



Omnibiz

Redefining Retail in developing markets

Session3 | Group-3

Team - Data to Wisdom

-Team Members-



-Arpan Datta-



-Vaibhav Mathur-



-Mrinmayee Joshi-



-Vinod Iyer-



-Rajas Kapure-



-Sudipta Singh-

- Agenda -

! - Business Scenario -

! - Omnibiz Business Model -

! - Project Objective -

! - Business Analysis -

! - Recommendations -

- Business Scenario -

Fast Moving CG Manufacturers fight the inefficiencies in trade.



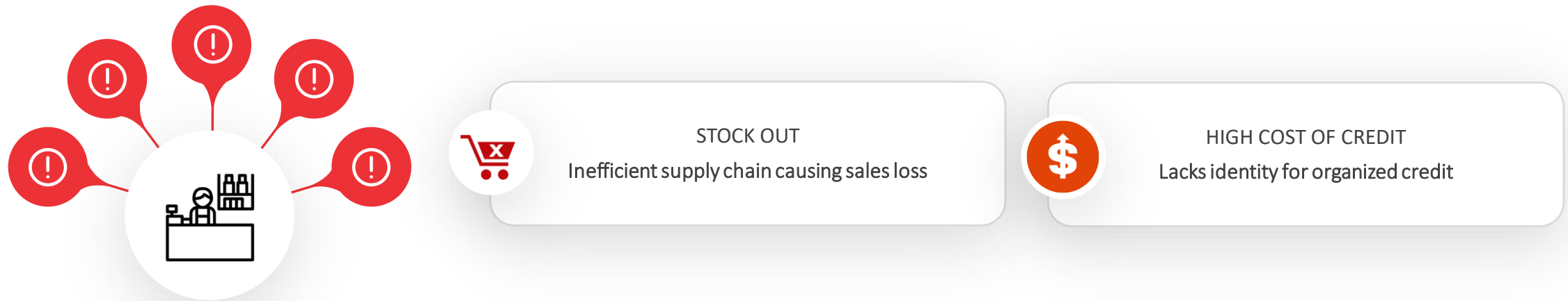
Low efficiency for Salesperson
Salesperson spending time in delivery



Low Order Value/Drop Size
Brand wise vans deliver single products

- Business Scenario -

FMCG Retailers exist in isolation and find it hard to fight the inefficiencies in trade.



20%

Of the retail outlets have shut down in last 5 years. Creating a retailer centric ecosystem will help retailers to survive and give distributors an opportunity to increase their reach & sales





