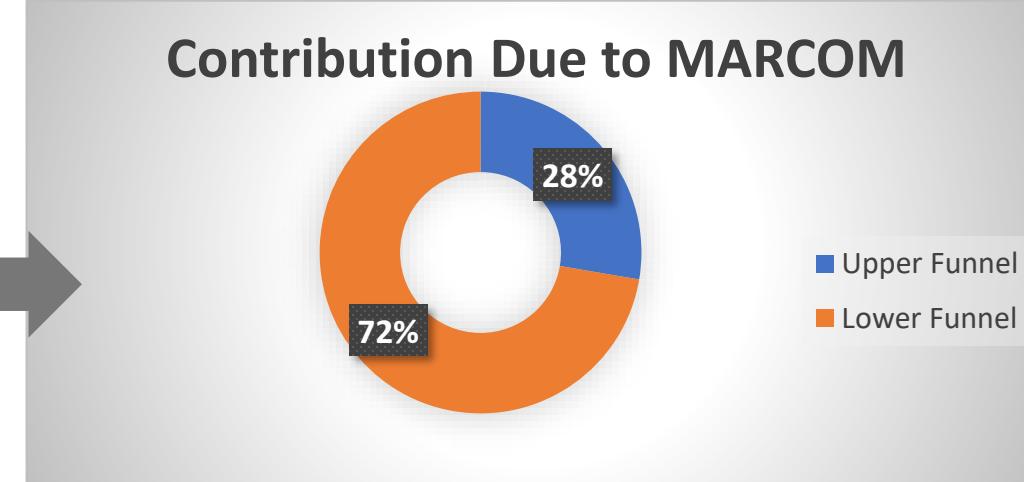


Key questions that can/will be answered - This list is indicative and not exhaustive

- Deep dives on ATL and BTL activities
- Event analysis e.g Sponsoring any Sports events
- Impact of stockouts/ New Variant Introductions
- Impact of marketing activities on Sales (By Category/ Product/SKU)
- Impact of competition activities on Sales (By Category/ Product/SKU)
- ROI of marketing activities (By Category/ Product/SKU)
- Halo effect of marketing activities (By Category/ Product/SKU)
- Cannibalization/ Synergies within and outside the Model (By Category/ Product/SKU)
- Impact of pricing on Sales (By Category/ Product/SKU)
- Impact of change in pricing of competition on TM Sales (By Category/ Product/SKU)
- Impact of increase/ decline in Network/Distribution (By Category/ Product/SKU)
- Impact of marketing mix on Brand equity/ Brand preference (By Model)
- Impact of competitive marketing activities on Brand equity/ Brand preference (By Model)
- Optimized media plan

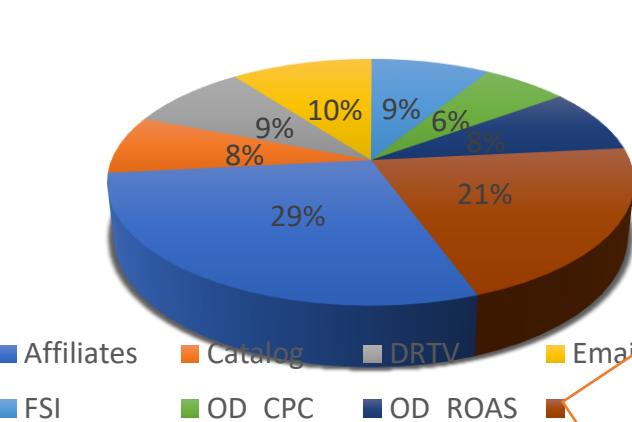
Contribution by Different Channels and Non-Marketing Activities at Overall and Region Variant Levels

ILLUSTRATIVE

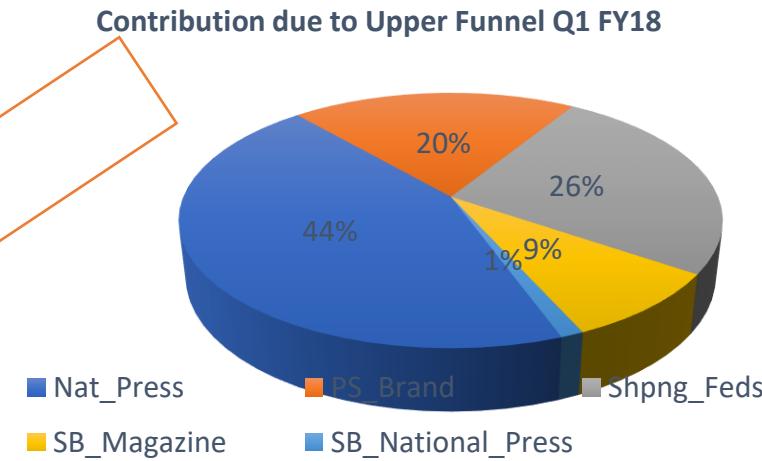


Breakdown of contribution by marketing activities based on advertising/communication objective

Contribution due to Lower Funnel Q1 FY18

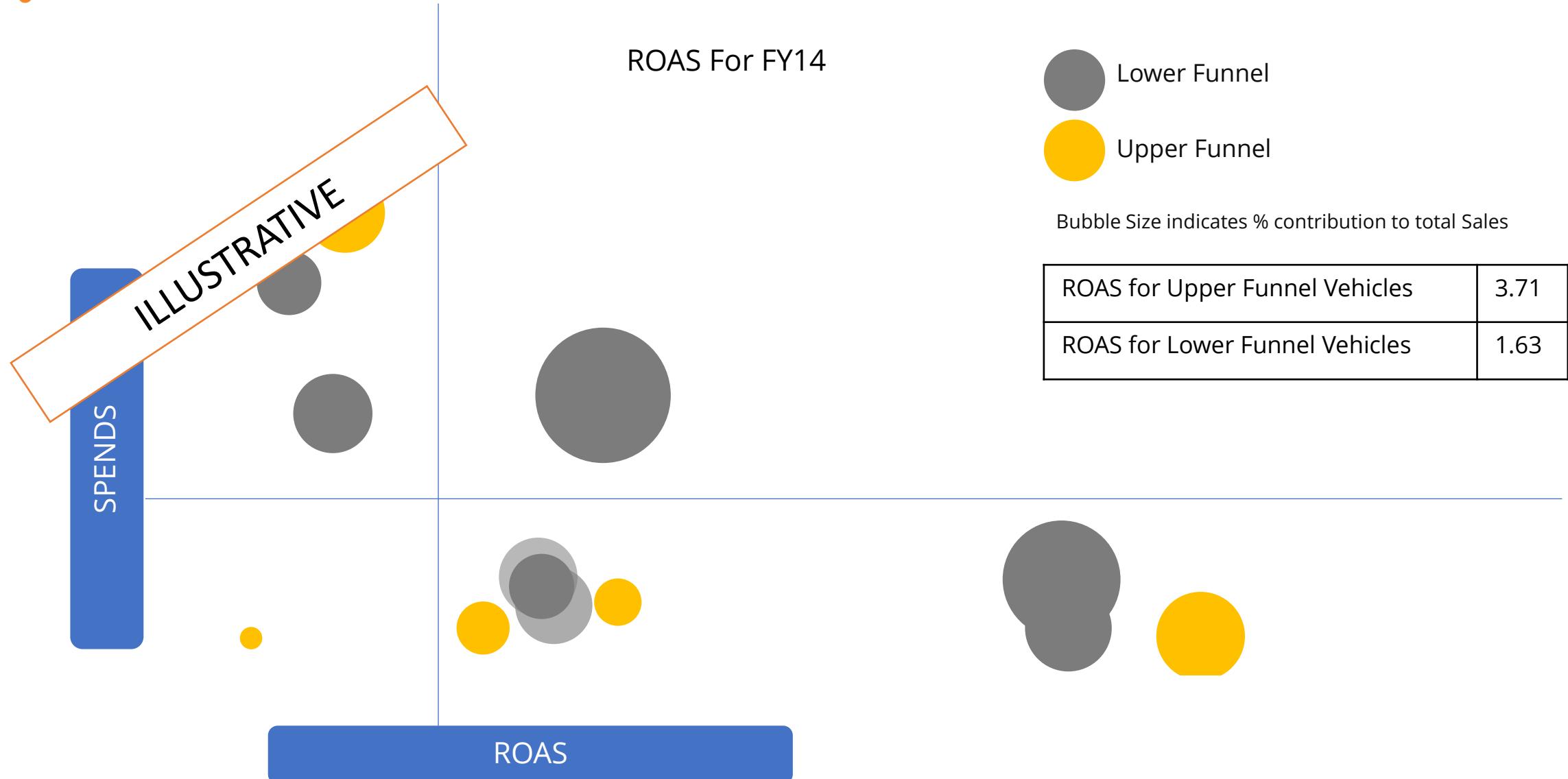


Contribution due to Upper Funnel Q1 FY18

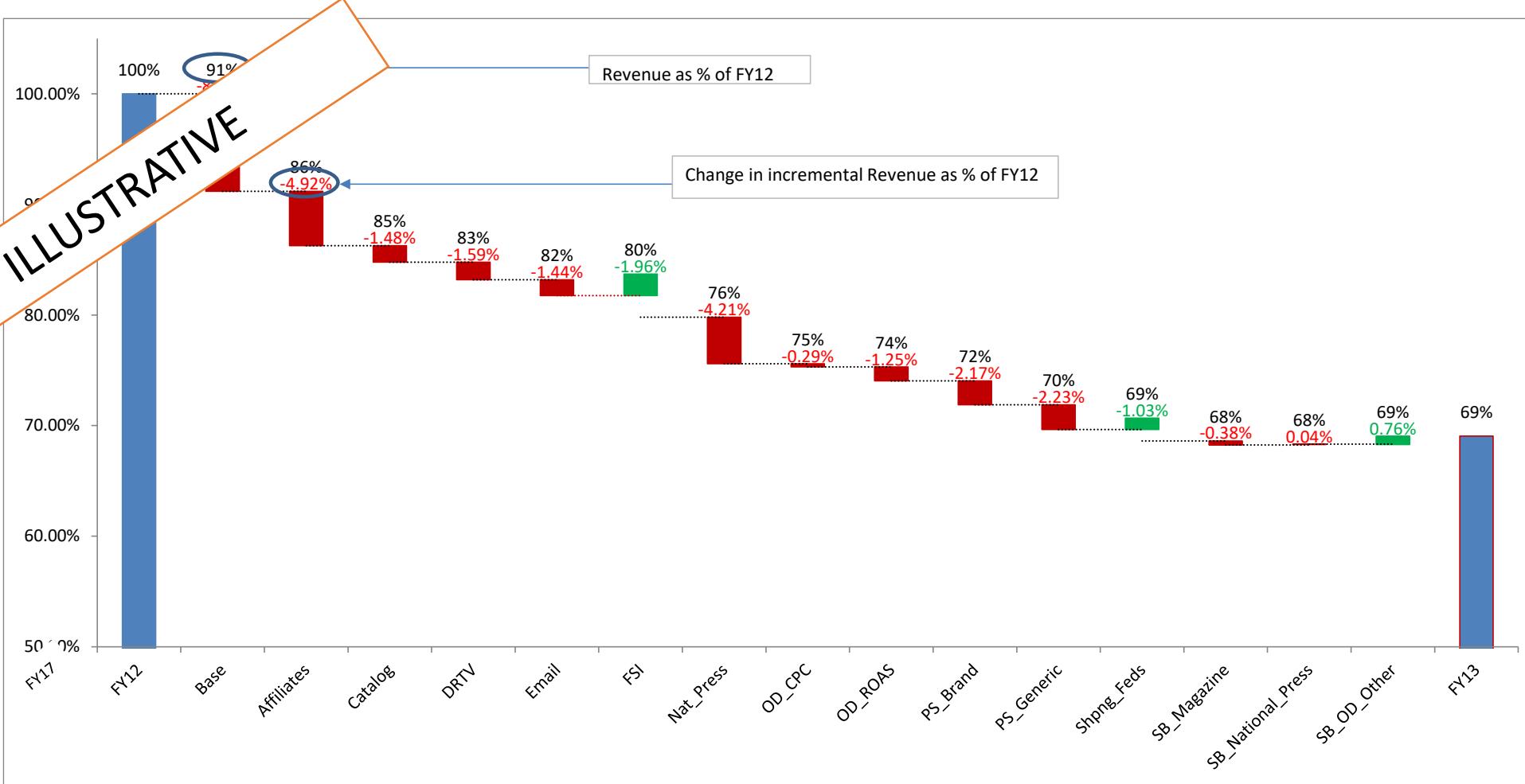


ILLUSTRATIVE

What was the ROAS of different marketing activities?