- Omnibiz -

01

A platform and team of Agents for convenient order placement for Retailers

02

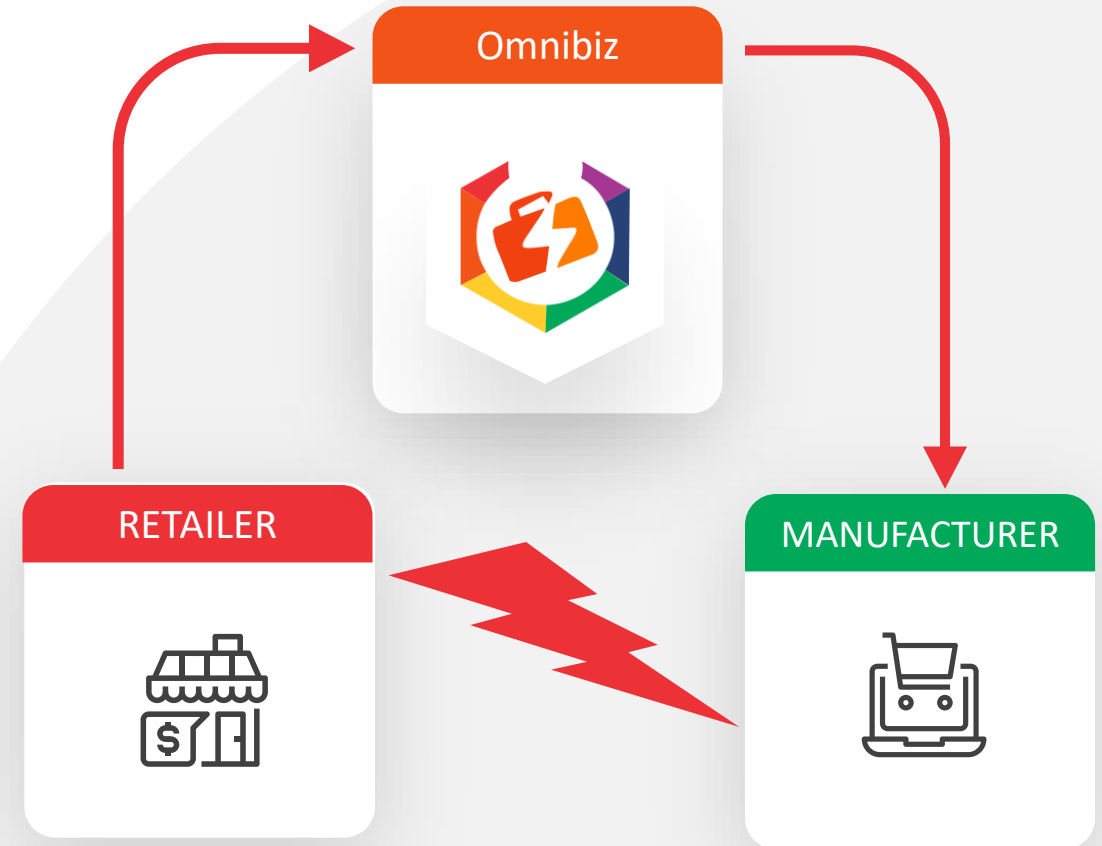
Onboarded Manufacturers & Key suppliers to process orders and distribute product across Nigeria

03

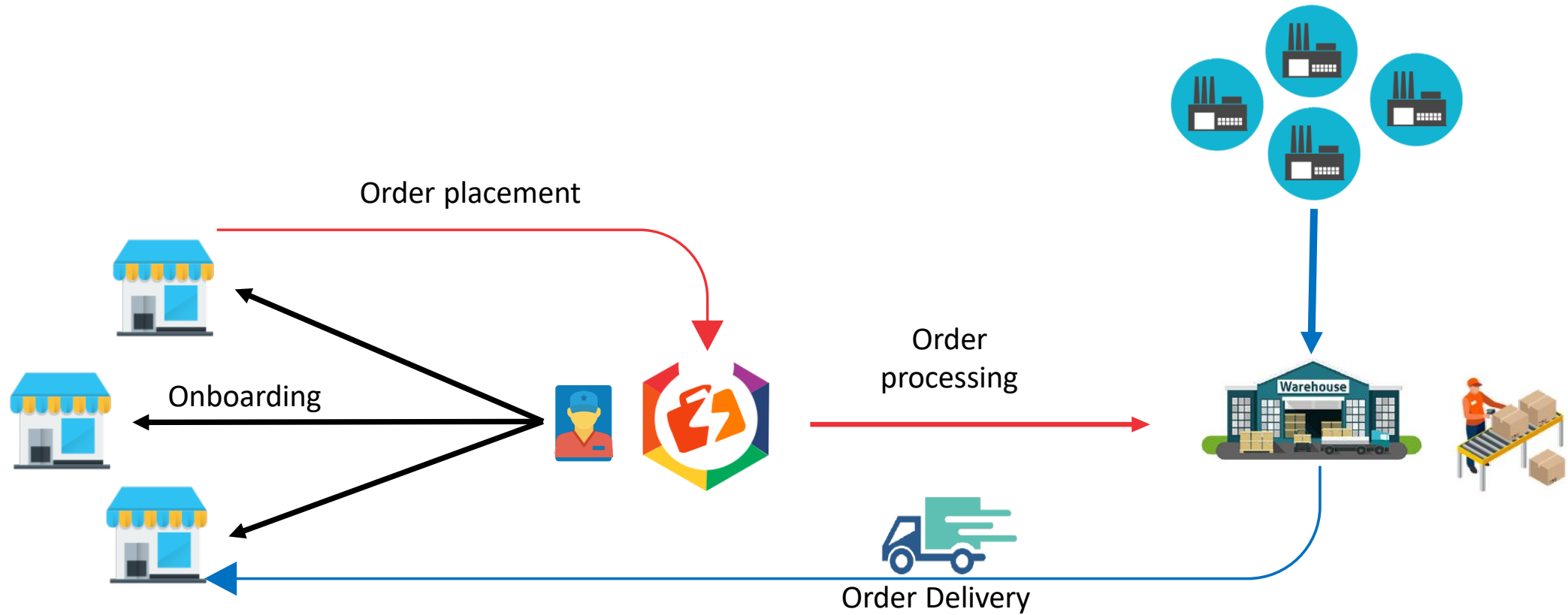
Exhaustive basket of products and seamless free of cost delivery