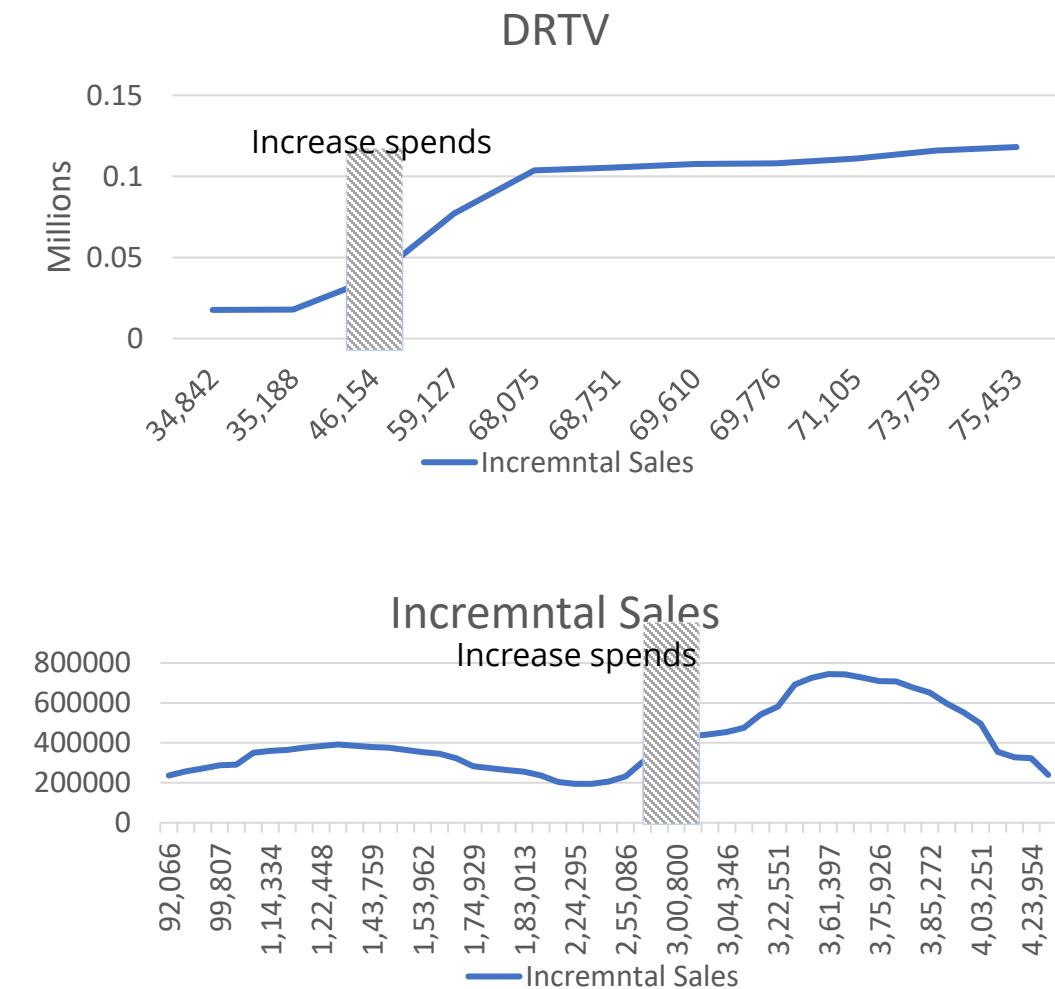
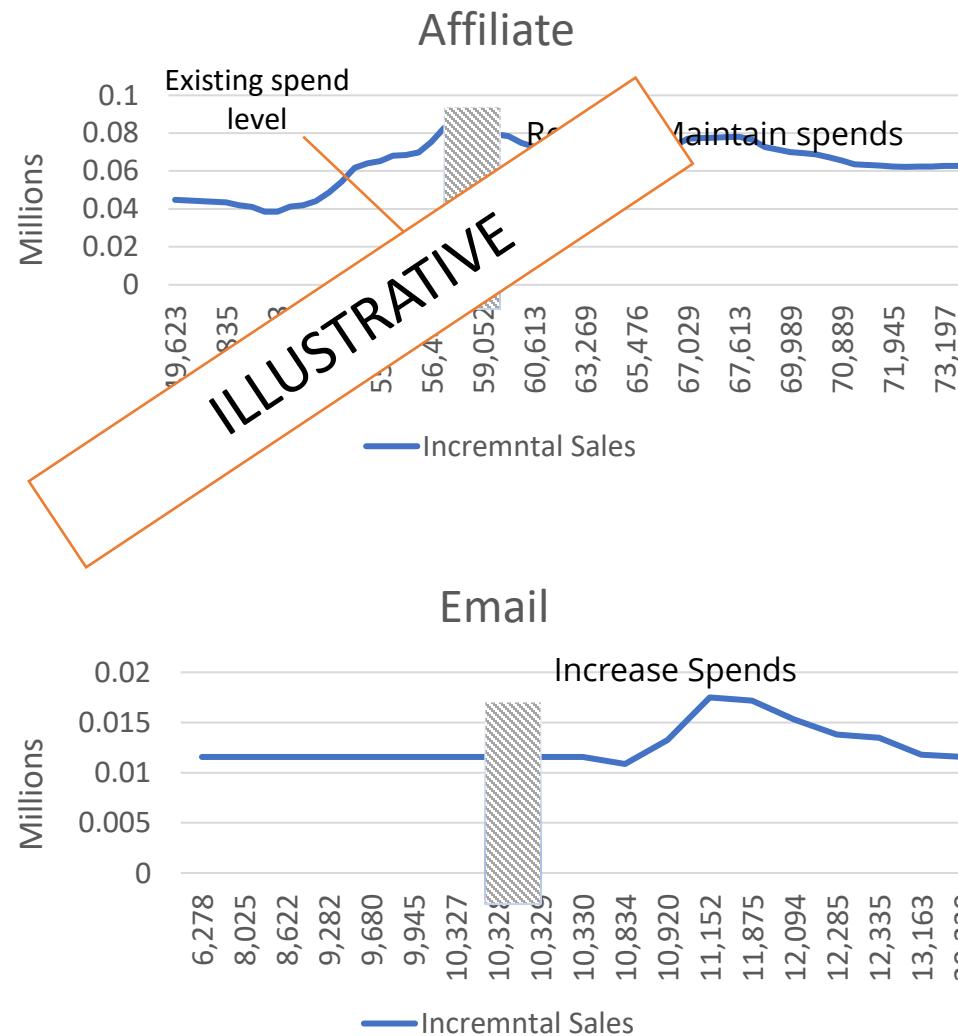
Due To Charts Which activities have contributed to positive movement in sales?





Unleash the Power of Data

Headroom for different marketing Vehicles



Optimization Results based on constraints from MK

Marketing Activities	Planned spends for Q1	Optimized spends for Q1	% Change
TV	\$ 5,550,255	\$ 5,550,255	0%
Online Display	\$ 9,677,077	\$ 10,354,472	7%
Catalog	\$ 13,873,718	\$ 10,821,500	-22%
Paid Search	\$ 3,874,718	\$ 3,758,476	-3%
Direct Mail	\$ 4,457,820	\$ 4,859,024	9%
Triggers	\$ 4,257,023	\$ 4,427,304	4%
Affiliates	\$ 2,452,393	\$ 2,452,393	0%
Gaming	\$ 2,278	\$ 3,416	50%
Mobile	\$ -	\$ 2,000	New Investments
Pre-roll	\$ -	\$ 17,181	
Radio	\$ -	\$ 18,000	
Others	\$ 35,506	\$ 53,259	
FSI	\$ 2,055,870	\$ 2,055,903	0%
Email	\$ 30,722	\$ 46,082	50%
Print	\$ 623,625	\$ 624,374	0%
Total Spends	\$ 46,891,003	\$ 45,043,640	-4%
Total Sales	\$ 387,306,977	\$ 398,926,186	3%

Impact

Marketing Savings = 1.8 M

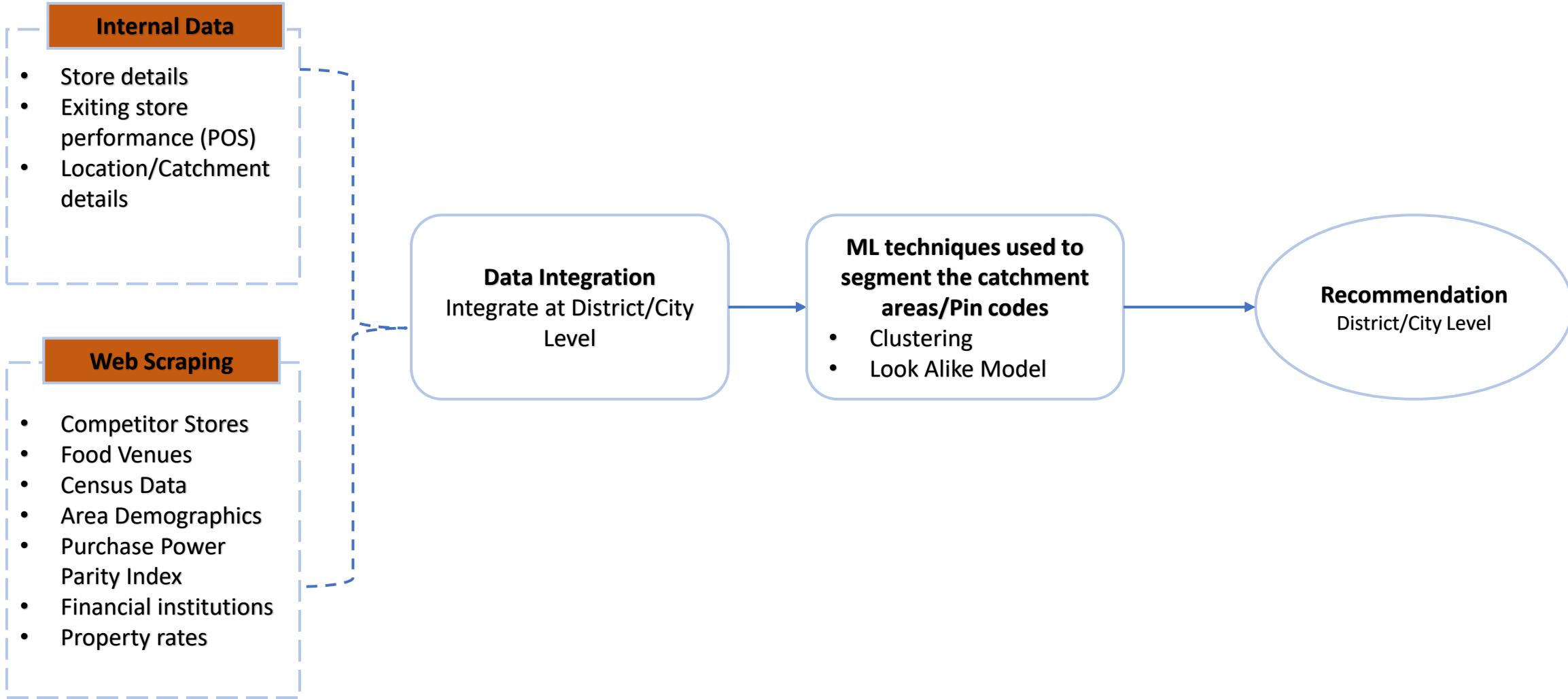
Incremental Revenue = 11.7 M

Location Intelligence

Multi-dimensional approach to identify the right locations to start a new touchpoint, Service centers or charging stations:



A multi-dimensional approach to locational intelligence



Touchpoint Expansion – Used case

- Proof of concept On identifying the suitable location for New Dealer Showroom at Bangalore Urban.
- Below table has details scraped from Google of amenities in various pin-codes.

Pincode	Purchase Power Parity	Area (2020)km ²	Population (2020)	Population Density (People per km ²)	Nearest airport & distance (Kempegowda International Airport) km	Grocery & Hypermarkets p_retail	Hospital p_health	Restaurant p_restaurant	Cafe Shops	Bar and Pub	Educational Institutes	Recreation Spots	Market Places	ATM	Malls	Temple	Residential Complex	Tech Park	EV Station	Gas Station	Competitor
560001	3574	7.51	1,38,081	18,383	20.59	1	0	2	99	8	193	9	21	15	24	15	2	3	17	27	6
560002	2177	2.72	88,096	32,377	22.39	2	1	2	1	0	12	0	1	4	3	15	0	0	0	9	0
560003	3765	3.21	1,05,373	32,871	19.94	2	1	2	33	1	114	0	24	0	5	7	0	0	0	2	2
560004	4238	5.13	1,26,217	24,584	23.89	2	1	2	2	3	25	1	1	1	10	1	0	0	0	11	1
560005	3723	3.59	73,662	20,518	18.44	2	1	2	1	0	24	0	6	2	1	2	0	0	0	9	1
560006	3007	5.71	66,381	11,622	18.43	1	0	0	2	0	11	0	0	1	0	0	0	1	0	2	0
560007	3261	5.35	43,045	8,052	21.28	0	1	0	0	0	8	0	2	1	1	0	0	0	0	0	0
560008	3752	6.65	1,25,401	18,858	19.54	2	1	2	38	4	173	1	22	6	6	10	1	0	1	14	0
560009	3144	1.25	23,331	18,637	21.39	1	1	6	4	3	16	0	3	7	10	3	0	0	0	8	0
560010	3733	4.05	1,34,547	33,211	21.66	2	1	2	16	2	117	0	6	1	1	4	0	1	0	11	5
560011	4138	1.64	56,979	34,808	24.71	1	1	2	18	0	76	0	6	5	1	1	0	0	0	4	0
560012	4332	3.42	33,244	9,716	18.92	0	0	1	3	0	5	0	0	1	0	0	0	0	0	0	0
560013	3554	6.35	56,878	8,961	17.83	2	0	1	6	0	50	5	8	0	0	0	0	0	0	5	0
560014	2088	3.68	19,301	5,238	17.00	1	0	1	0	0	1	0	0	0	0	0	0	0	0	15	0

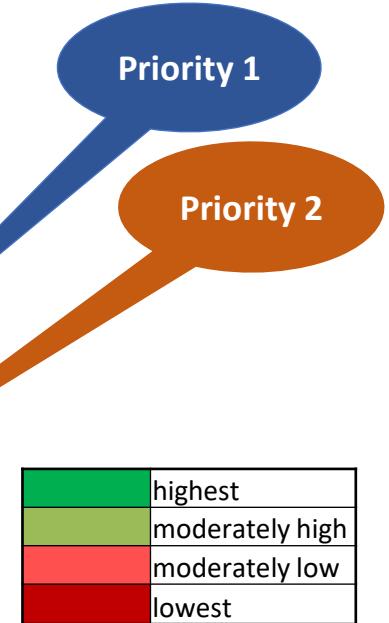
Note:

- Prosperity Index
- Grocery & Hypermarkets – presence of the entity per 1000 people in the selected catchment
- Hospital_&_health – the presence of the entity per 1000 people in the selected catchment
- Restaurant_& cafes– the presence of the entity per 1000 people in the selected catchment

Touchpoint Expansion – Used case

Cluster analysis with optimal clusters as 4

Cluster	Cluster description
C1	Sparingly populated, lowest ppp index, most tech parks and SEZs, most educational institutes and commercial establishments with moderately high customer penetration
C2	Least commercial establishments with moderately high populated spaces and highest customer penetration
C3	Most affluent, most populated, most no. of restaurants and malls and moderately higher number of life essential establishments with moderately higher residential complexes present and least customer penetration
C4	Moderately populated, most residential complexes, largest area and well-connected commercial establishments with medium level customer penetration and ppp index