04

Provide Manufacturer with Retailer info and Retailers with Brand promotions for increasing the overall efficiencies of the trade channel



- Operating Model -



- Project Flow -

Requirements



Database
Design



Get Data &
Normalize



Analysis &
Insights



Recommendations

- Problem Statement & Client Requirements -

Client:

“Can you guys help us analyze our customer performance on a month-over-month basis? We do track this, but people work on excel sheets for days to deliver this”

“We want start our marketing channel by providing brands with product insights & charging them for these reports, can you help us know if that is possible with our database”

“We have a huge team of agents working on field, can you help us in monitoring their parameter?”



Information Problems



Retailers

Performance



Agents

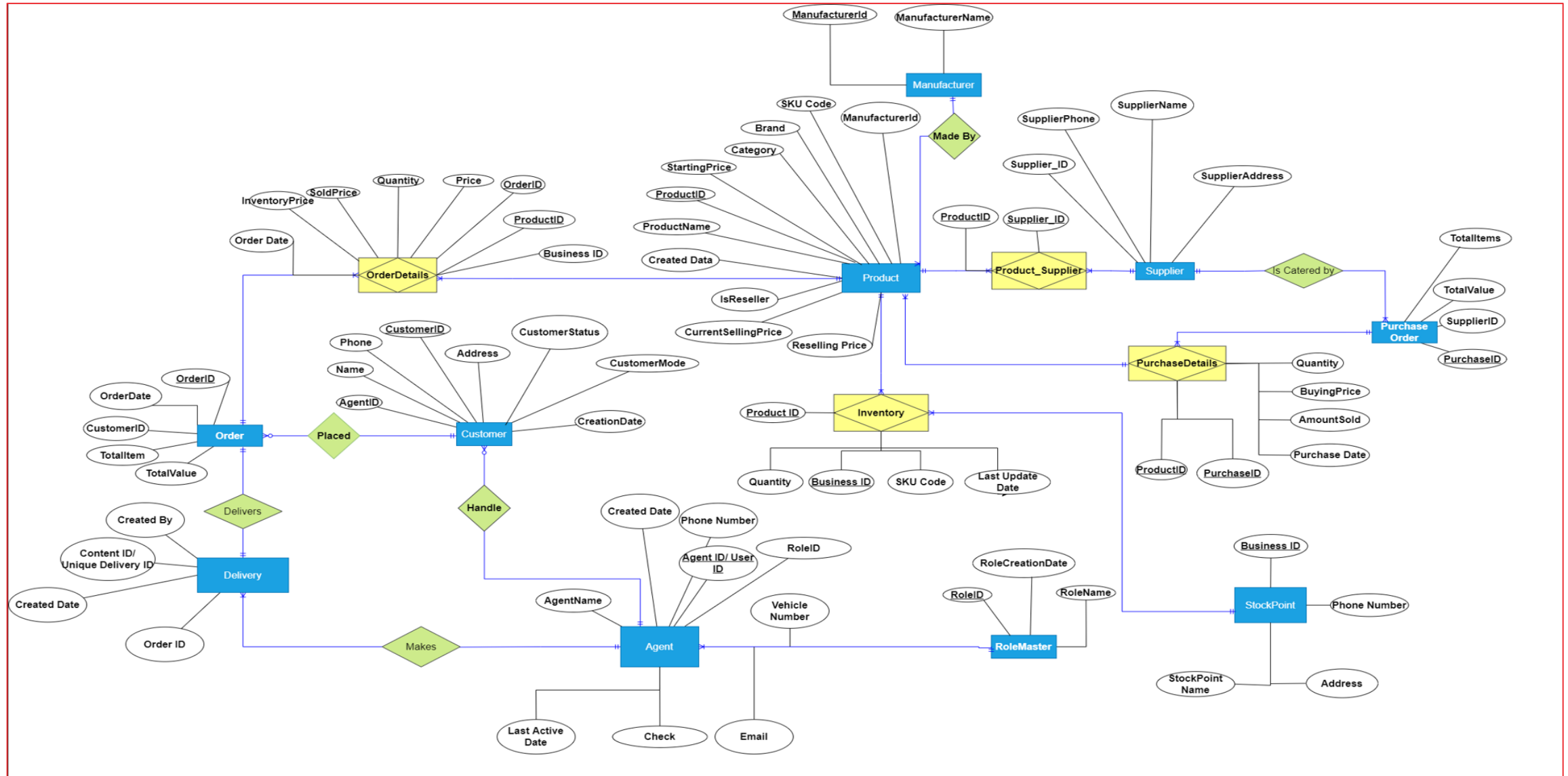
Activity



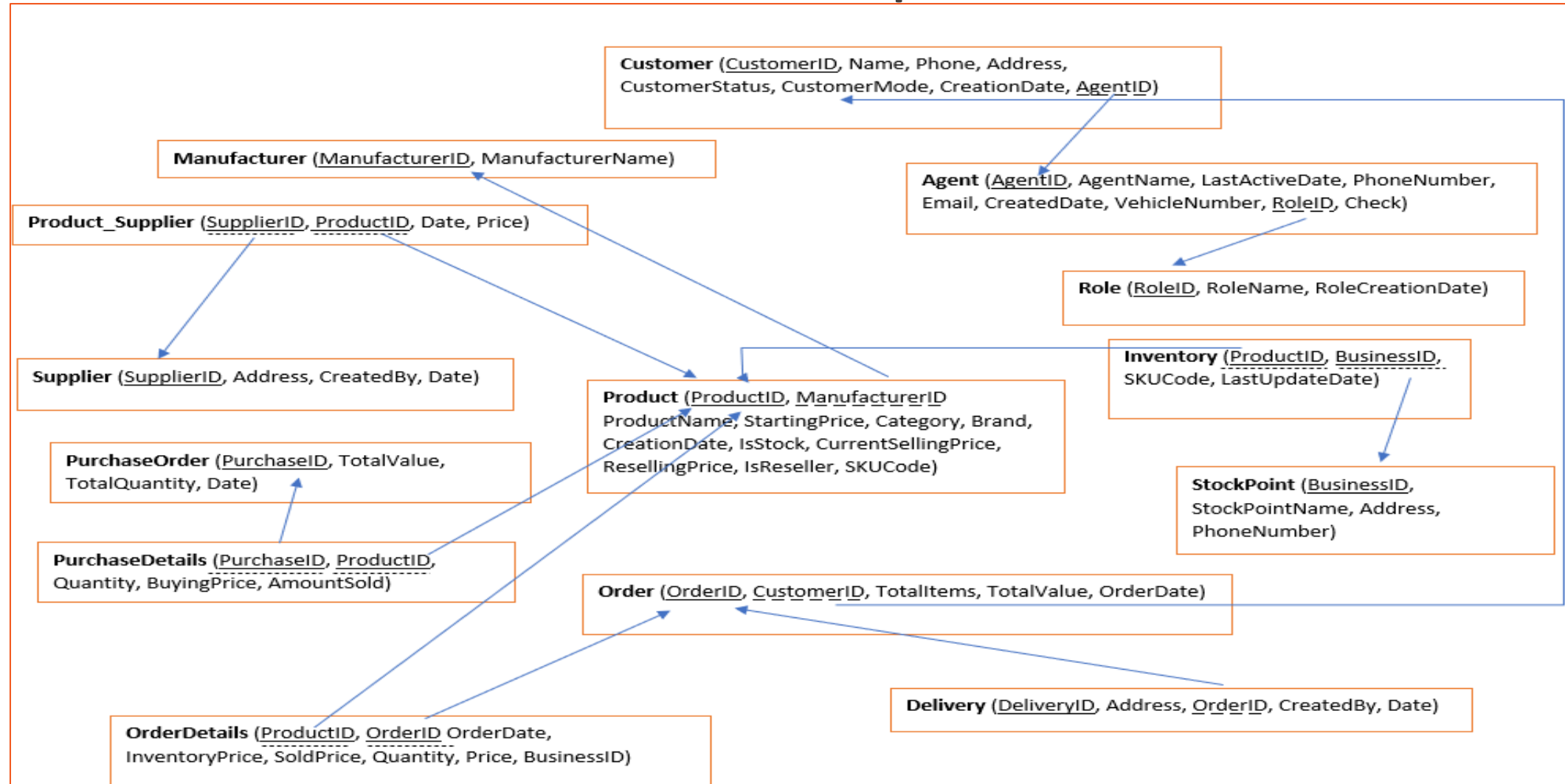
Products

& Brand performance

-Entity Relationship Diagram-



- Relationship Schema -



-Gathered Data & Normalization-

1

Master Table

400k+

Records

9

Entities Derived after
Normalization

First Normal Form

- Single Atomic Value in each column
- Each row has a unique identifier

1 NF

Second Normal Form

- Columns that were partially dependent on primary keys were removed
- Separate entities were created

2 NF

Third Normal Form

- Columns that had a transitive dependency of non-key attributes were removed
- Separate entities were created



Data Analysis



Retailers

Performance



Agents

Activity



Products

& Brand performance



Analysis

Retailers Performance

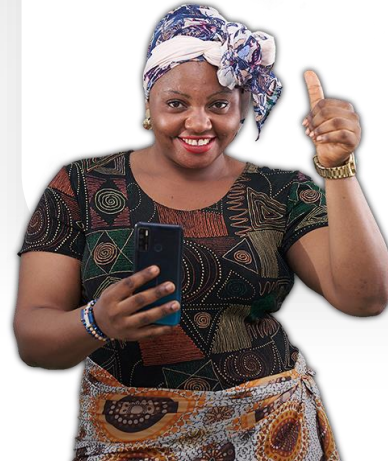
SQL queries were written to perform the following tasks

Monitoring

- Active Customers/Retailers every month.
- Average revenue per retailer per month as an important business KPI
- Average purchase cycle of a retailer

Value Addition

- Best performing retailers in terms of revenue
- Best performing retailers in terms of no of Orders
- Worst performing retailers in terms of revenue
- Worst performing retailers in terms of no of Orders





Analysis

Agent Activity

SQL queries were written to perform the following tasks

Elevating Performance

- Agent performance revenue wise based on the total sales made by their customers – along with average revenue per retailer
- Find out the above data for all the months.
- Month on month average revenue per customer
- New Customer added per month
- Agent performance in selling most unique SKUs