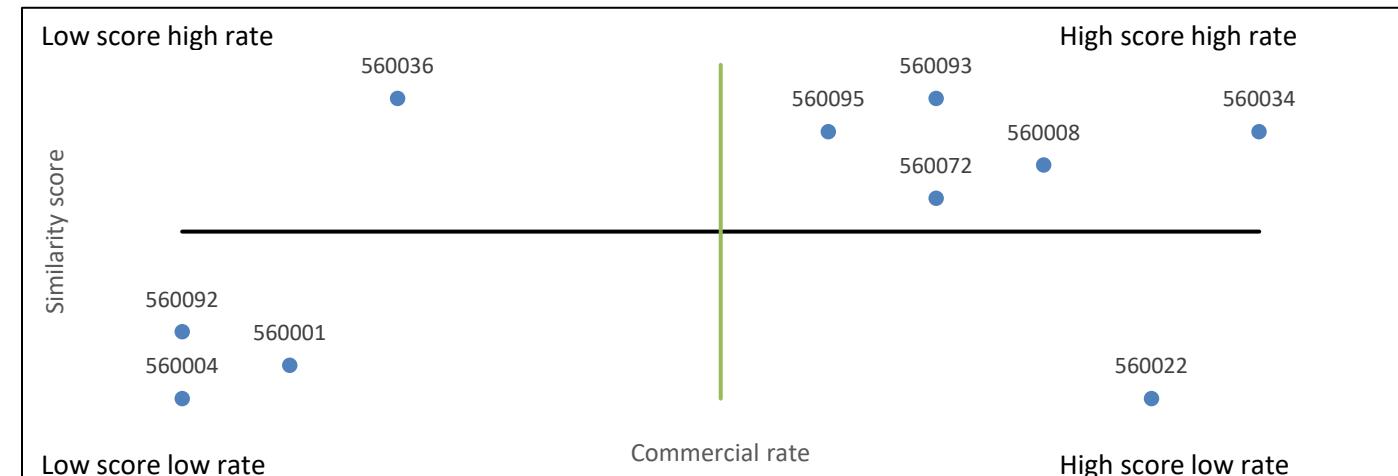


Cluster Profile Variation : No. of pin codes in each cluster under each category

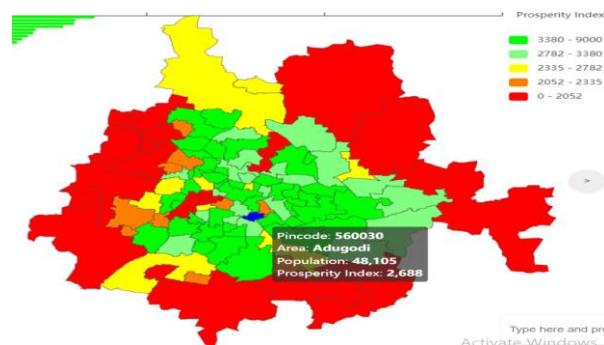
Clusters	Count of pincodes	customer penetration	PPP Index	Average Area (km ²)	Population	Population Density (People per km ²)	Nearest airport & distance	Grocery & Hypermarkets	Hospital	Restaurant	Cafe Shops	Bar and Pub	Educational Institutes	Recreation Spots	Market Places	ATM	Malls	Temple	Residential Complex	Gas Station	EV Station	Tech Park	Existing Store
C1	12	Red	Dark Red	Light Green	Green	Dark Red	Red	Red	Red	Red	Green	Light Green	Green	Green	Green	Green	Green	Red	Light Green	Red	Green	Red	6
C2	42	Green	Light Green	Red	Light Green	Red	Red	Light Green	Light Green	Light Green	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	4
C3	38	Red	Green	Red	Red	Green	Red	Green	Green	Red	Red	Red	Red	Red	Red	Red	Red	Light Green	Light Green	Red	Red	Red	2
C4	15	Light Green	Red	Green	Light Green	Red	Light Green	Red	Red	Red	Light Green	Green	Light Green	Light Green	Light Green	Light Green	Light Green	Red	Green	Light Green	Light Green	Light Green	3

Touchpoint Expansion – Used case

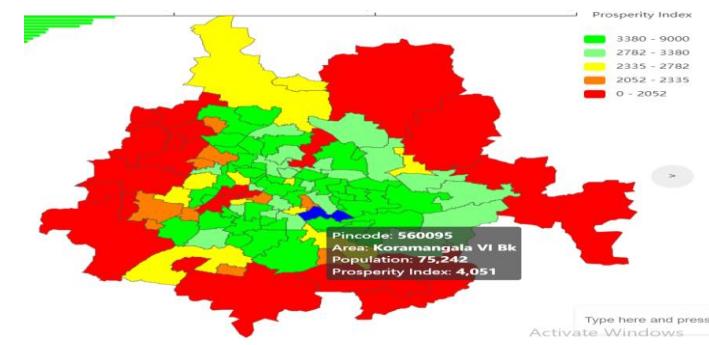
Similarity score Vs Commercial rates for Pin code of Cluster 3



Validation for the most preferred Pin code



560030 – Existing Store



560095 – Recommending Pincode



Unleash the Power of Data

Touchpoint Expansion – Used case

Order	Preference	Pincode of prospect showroom	Area Name	Area (km ²)	GF Count	GF % (showroom walk-in only)	Avg distance covered to	Competition (count)	customer penetration	prosperity index	Nearest Showroom	Pincode of showroom	Area Name	Distance of nearest showroom(km)	Cannibalization effect on nearest showroom	Percentage households using 4-wheeler	Estimated GF count in 1 st year
I	Recommended	560072	Nagarbhavi	6.46	1193	47%	13.03	1	0.28%	2673	ABC - Magadi road	560091	Herohalli	4	7.47%	16.77%	329 – 345
	Potential	560056	Bangalore Viswavidalaya	14.9	383	58%	10.06	1	0.27%	2285	ABC - Mysore road	560039	Nayandahalli	4.2	7.36%	14.09%	329 – 345
II	Recommended	560008	H.A.L II Stage	6.65	458	37%	10.42	0	0.14%	3752	EFG – Domlur	560071	Domlur	3.5	3.91%	23.01%	183 – 192
	Potential	560001	Bangalore G.P.O.	7.51	4912	9%	11.01	6	0.93%	3574	Prerana Motors – Lalbagh	560027	Shanthinagar	3.3	1.66%	23.51%	183 – 192
		560037	Rameshnagar	18.42	1829	53%	6.94	2	1.04%	4544	EFG – Kundalahalli	560066	EPIP	4.3	11.86%	30.48%	329 – 345
		560017	HAL	11.62	432	31%	10.06	0	0.23%	4440	EFG- Domlur	560071	Domlur	5	5.52%	28.07%	329 – 345
III	Recommended	560095	Koramangala VI Bk	5.91	228	40%	7.73	1	0.12%	4051	EFG – Domlur	560071	Domlur	3.5	0.98%	25.19%	329 – 345
	Potential	560029	Tavarekere	4.81	294	49%	6.75	3	0.09%	3172	XYZ – Kormangala	560030	Adugodi	2.3	2.67%	15.98%	183 – 192
		560047	Austin Town	2.35	258	55%	8.71	0	0.14%	2107	XYZ – Kormangala	560030	Adugodi	3.9	2.50%	8.53%	183 – 192
		560034	Koramangala I Block	5.44	637	41%	9.47	1	0.70%	4136	XYZ – Kormangala	560030	Adugodi	1.8	3.62%	27.25%	329 – 345
IV	Recommended	560048	Mahadevapura	13.28	802	50%	9.38	2	1.40%	3112	XYZ – Mahadevapura	560016	Krishnarajapuram R S	4.1	-	20.19%	329 – 345
	Potential	560037	Rameshnagar	18.42	1829	53%	6.94	2	1.04%	4544	EFG – Kundalahalli	560066	EPIP	4.3	11.86%	30.48%	329 – 345
		560067	Kadugodi Extention SO	122.44	1074	46%	16.27	0	0.79%	1814	EFG – Kundalahalli	560066	EPIP	10.5	8.23%	9.26%	329 – 345
		560093	C.V.Raman Nagar	6.39	314	49%	10.47	0	0.29%	5062	Kropex – Mahadevapura	560016	Krishnarajapuram R S	3.6	-	35.60%	329 – 345

Recommended
1st potential
2nd potential
3 rd potential

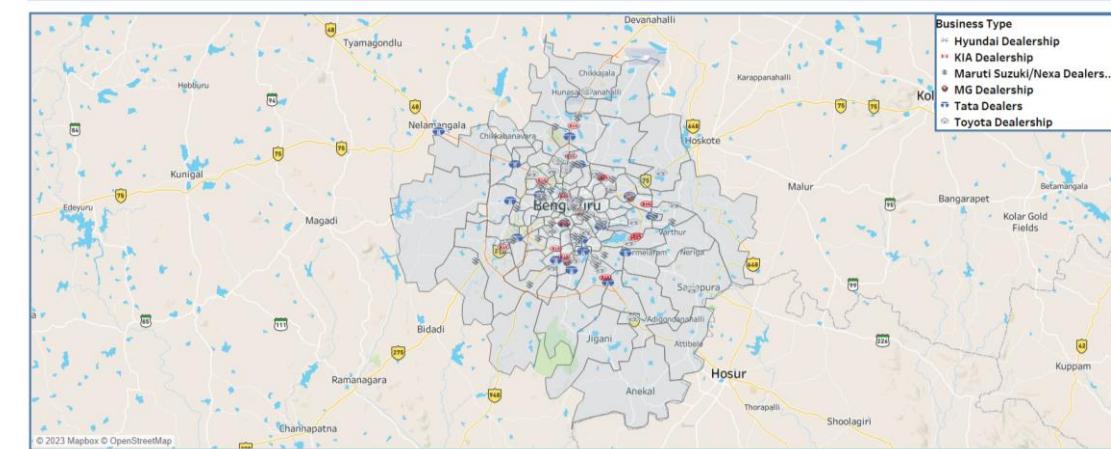


Unleash the Power of Data

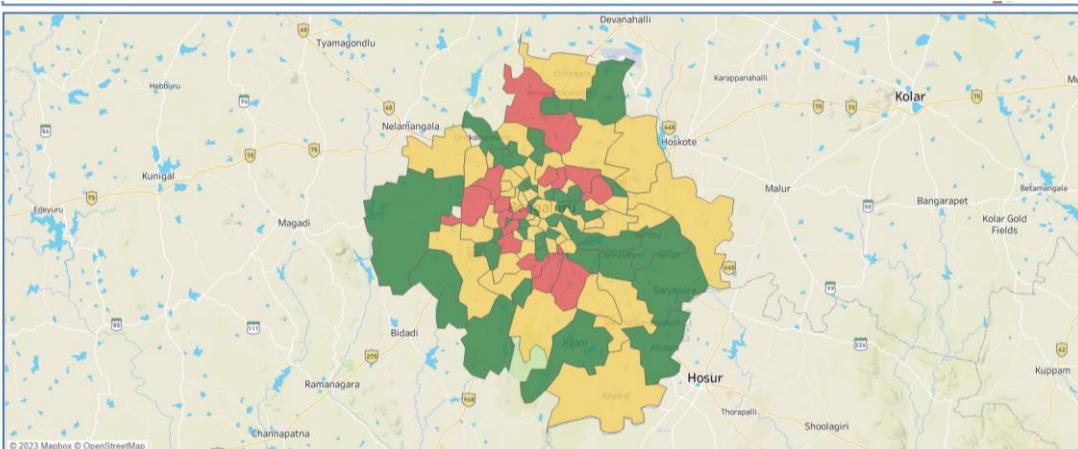
Touchpoint Expansion – Used case



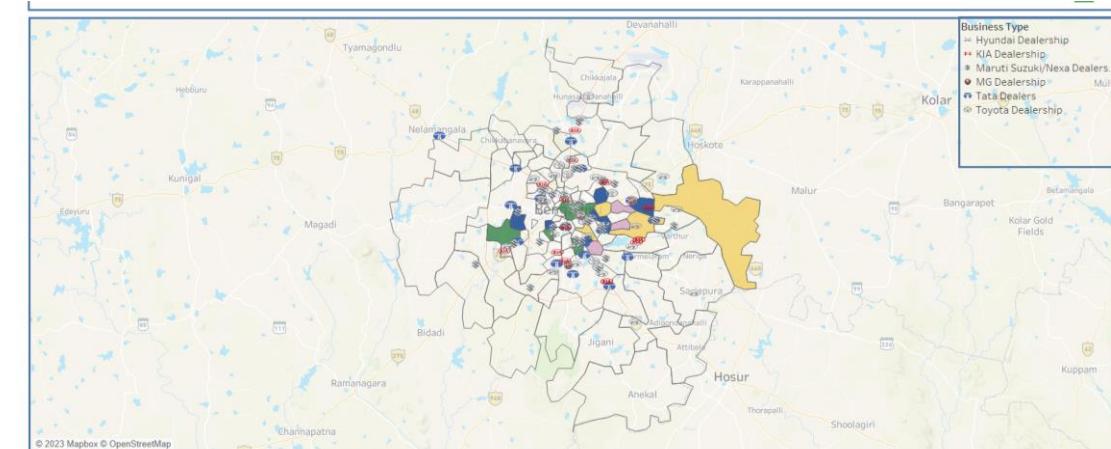
Bengaluru City Map



Current Dealer in Bengaluru



Cluster in Bengaluru



Recommendation

Problem Statement

- To predict the underlying sentiment behind customers' reviews and feedback which is in the text form and to understand themes, and subthemes if any.

Key Asks

- What is the emotion behind every review and feedback?
- How do we analyze the emotional influence on the brand?
- How can brand managers take decisive action based on "emotion" analysis?



Sentiment Analysis

Solution

- Reviews for the product are collected and a portion of it is manually classified as positive, neutral, or negative for training purposes.
- Data Preparation
 - Raw data treatment (stop-words removal, lemmatization, spelling correction, special character removal, emojis treatment, contractions treatment)
- Deep Learning Model is built (LSTM +Attention Model) for classifying customer reviews into positive, neutral & negative reviews
- Use of NLP (Natural Language Processing) which is a branch of AI concerned with giving computers the ability to understand text and voice data to 'understand' its full meaning, complete with the writer's intent or sentiment
- Various analysis are built, for ex:
 - Product-wise sentiment analysis
 - Sentiment level n-gram analysis
- Dashboards are built for representing the analysis

Benefits and Impact

- Real time dashboard displaying the %composition of sentiments (pos, neg, neu) for the customer feedbacks.
- Alongside sentiments, topic or context of what they spoke about was highlighted through Theme and subtheme classification.
- So essentially the negative comments were filtered out which gave us the topics/themes the customers were talking negatively about such that they could be addressed later by the business if a large %of people are talking negatively about one topic that would be rectified



Sentiment Analysis

- Scrapping the Facebook Campaign Post and the response to the Post.
- Following are the data point we tried to scrape from Facebook:
 - Post ID
 - Text
 - Publication Time
 - Image
 - Video
 - Video Thumbnail
 - Video ID
 - Number of likes
 - Number of comments
 - Number of shares
 - Comment text
 - Post URL
 - Link
 - Images

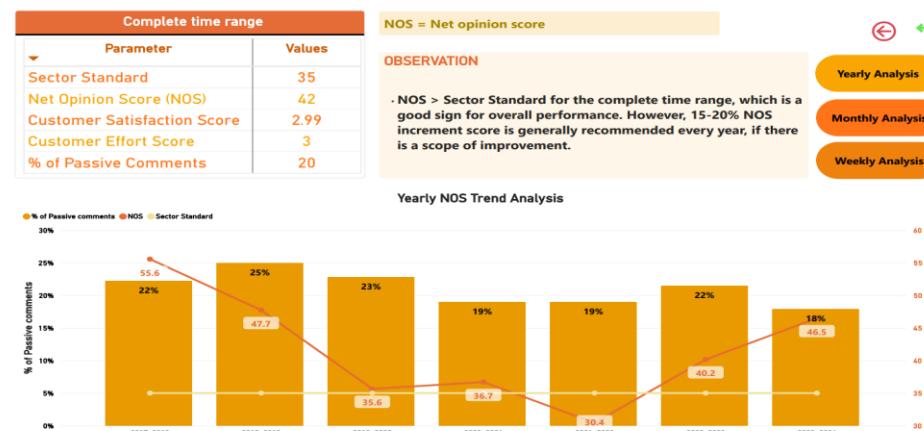
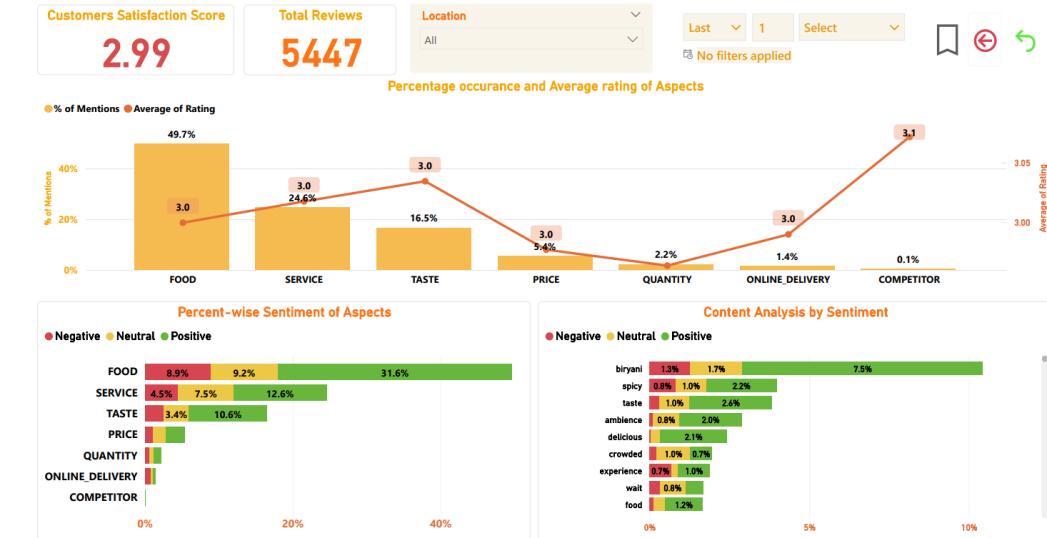
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
post_id	text	post_text	shared_text	time	image	video	eo_thumb	video_id	likes	comments	shares	post_url	link	user_id	images
101597661	With th	With the right foot		2020-11-15 19:00:00	https://vid	https://sco 83536025			10610	252	0	https://facebook.com/19739488/			
101597631	MSN	A MSN ATM		2020-11-15 16:00:01	https://vid	https://sco 79453054			19966	415	0	https://facebook.com/19739488/			
101597661	Game r	Game recognises g		2020-11-15 13:26:14	https://scontent.fmla3-1.fna.fbcdn.net/v/t1.0				98120	737	0	https://facebook.com/19739488/	https://facebook.com/19739488/		
101597661	🔥🔥🔥	BEST AV		2020-11-15 12:58:28					9637	124	0	https://facebook.com/19739488/			
101597631	Caption thi	Caption this.		2020-11-15 10:01:53	https://scontent.fmla3-1.fna.fbcdn.net/v/t1.0				64427	868	0	https://facebook.com/19739488/	https://facebook.com/19739488/		
101597651	😍 What is	😍 What is BARCATVPL		2020-11-15 06:00:15					10030	273	22	https://facebook.com/19739488/			
101597631	👉 The fir	👉 The first La Masia p		2020-11-15 02:00:00	https://vid	https://sco 37040813			12597	120	0	https://facebook.com/19739488/			
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101597621	Welcome	Welcome to the		2020-11-14 18:00:00	https://vid	https://sco 73794810			23987	241	0	https://facebook.com/19739488/			
101597631	❤️❤️	❤️❤️		2020-11-14 14:00:01	https://scontent.fmla3-1.fna.fbcdn.net/v/t1.0				216841	1994	0	https://facebook.com/19739488/	https://facebook.com/19739488/		
101597601	Joyeux	Joyeux Anniv		2020-11-14 10:00:00	https://vid	https://sco 66983539			25803	611	0	https://facebook.com/19739488/			
101597601	CAPTAIN	CAPTAIN		2020-11-14 03:16:00	https://scontent.fmla3-1.fna.fbcdn.net/v/t1.0				244755	1880	0	https://facebook.com/19739488/	https://facebook.com/19739488/		
101597601	👉 Konrad	👉 Konrad becomes th		2020-11-14 01:00:01	https://vid	https://sco 17547053			48920	281	0	https://facebook.com/19739488/			
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101597591	Antoine	Antoine Griezmann t		2020-11-13 14:00:01	https://vid	https://sco 10299653			20503	396	0	https://facebook.com/19739488/			
101597571	👉 Nutmeg	👉 Nutmeg + no-look		2020-11-13 06:00:00	https://vid	https://sco 69449513			30505	677	0	https://facebook.com/19739488/			
101597571	GUESS WHO	GUESS WHO Level:		2020-11-13 03:00:00	https://scontent.fmla3-1.fna.fbcdn.net/v/t1.0				50311	4489	0	https://facebook.com/19739488/	https://facebook.com/19739488/		

- Similarly, we scrape the data from various social media platforms like Twitter, Instagram, & YouTube and E-Com websites like Amazon



Unleash the Power of Data

Sentiment Analysis



Call To Actions (CTA):

- It is evident that Online Delivery has the least NAI and high stdDev, which means it is the worst performing aspect of the business and needs to be looked upon at urgent basis.
- The other areas of improvement include Price, and Quantity.
- The FI is also high in terms of Price which signifies a highly fluctuating opinion.
- The above 3 aspects of business improvement requires minimal cost input and help in improving the business.
- The Business can also explore what their close competitors are doing different from them as their NAI and StdDev is pretty high.
- If we plot the same graph on monthly and weekly levels then also the pattern holds.
- One more observation we make is that whichever aspects are performing bad(-NAI) are also performing very bad/high stdDev whereas the ones performing good are not that high stdDev. so the business has to focus on all aspects starting with negative NAI ones.

Significance Of Terminologies

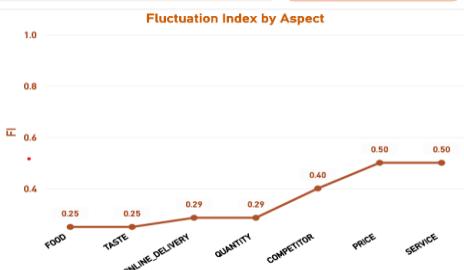
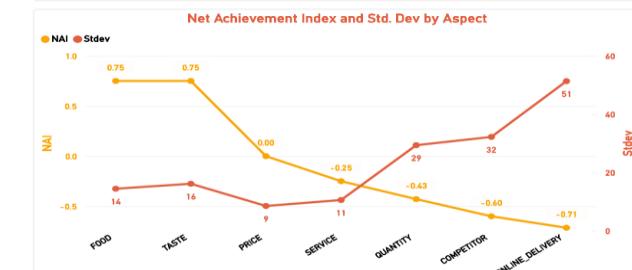
NAI(Net Achievement Index): It is a measure of Whether the business is above or below the sector standard.

NAI = 1 (Best)
NAI = -1 (Worst)

FI(Fluctuation Index): It is a measure of how stable the business is.
FI = 0 (Fluctuating opinion)
FI = 1 (Clustered opinion)

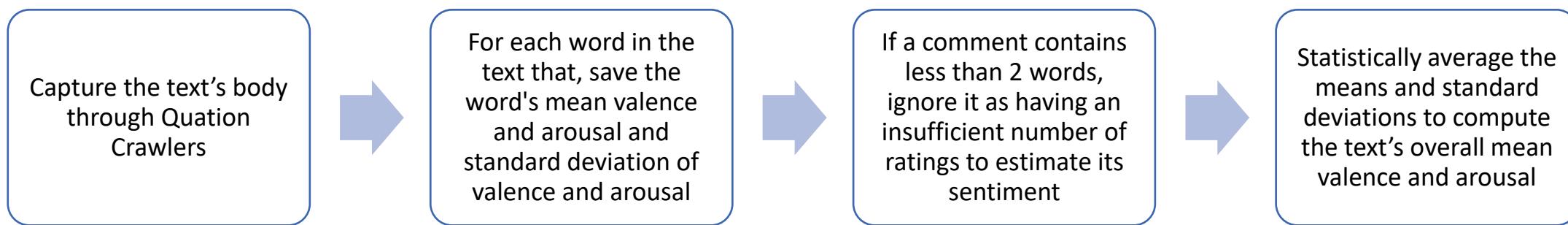
Standard deviation (stdDev): It is a

- Food
- Service
- Taste
- Price
- Quantity
- Online Delivery
- Competitor



Sentiment Analysis

- For a computer to understand the text and each word's importance, operations are performed:
 - Cleaning and preprocessing (omitting stopwords (at, the, etc), non-English words, etc.)
 - Text to the numerical representation
 - Term Frequency Inverse Document Frequency (TF-IDF)
 - Follows the principle lesser a word appears more is its weightage in the context.

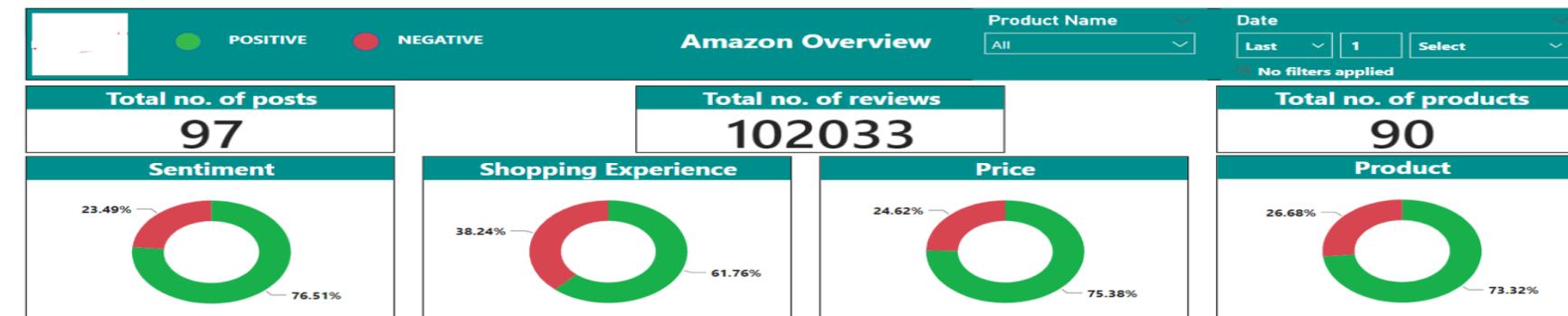
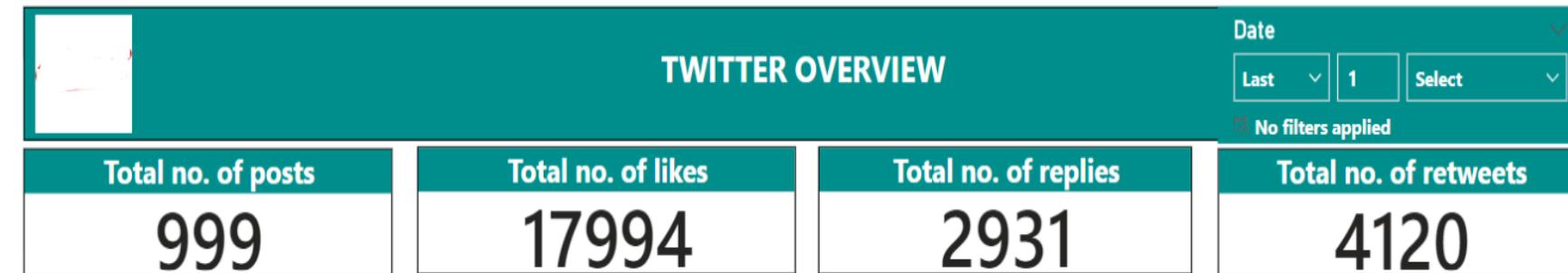
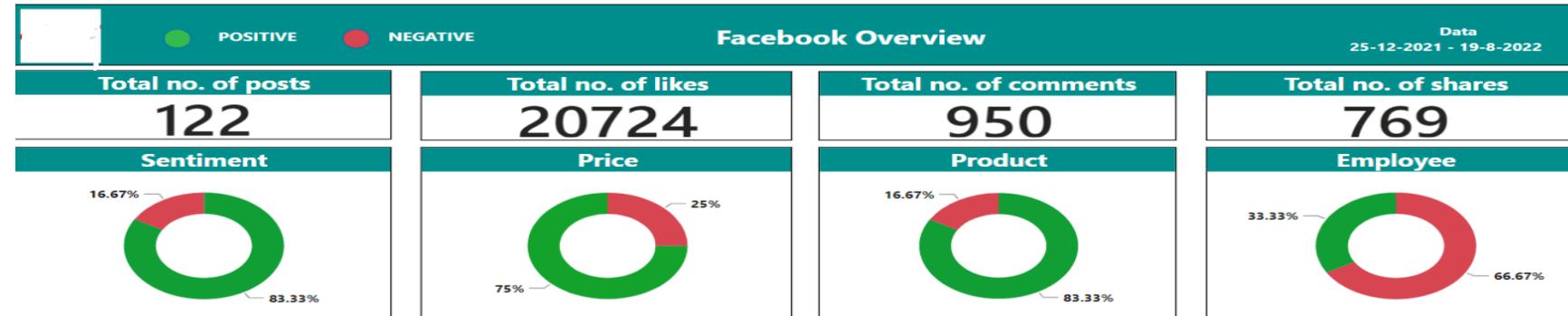


- Sentiment analysis** has 3 kinds of approaches:
 - Rule based** (Jeffrey bean, NRC lexicon, etc.)
 - Automatic Classification Problem** (Machine Learning algorithm) – Support Vector Machine (model used)
 - Hybrid** (mix of above two)
 - Each record will be categorized into either of the (**Positive**, **Neutral** or **Negative**) classes.