Monitoring

- Agent Last active date monitoring for past 3 days & Past 10 days





Analysis

Brand & Category Performance

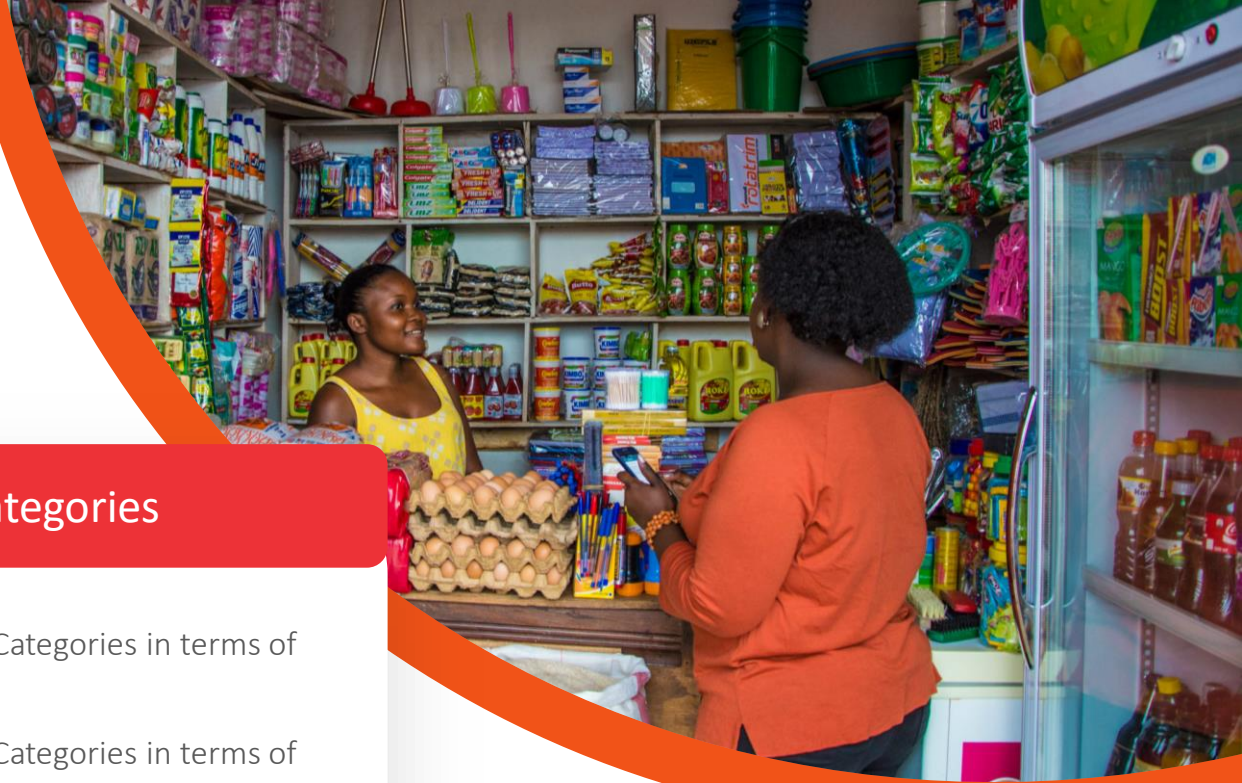
SQL queries were written to perform the following tasks

Brand

- Top Selling Brands in terms of revenue
- Top Selling Brands in terms of customer reach
- Information on Market share for Brand Managers

Categories

- Top Selling Categories in terms of revenue
- Top Selling Categories in terms of customer reach
- Information on Market share for Brand Managers