Unleash the Power of Data

Sentiment Analysis





Unleash the Power of Data

Promotion Analytics: Data Integration

Integrate all aspects of the business with external factors to create a 360 view of the business to enable a robust price optimization



Must have



Good to have

Promotion and Discount optimization

Capture customer purchase behavior by using choice based conjoint models to determine demand; Models provide higher accuracy in demand estimation and price contribution

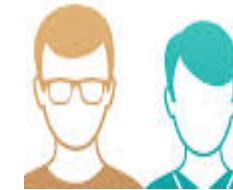
Purchase Decisions

SKU Interactions

Laddering Effects

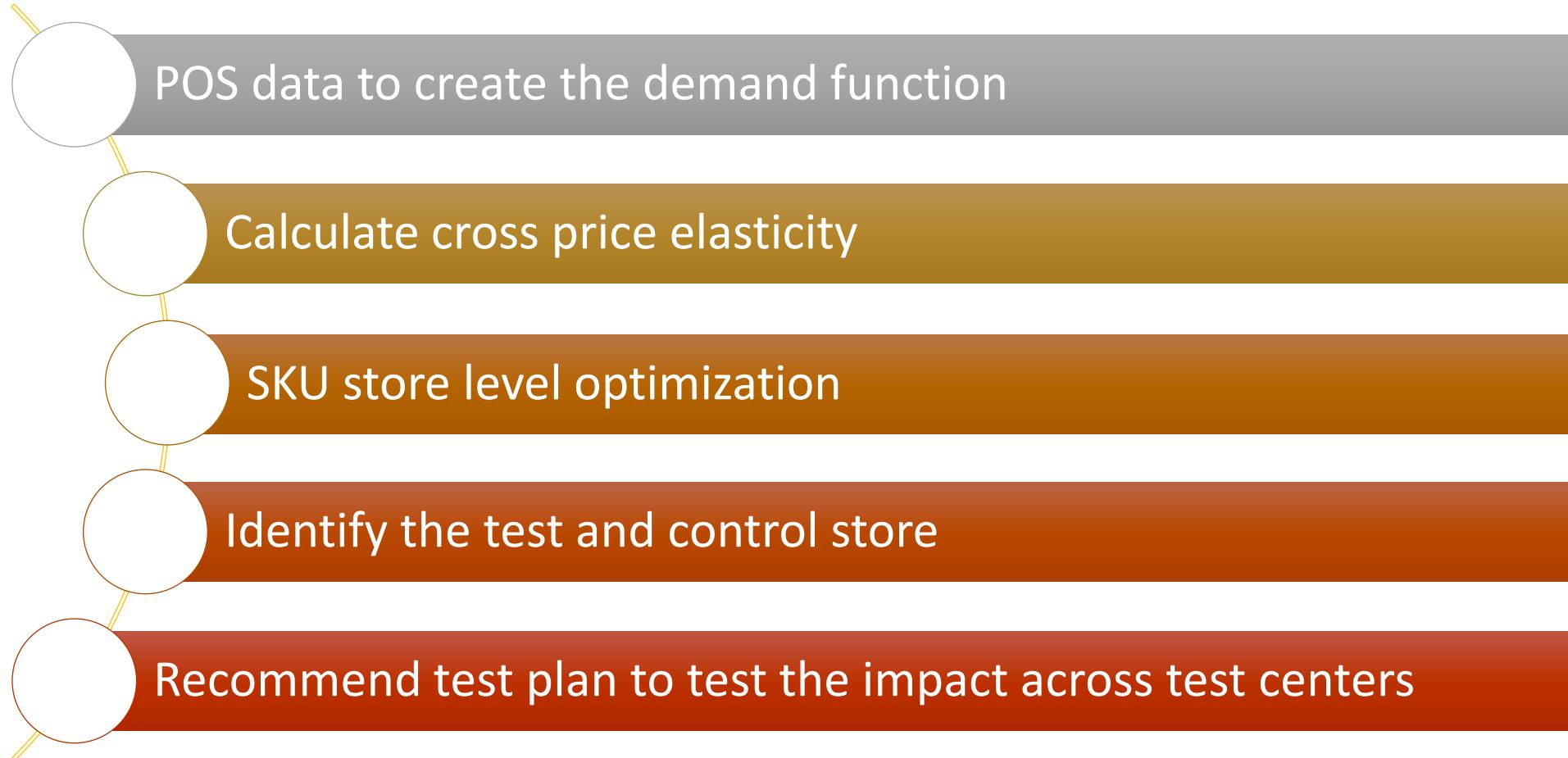
Pricing Strategies

Implementation

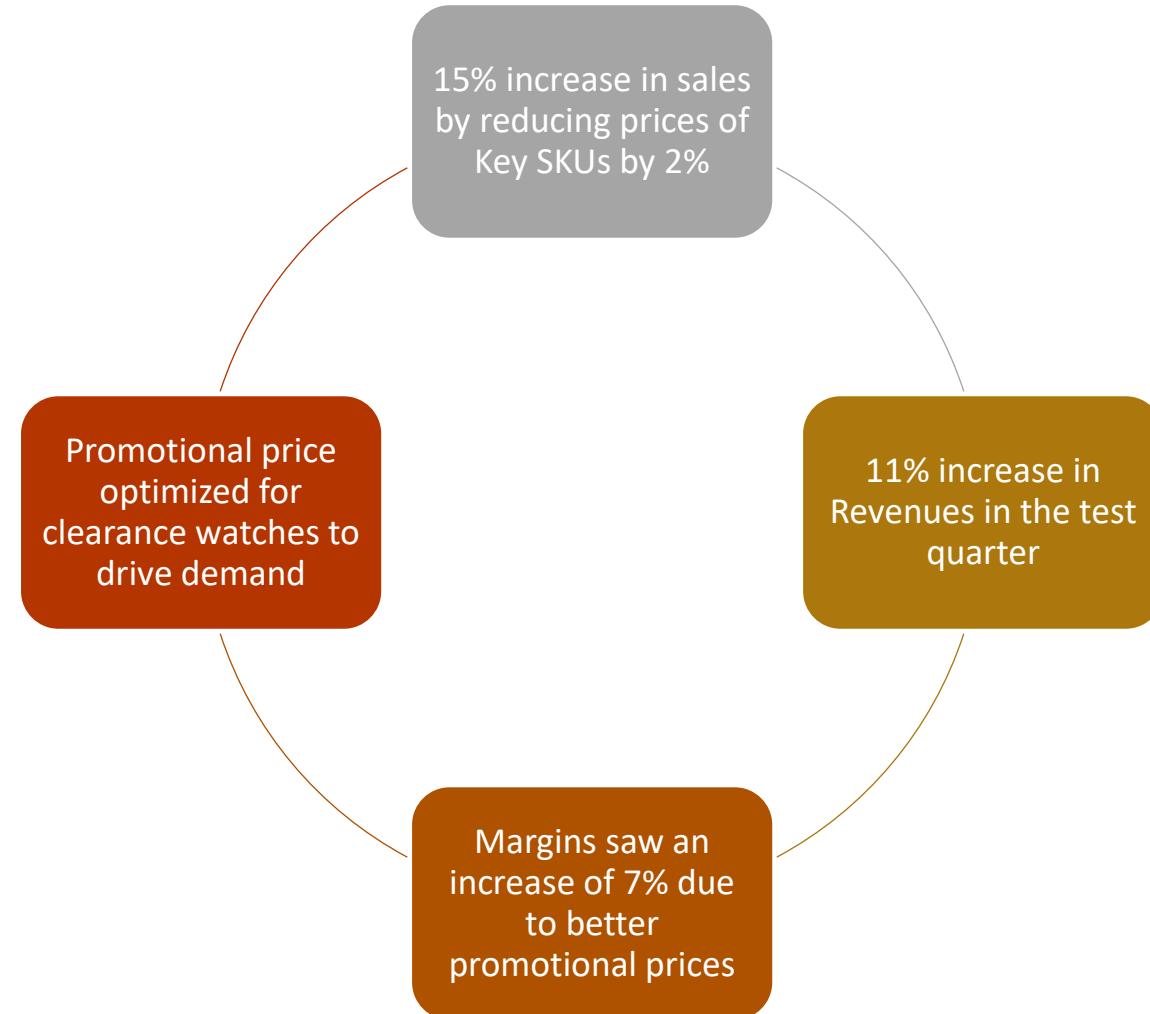


Price optimization

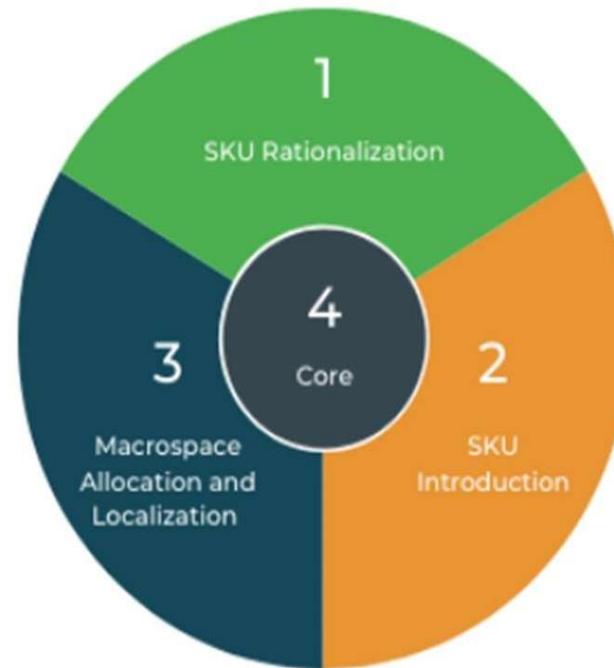




Proven Case



Assortment Planning



SKU Rationalization

1

Aggregate empiric KPIs in a listing index to quantify an SKU's right to be listed.

SKU Introduction

2

Identify optimal choice of SKUs to list to best meet customer needs.

Macrospace Allocation and Localization

3

Determine optimal choice of space per category and SKU allocation at store level.

Core

4

Continuous improvement of processes, capabilities, and tools.

Assortment Planning

Vision is to transform the Merchandising organization to play a key role in driving the enterprise through “Product Authority”

Merchandising Transformation	Focus Areas	Assortment Planning Priorities
	<ul style="list-style-type: none">• Assortment Planning• Pricing Analytics• Space Planning• Sales and Operations Planning• Collaborative Planning	<ul style="list-style-type: none">▶ Intelligent store clustering algorithms▶ Resource allocation based on localization▶ Breadth of assortment in a product category▶ Scenario analysis of various assortments▶ Differentiate private labels and proprietary products▶ Linking Planogram and replenishment system▶ Validation of Planogram using performance data

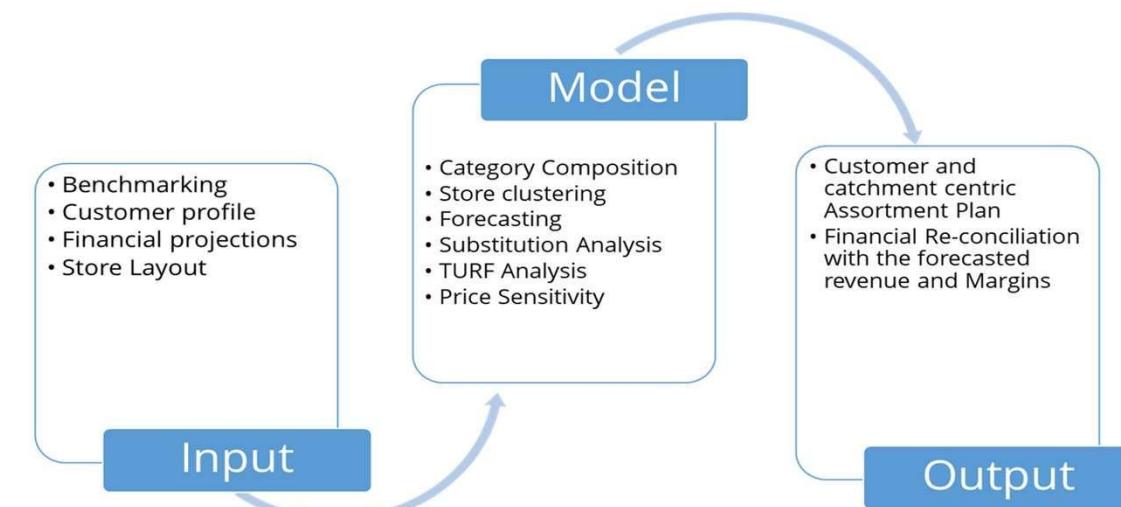
Leverage the experience in assortment and space optimization planning across various clients to deliver a customized solutions

Focus	Highlights
SKU Rationalization	<ul style="list-style-type: none">▶ Reducing space allocated for a few specific categories▶ 40% reduction in SKUs was recommended while maintaining 90% of revenues
Layout Planning	<ul style="list-style-type: none">▶ Customizing stores layouts based on cross shopping patterns in store clusters▶ Affinity between products/categories analyzed and used to create custom layouts
Assortment Optimization	<ul style="list-style-type: none">▶ Tailored assortments for each product group▶ Key products/categories identified as growth/shrink groups based on profitability and revenue share
IMU and Cost Analysis Tool	<ul style="list-style-type: none">▶ Developed analytical tool to display price & cost changes with commodity & IMU impact with detailed GMROI information to aid price negotiations with vendors
Lift Analysis Tool	<ul style="list-style-type: none">▶ Developed an analytical tool to evaluate lift and impact of various event like resets, promotions etc across products and identify effective events in various regions

Category Management Solution

Category Management Solution includes :

- Assortment Planning to facilitate the achievement of required financial objectives. Space Planning to ensure desired display space.
- Visual Merchandising to optimize display efficiency and aid walkins/conversions in a store.
- Inventory Management to ensure required stock cover and avoid being out of stock.



Approaches to SKU Optimization

Methodology	Benefits
Weighted Methodology	Mostly based on business rules and past sales experience. Applicable for industries where the demand is static (more or less) and market is saturated
Predictive Models	Based on non linear regression algorithms. Various elements that impact demand are considered. Applicable for industries where the demand is impacted by market activities and cost of switching is high
Monte Carlo Simulation Models	An ideal combination of prior demand function and predictive models to simulate scenarios that provide for optimal and dynamic inventory management plans. Applicable for industries where the growth is dynamic, seasonal and regional. Also accounts for lower cost of switching across brands

Feature Optimization using Conjoint Analysis

Conjoint analysis in the automobile industry can provide valuable insights into customer preferences, helping manufacturers and marketers make informed decisions about new product development, pricing, and positioning strategies



Case Study - Design new models of cars with the optimal combination of features and price

Excel Simulator

Background & Objectives

- ▶ A large automobile manufacturer in India
- ▶ India market for Sedans is growing and the competition is high with lot of foreign players in the same segment.
- ▶ Client wanted to create an optimal model with attractive pricing and features

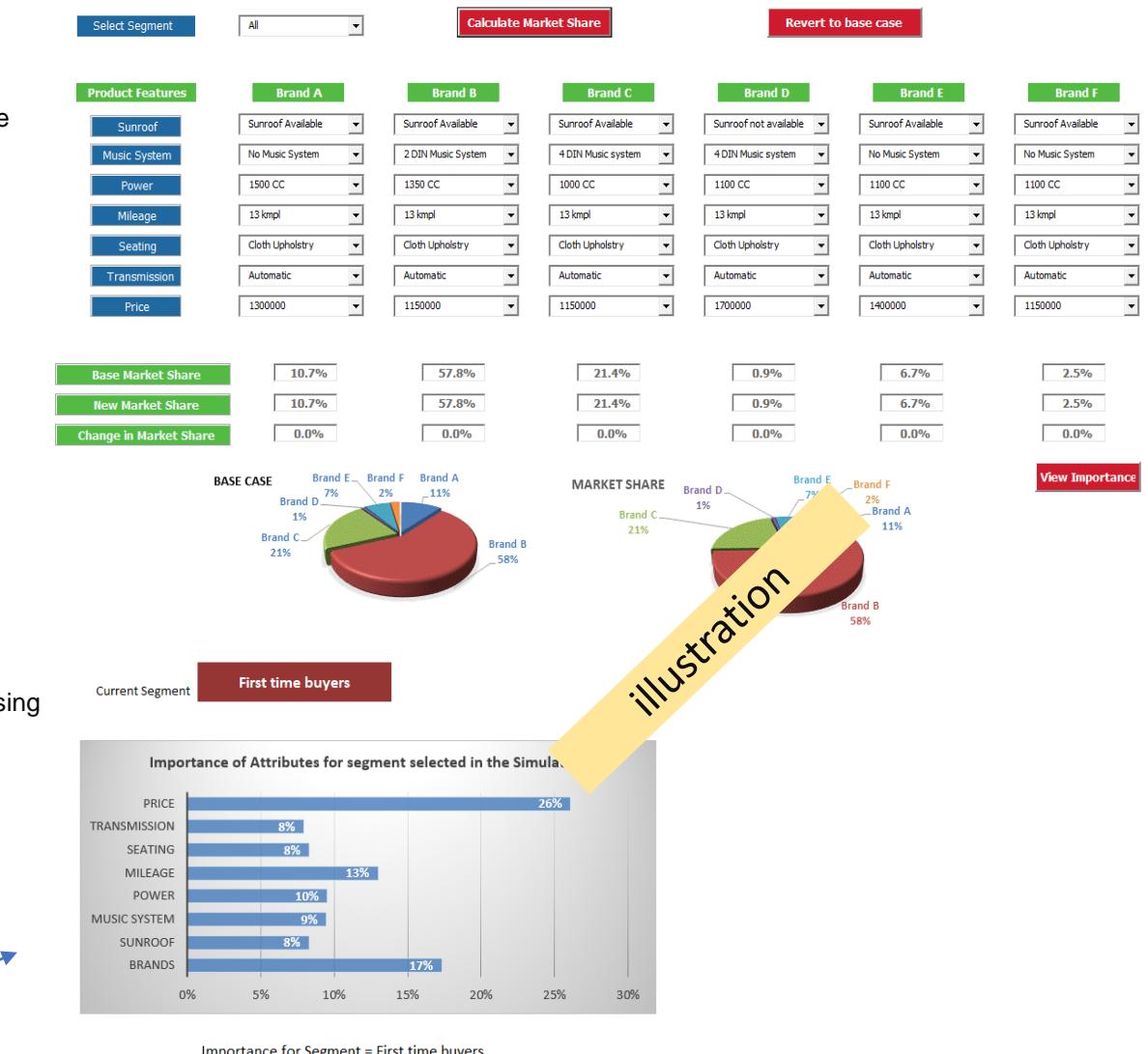
Creation: What we did

- ▶ Consumers do not buy product. They buy features of a product and evaluate utility of each feature separately – Lancasterian theory
- ▶ Used the conjoint models to estimate the relative utility of each feature and level e.g. Color – Black or White or Red
- ▶ Estimated the optimal price for a set of combination that will maximize unit sales and minimize cannibalization

How was it used and impact

- ▶ The simulator helped the client to evaluate different feature price combinations
- ▶ Launched 2 new models based on recommendations of product features and pricing from the Conjoint models
- ▶ Alongside new product development, the client optimized features of existing products increasing 2.3% retail

Attribute Importance
graph by each
segment/Variant



Financial Projections



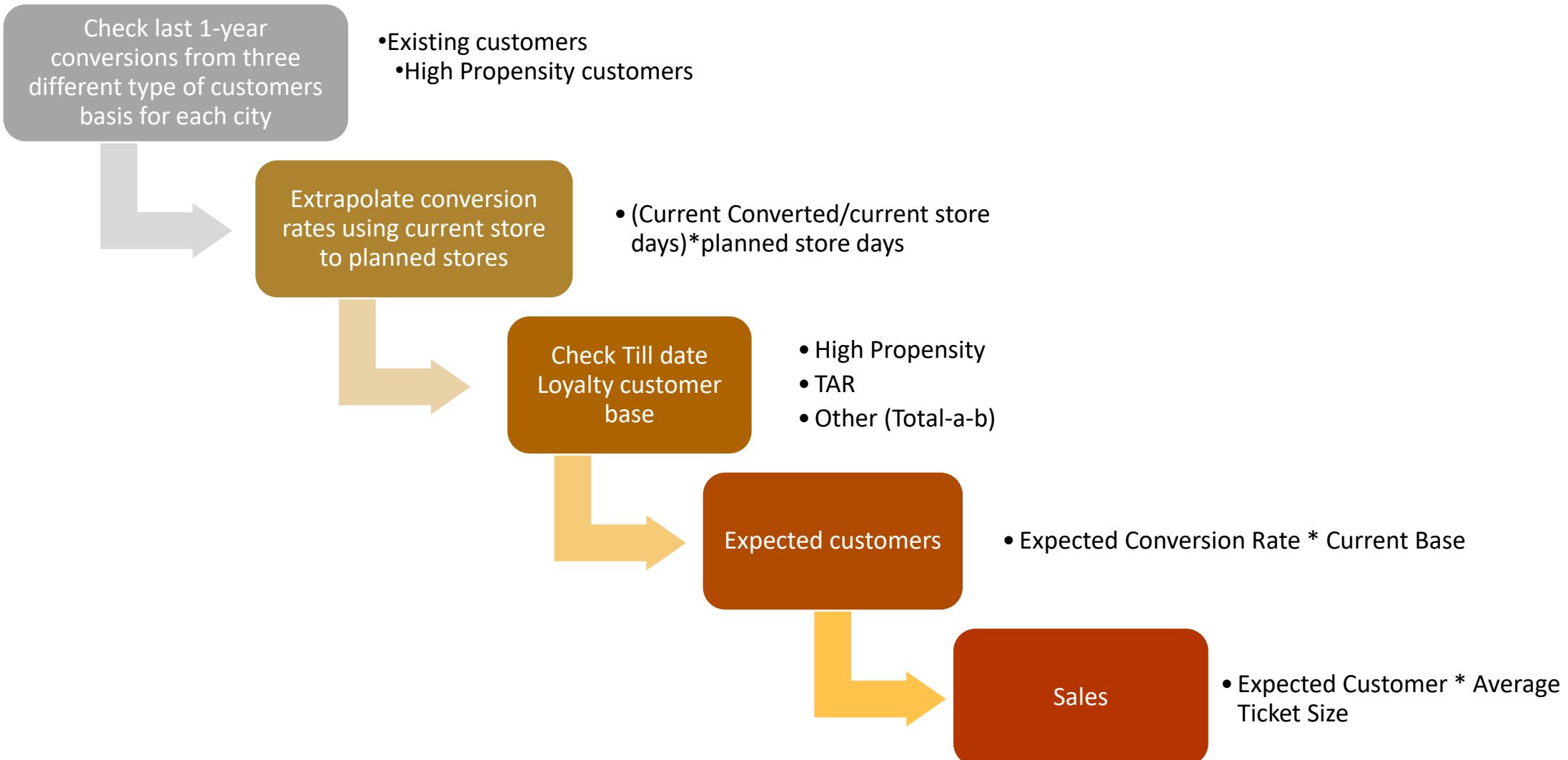
Determining whether we are on right track to meet the targets that we are establishing for the product.

Why Financial projection
is important?



Financial projections are a crucial aspect of the core small business plan, especially for newer companies.
By considering factors like production costs, market prices, and demand for your services, you can achieve a clear understanding of your financial situation and discover your full profit potential.

Financial Projections





Financial Projections

S.No	City	Till FY 26-27 factoring in growth						Nov'21-Oct'22		365		Expected		Expected Customer Count			0.6		13,000
		#Stores Current	#Stores Planned	HP Base	TAR Existing	Rest of Base	Total Base	Conv/year HP	Conv/year Rest	#Store days Nov'21 - Oct'22	#Store days FY 26-27	Conv/year HP	Conv/year Rest	HP Base	Rest	5% Overall	New&CC New w/	Total Including DND	ACHIEVABLE
1	BANGALORE	7	19	485922	25889	1485653	1997464	0.99%	0.31%	2297	6935	3.00%	0.93%	14578	13797	1493	49781	647151168.92	
6	DELHI	4	19	597131	25889	1115509	1738529	0.60%	0.25%	1179	6935	3.51%	1.44%	20956	16100	1950	65010	845136251.04	
2	MUMBAI	2	19	287224	25889	1177802	1490916	0.52%	0.12%	766	6935	4.70%	1.09%	13512	12833	1387	46218	600840347.52	
4	HYDERABAD	3	15	348513	20439	1067431	1436383	0.66%	0.14%	671	5475	5.42%	1.12%	18879	11949	1623	54084	703095241.11	
29	NOIDA	2	5	373450	6813	1008515	1388778	0.55%	0.29%	636	1825	1.59%	0.84%	5934	8519	761	25356	329625011.57	
7	PUNE	2	9	602614	12263	733027	1347904	0.66%	0.16%	634	3285	3.43%	0.82%	20665	5983	1403	46751	607760925.43	
3	CHENNAI	2	15	246979	20439	831815	1099233	0.57%	0.13%	581	5475	5.39%	1.26%	13310	10452	1251	41688	541942821.56	
5	KOLKATA	3	15	318473	20439	379289	718202	0.52%	0.17%	347	5475	8.22%	2.70%	26178	10223	1916	63862	830204635.62	
37	JAMSHEDPUR	1	2	173241	2725	330360	506326	1.27%	0.54%	243	730	3.82%	1.64%	6619	5407	633	21098	274273702.45	
13	LUCKNOW	1	5	123521	6813	292214	422548	0.59%	0.29%	234	1825	4.59%	2.28%	5665	6669	649	21638	281299923.77	
30	VADODARA	1	2	63339	2725	313920	379984	0.85%	0.18%	200	730	3.11%	0.65%	1970	2047	211	7047	91606568.52	
14	MADURAI	1	3	41850	4088	296557	342495	0.76%	0.17%	44	1095	1.10%	4.15%	460	12321	673	22421	291476542.74	
34	HUBBALI	1	1	180307	1363	187429	369099	0.79%	0.10%	34	365	0.37%	0.12%	660	222	46	1548	20120846.99	
66	DHANBAD	1	1	41721	1363	287453	330537	0.25%	0.10%	31	365	0.37%	0.12%	153	341	26	866	11256554.41	
10	BHUBANESWAR	1	3	51313	4088	233265	288665	0.34%	0.08%	13	1095	1.10%	0.36%	563	830	73	2444	31775419.27	
8	PATNA	0	6	98332	8176	212447	318955	0.19%	0.05%	0	2190	2.20%	0.71%	2160	1511	193	6440	83724503.75	
9	AHMEDABAD	0	5	98211	6813	220106	325130	0.16%	0.04%	0	1825	1.83%	0.59%	1797	1305	163	5443	70755256.63	
11	COIMBATORE	0	3	40332	4088	247398	291817	0.23%	0.05%	0	1095	1.10%	0.36%	443	880	70	2321	30171927.72	

Purchase Order Automation

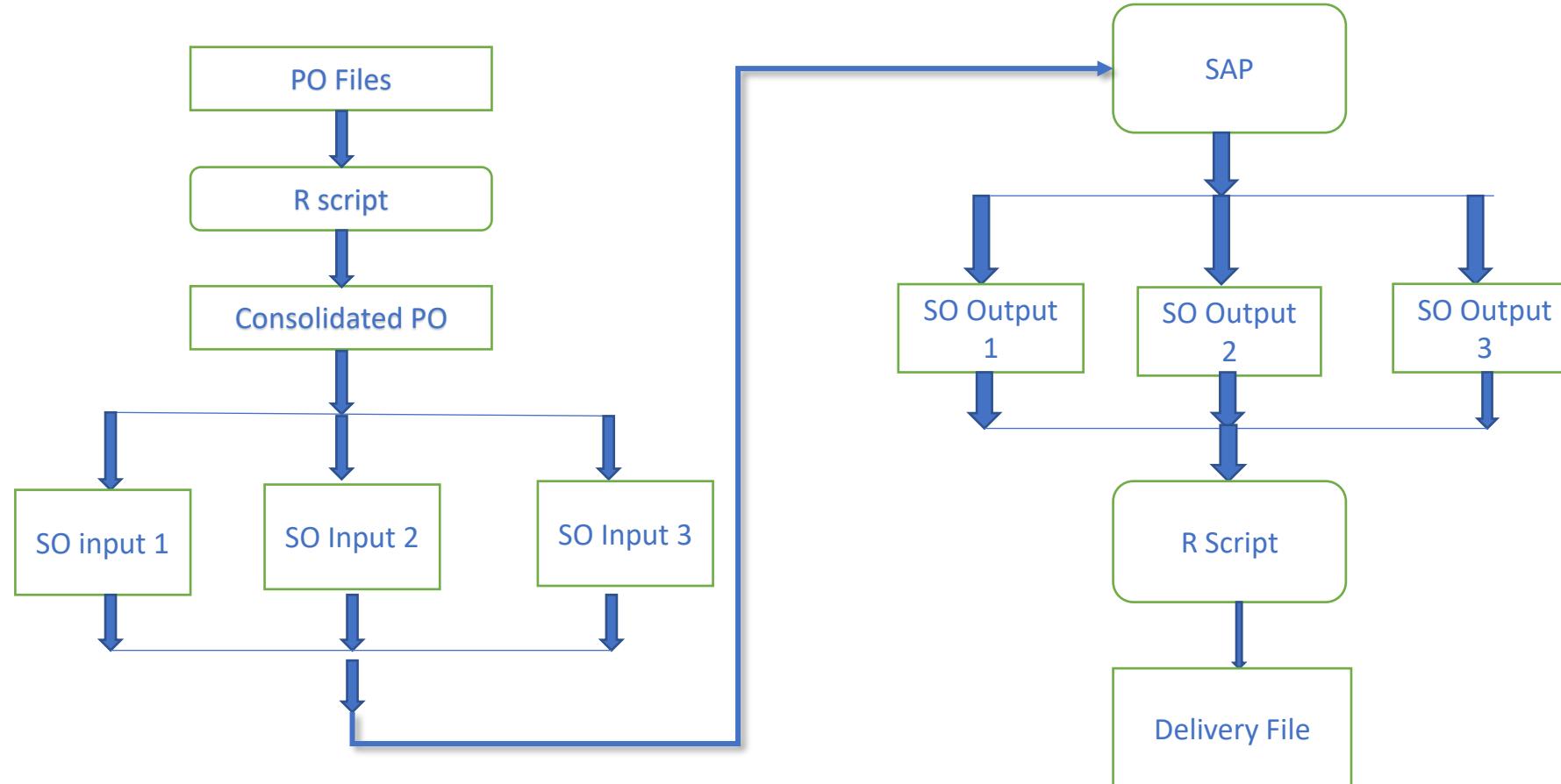
Problem

- ECOM project Process PO's (purchase order from client like Filpkart, Amazon and Myntra) to generate delivery file.

Step by step process

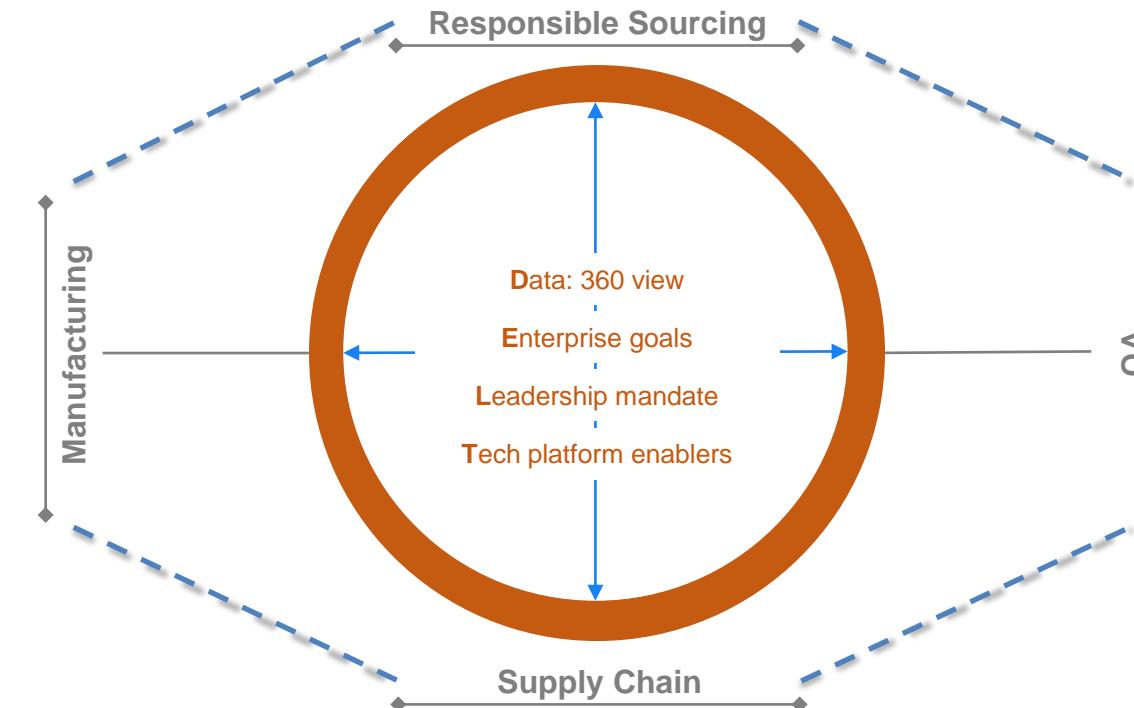
- The process start once business receives the PO's from the respective client.
- PO's would be the input file for the automation program.
- From these input files, team manually generate output files like consolidated PO, PO indent validation file and SO input file.
- The automated process will
 - PO indent validation file is the first validation file generating from the script, it validate the quantity from PO's and indent file.
 - SO input file is the input file to the SAP system to generate the SO output file. The script would generate multiple SO input files according to the po's, location and quantity.
- Once the SO input file's has been generated, send it to SAP to generate SO output file's.
 - The script will generate Delivery file and SO PO validation file from this SO output file's.
 - SO output validation file will validate quantity, all the tax and price with the PO's.
- The process will continue until it fulfil the requested stocks

Purchase Order Automation



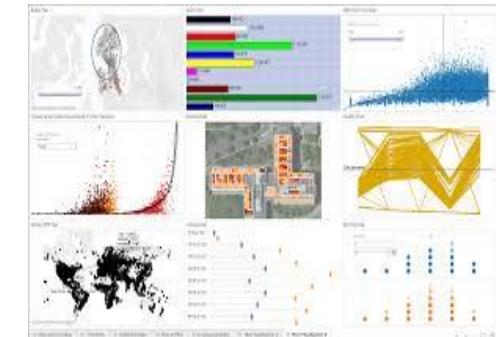
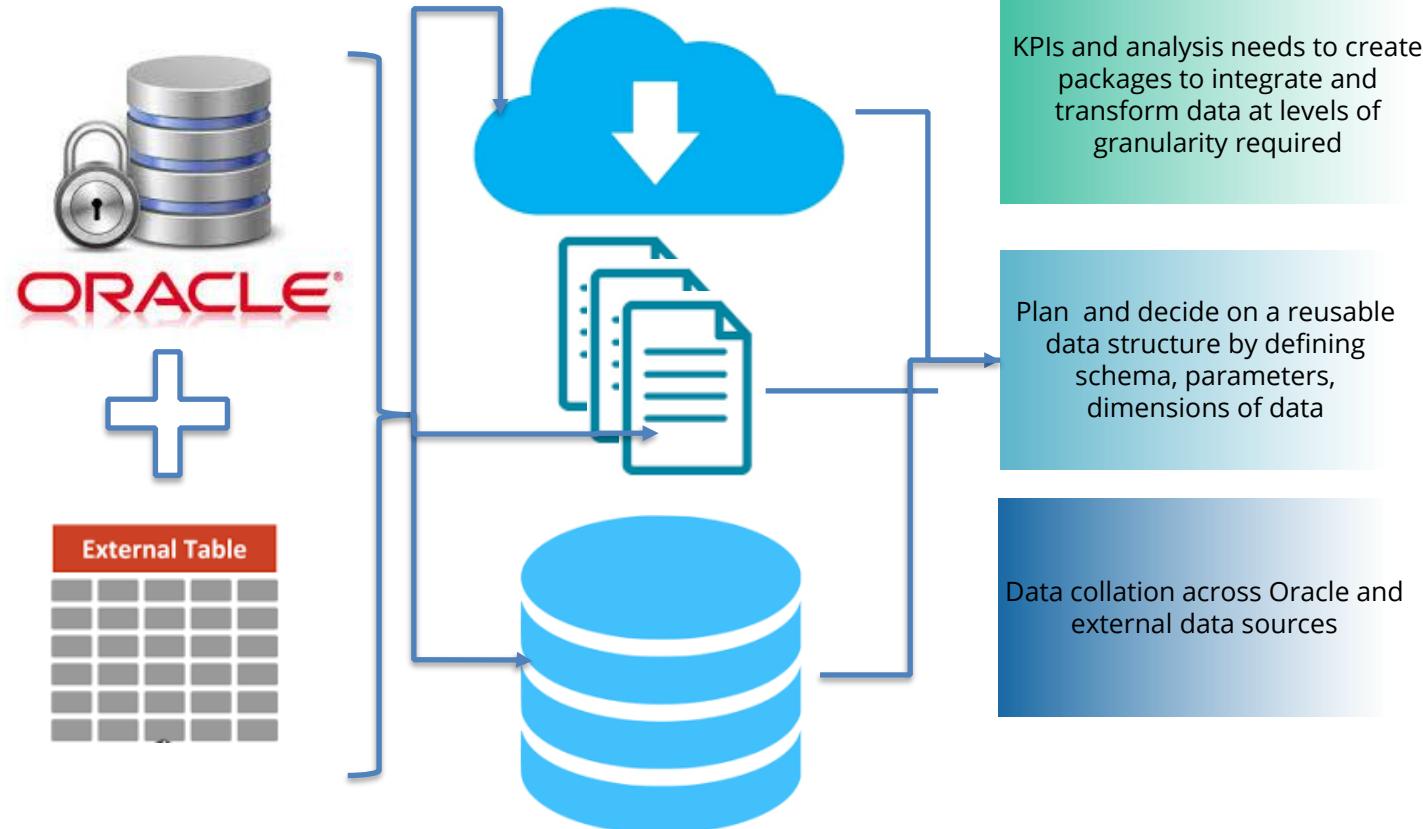
Make to Order – Executive dash aboard for Manufacturer

Includes Daily, Weekly and Monthly reports across the departments

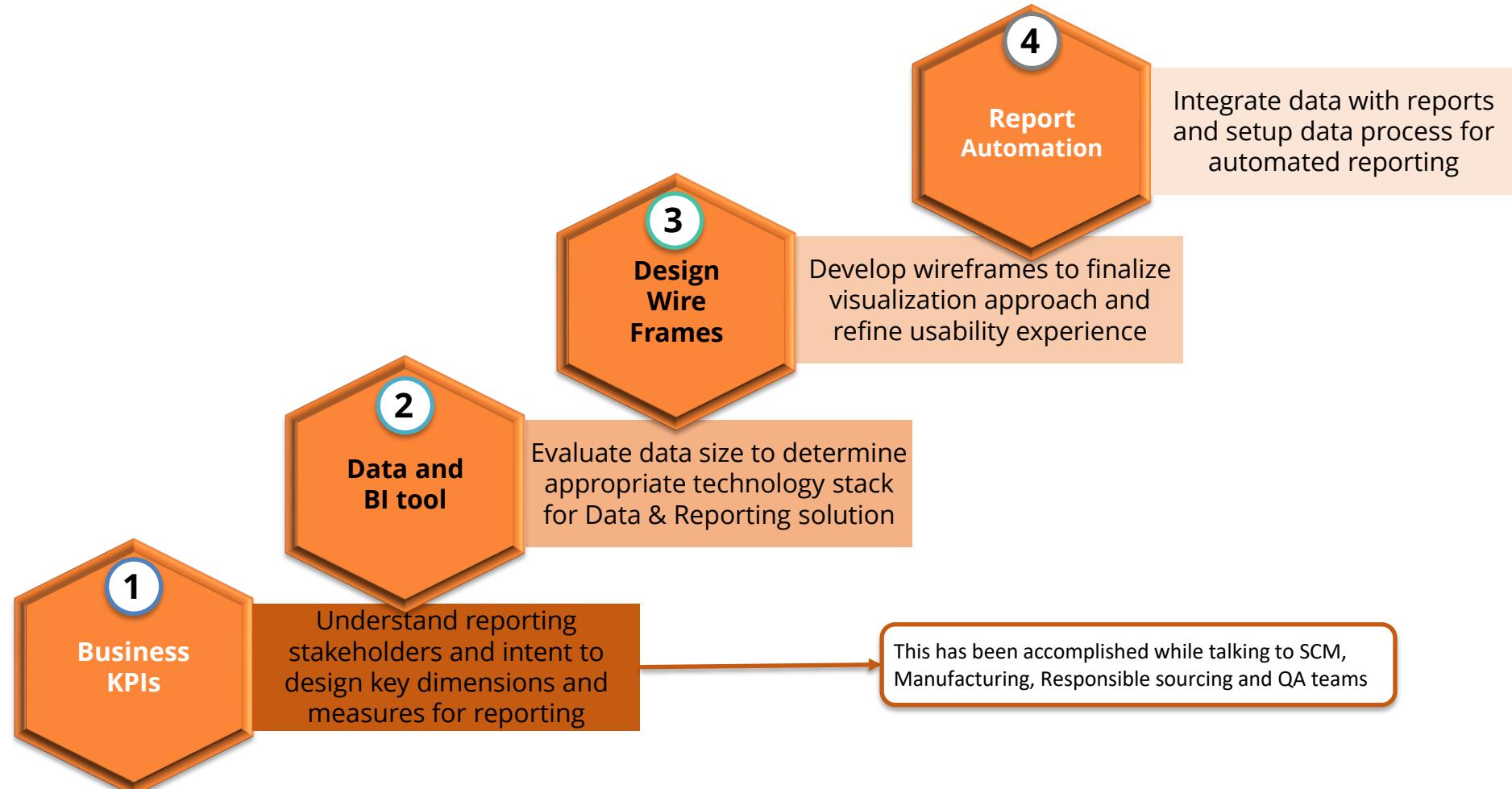


A futureproof solution should integrate all the departments and enable real time information flow and decision making

Make to Order - Process



Make to Order - Approach





Make to Order – Dashboard Visualization

EXECUTIVE DASHBOARD Report as of - 30 May 2019

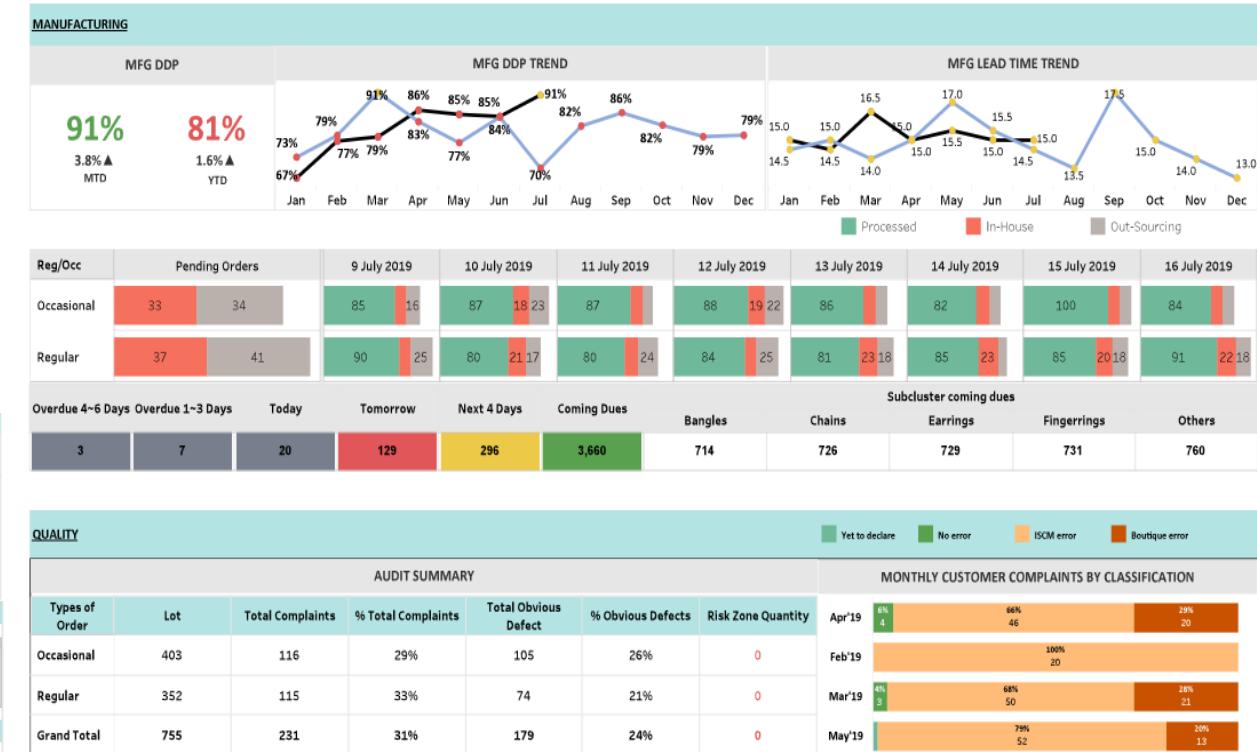
EXECUTIVE DASHBOARD

- E2E DDP**
- CALLS**
- MAILS**
- ORDER PROCESSING**
- MANUFACTURING**
- MANUFACTURING E2E**
- QUALITY**
- CUSTOMER COMPLAINTS**
- UNBILLED DASHBOARD**

E2E DDP		CALLS		MAILS		ORDER PROCESSING		QUALITY (OBVIOUS DEFECTS)																																					
87%	85%	1,750	12,033	1,723	11,838	67%	67%	3.9%	3.8%																																				
3.8% ▲ MTD	1.6% ▲ YTD	2.9% ▲ MTD	0.2% ▲ YTD	-8.7% ▼ MTD	3.0% ▲ YTD	3.1% ▲ MTD	0.7% ▲ YTD	-3.8% ▼ MTD	-1.2% ▼ YTD																																				
QUERY & ORDER PROCESSING <table border="1"> <thead> <tr> <th>Outbound Calls</th> <th>Inbound Calls</th> <th>Calls Abandoned</th> <th>Calls Reverted</th> <th>Not Reverted</th> <th>Pending Mails To Be Answered</th> <th>Received Today</th> <th>Total Mails</th> <th>Resolved Today</th> <th>Pending as of Today</th> <th>Feasibility > 2 Days</th> <th>Order Status > 2 Days</th> </tr> </thead> <tbody> <tr> <td>93</td> <td>154</td> <td>46</td> <td>34</td> <td>26%</td> <td>23</td> <td>29</td> <td>52</td> <td>19</td> <td>33</td> <td>15</td> <td>1</td> </tr> </tbody> </table>										Outbound Calls	Inbound Calls	Calls Abandoned	Calls Reverted	Not Reverted	Pending Mails To Be Answered	Received Today	Total Mails	Resolved Today	Pending as of Today	Feasibility > 2 Days	Order Status > 2 Days	93	154	46	34	26%	23	29	52	19	33	15	1												
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Order Category	Received for the Day	Standard	Major	Minor	Non-Tanishq	Old Pending	Old+New	Total Pending																																					
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STUDDED	58	29	7	11	11	408.0	466.0	408.0																																					
Grand Total	140	69	12	26	33	1,062.0	1,202.0	1,062.0																																					

MANUFACTURING DASHBOARD Report as of - 8 September 2020

WIP ORDERS - Orders about to due										MTD Report for the Month - September																																																																																																																																	
Overdue > 7 Days	Overdue 4~7 Days	Overdue 1~3 Days	Today	Tomorrow	Next 4 Days	Coming Dues	BANGLE	CHAIN	EARRING	FINGERING	OTHERS	Reg/Occ	Pending Orders	9 July 2019	10 July 2019	11 July 2019	12 July 2019	13 July 2019	14 July 2019	15 July 2019	16 July 2019																																																																																																																						
85	25	103	114	0	1	5,161	1,543	270	476	2,031	1,169	Occasional	33	34	85	16	87	18	23	87	88	19	22	86	82	100	84																																																																																																																
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Lead Lifecycle management - Dashboard

Information Integration - Data generated from multiple source integrated and data mart is created

Lead Generation cycle															Lead management cycle			
Dealer_code	Dealer Name	City	State	Enquiry ID	Lead Source	Customer Type	Vehicle Brand	S0_date	S1_date	S2_date	S3_date	S4_date	Current_stage	FY-m	Year	Month		
500013	013_motors	Kolkata	West Bengal	1-25H1FVCD	digital_youtube	existing customer	Astor	12-10-2021	16-10-2021	16-10-2021			S2	2021-10	2021	October		
500001	001_motors	Delhi	Delhi	1-24K5GK7P	roadside_show	first time	Hector	14-04-2021	14-04-2021	16-04-2021			S2	2021-04	2021	April		
500020	020_motors	Hyderabad	Telangana	1-25EEGEYT	digital_facebook	exchange	Hector plus	21-06-2021	21-06-2021	28-06-2021	28-06-2021		S3	2021-06	2021	June		
500008	008_motors	Delhi	Delhi	1-22LF18IH	digital_youtube	first time	Astor	11-06-2021	11-06-2021	14-06-2021			S2	2021-06	2021	June		
500025	025_motors	Chennai	Tamil Nadu	1-25DZFT2Z	roadside_show	first time	ZS EV	29-01-2021	29-01-2021	30-01-2021	30-01-2021	03-02-2021	S4	2021-02	2021	February		
500045	045_motors	Kolkata	West Bengal	1-24KBZNWT	digital_youtube	exchange	Gloster	01-06-2021	03-06-2021	03-06-2021	03-06-2021		S3	2021-06	2021	June		
500021	021_motors	Hyderabad	Telangana	1-25B2HBD7	showroom_walk_in	government purchase	Hector plus	04-02-2021	06-02-2021	06-02-2021			S2	2021-02	2021	February		
500004	004_motors	Mumbai	Maharashtra	1-25A9KJMT	roadside_show	captive	Hector plus	14-01-2021	14-01-2021	14-01-2021	14-01-2021	24-01-2021	S4	2021-01	2021	January		
500014	014_motors	Delhi	Delhi	1-236CEC57	mall_show	government purchase	Astor	07-01-2021	07-01-2021				S1	2021-01	2021	January		
500001	001_motors	Delhi	Delhi	1-25P8A18Z	digital_youtube	first time	Hector	12-07-2021	12-07-2021	12-07-2021			S2	2021-07	2021	July		
500005	005_motors	Mumbai	Maharashtra	1-21XH1928	roadside_show	exchange	Gloster	23-03-2021	23-03-2021	23-03-2021			S2	2021-03	2021	March		
500043	043_motors	Kolkata	West Bengal	1-20C2ZQGD	cold_call	captive	ZS EV	11-11-2021	11-11-2021	11-11-2021	12-11-2021		S3	2021-11	2021	November		
500044	044_motors	Bangalore	Telangana	1-22L1HZVH	showroom_walk_in	government purchase	Hector	25-12-2021	25-12-2021	25-12-2021			S2	2021-12	2021	December		
500046	046_motors	Mumbai	Maharashtra	1-21095XDJ	cold call	existing customer	Hector	28-02-2021	28-02-2021	28-02-2021	10-03-2021		S4	2021-03	2021	March		
500022	022_motors	Bangalore	Telangana	1-235HT8AH	mall_show	first time	Hector plus	27-01-2021	27-01-2021	27-01-2021			S2	2021-01	2021	January		
500004	004_motors	Mumbai	Maharashtra	1-1WW27S9Z	digital_facebook	exchange	Gloster	05-08-2021	06-08-2021	06-08-2021	06-08-2021	16-08-2021	S4	2021-08	2021	August		
500030	030_motors	Bangalore	Telangana	1-20CASSJR	roadside_show	exchange	Gloster	20-03-2021	24-03-2021	24-03-2021	24-03-2021		S3	2021-03	2021	March		
500010	010_motors	Hyderabad	Telangana	1-22R8B9Z7	cold call	existing customer	Hector plus	29-01-2021	29-01-2021	29-01-2021	30-01-2021		S3	2021-01	2021	January		
500027	027_motors	Kolkata	West Bengal	1-211YBCWD	showroom_walk_in	government purchase	Hector	14-10-2021	14-10-2021	14-10-2021			S2	2021-10	2021	October		
500001	001_motors	Delhi	Delhi	1-22GZQE6P	roadside_show	first time	Hector plus	23-11-2021	23-11-2021				S1	2021-11	2021	November		
500007	007_motors	Mumbai	Maharashtra	1-22LDEIQP	roadside_show	exchange	Gloster	20-02-2021	15-04-2021	15-04-2021	15-04-2021	25-04-2021	S4	2021-04	2021	April		
500003	003_motors	Kolkata	West Bengal	1-215TDHHR	digital_facebook	first time	Hector	06-07-2021	06-07-2021	06-07-2021			S2	2021-07	2021	July		
500029	029_motors	Hyderabad	Telangana	1-23E956KW	cold call	first time	Gloster	05-02-2021	08-02-2021	10-02-2021			S2	2021-02	2021	February		
500050	050_motors	Chennai	Tamil Nadu	1-23M25IVD	mall_show	existing customer	Astor	12-07-2021	12-07-2021	12-07-2021			S2	2021-07	2021	July		
500042	042_motors	Bangalore	Telangana	1-23LVD3D5	mall_show	first time	Hector plus	23-03-2021	27-03-2021	27-03-2021			S2	2021-03	2021	March		
500026	026_motors	Hyderabad	Telangana	1-23LXVMRH	roadside_show	government purchase	ZS EV	01-11-2021	08-11-2021	08-11-2021	08-11-2021	18-11-2021	S4	2021-11	2021	November		
500041	041_motors	Chennai	Tamil Nadu	1-21X3ZDCH	showroom_walk_in	first time	Gloster	07-07-2021	08-07-2021	08-07-2021	09-07-2021		S3	2021-07	2021	July		
500015	015_motors	Delhi	Delhi	1-24PDGT6V	digital_youtube	captive	ZS EV	30-04-2021	30-04-2021	30-04-2021	30-04-2021		S3	2021-04	2021	April		
500036	036_motors	Bangalore	Telangana	1-23JH7QMS	cold call	first time	ZS EV	16-11-2021	23-11-2021				S1	2021-11	2021	November		
500013	013_motors	Kolkata	West Bengal	1-2009D5V7	mall_show	government purchase	Gloster	28-09-2021	28-09-2021				S1	2021-09	2021	September		
500037	037_motors	Mumbai	Maharashtra	1-12KVSRFZ	roadside_show	captive	Gloster	13-03-2021	21-03-2021				S1	2021-03	2021	March		
500044	044_motors	Bangalore	Telangana	1-22ZJFYOT	digital_facebook	first time	Hector	06-09-2021					S0	2021-09	2021	September		
500013	013_motors	Kolkata	West Bengal	1-23E3RZLB	showroom_walk_in	exchange	Hector	28-09-2021					S0	2021-09	2021	September		
500041	041_motors	Chennai	Tamil Nadu	1-1X9FRCYF	showroom_walk_in	government purchase	ZS EV	18-01-2021					S0	2021-01	2021	January		
500017	017_motors	Hyderabad	Telangana	1-Y1KZTB5	digital_facebook	government purchase	Astor	12-02-2021					S0	2021-02	2021	February		
500022	022_motors	Bangalore	Telangana	1-24NLR9XR	mall_show	government purchase	Astor	18-11-2021	20-11-2021				S1	2021-11	2021	November		
500030	030_motors	Bangalore	Telangana	1-20OJVSB1	showroom_walk_in	existing customer	Hector plus	15-05-2021	22-05-2021	27-05-2021	06-06-2021	18-06-2021	S4	2021-06	2021	June		
500013	013_motors	Kolkata	West Bengal	1-WVVL29A5	cold call	captive	ZS EV	12-01-2021	18-01-2021	28-01-2021	06-02-2021	18-02-2021	S4	2021-02	2021	February		



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Lead Lifecycle management - Dashboard

Lead management cycle

year
2021 2022

Month
January February March S0 S1 S2 S3 S4 ...

April May June

July August Septe...
October Nove... Dece...

State
Delhi Maharashtra
Tamil Nadu Telangana
West Bengal

Vehicle Brand
Astor
Gloster
Hector
Hector plus
ZS EV

Customer Type
captive exchange
existing customer first time
government pur...

Vehicle test drive taken
No Yes

Status
active convert... dormant
lost

Lost Reason
not responding competitor (blank)

Dealer Name
028_motors 029_motors 030_motors

Enquiry ID
1-1WICY5TL 1-1WJE0Z69

DASHBOARD

Count of Enquiry ID

Enquiry count across dealerships

Dealer Name	Total
036_motors	28
011_motors	25
047_motors	24
010_motors	23
016_motors	22
033_motors	21
049_motors	20
013_motors	19
032_motors	18
034_motors	17
037_motors	16
017_motors	15
025_motors	14
043_motors	13
029_motors	12
031_motors	11
005_motors	10
002_motors	9
020_motors	8
050_motors	7
023_motors	6
045_motors	5
019_motors	4
018_motors	3

Funnel chart from Enquiry to purchase

Stages	Count
S0	1998
S1	1304
S2	694
S3	638
S4	556

Count of Enquiry ID

Enquiry ids lead soure wise across brands

Lead Source	ZS EV	2S EV	Hector plus	Hector	Gloster	Astor
cold call	50	30	20	10	5	5
digital_facebook	55	35	25	15	10	5
digital_youtube	60	40	30	20	10	5
mall_show	55	35	25	15	10	5
roadside_show	55	35	25	15	10	5
showroom walk in	55	35	25	15	10	5

Status

Lost opportunities across various reason

Lost Reason	Count
competitor	125
finance	80
not responding	47
NA	747

customer calls & time taken across stagewise transition

Dealer cod	Dealer Name	Enquiry ID	S0 to S1		S1 to S2		S2 to S3		S3 to S4	
			customer incoming calls	time taken (days)						
000013_012	028_motors	1-1WICY5TL	10	4	8	3	10	10	0	
000013_012	028_motors	1-1WJE0Z69	10	4	8	3	10	10	0	

illustration



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Contact US

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Thank You