Insights & Recommendations

Brand & Category Performance

Insights

- ⚡ Brands like Hypo and Indomie are very consistent with customer reach, but their revenue is low
- ⚡ Number of customer purchasing “Beverages and Cereals” have dropped drastically in October
- ⚡ Proper maintenance of Category and Brand data can reveal valuable insights for Manufacturers to plan their marketing campaigns

Recommendations

- **Loyalty Programs:** Omnibiz should attract customers to purchase high volumes by providing loyalty rewards. They should also create sampling opportunities for smaller brands by bundling with these products.
- **Category Manager:** We suggest Omnibiz should assign a category manager for each category to manage the SKU bank and monitor the sales and reach
- **Offer Marketing Reports:** Omnibiz should bundle marketing insights as a product and sell it to different manufactures. They already buy these reports from research companies like Kantar & Nielsen.



Insights & Recommendations

Agent Performance

Insights

- ⚡ Overlap between Agent Performance based on Revenue & SKU
- ⚡ Overlap Consistent Performers for Last Three Months based on Revenue & SKU : Agent ID 5136691, 5138823, 1905625 and 3993012
- ⚡ Multiple Agents with more than 3 and more than 10 inactive days

Recommendations

- **Incentive Program** : Special incentives for selling more unique product apart from sales bonus. Outliers in our data shows that just sales incentive promotes fraudulent behavior.
- **Agent Appreciation** : All such agents should be celebrated on quarterly basis by putting photographs in office and special Gifts to motivate other Agents for constant performance rather than one time success.
- **Agent Tracking** : Agents with more than 3 days inactivity should be contacted and warned. Agents with more than 10 days of inactivity should be given official Notice.



Insights & Recommendations

Retailer **Activity**

Insights

- ⚡ Limited Overlap in monthly Lists of Best Performing Customers by Revenue
- ⚡ Average customer buying frequency is very low. Increase frequency in order to generate stickiness and habit.
- ⚡ Unique SKU count is low for most of the customers
Major Concern for a Retail business hence needs to be focused

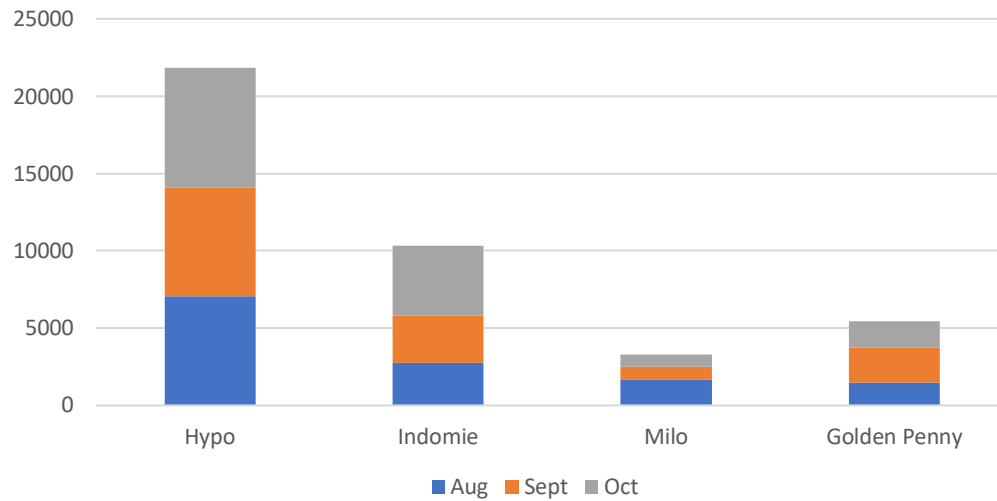
Recommendations

- **Educate Customer Base:** Customers are not yet buying consistently (has been validated with low active customer base). Marketing efforts are required
- **Reduce Minimum Order Quantity:** Omnibiz can reduce the minimum order quantity so that customer need not wait to order product in large quantities
- **Training & Development:** A thorough customer and Agent training is required for cross selling and up selling

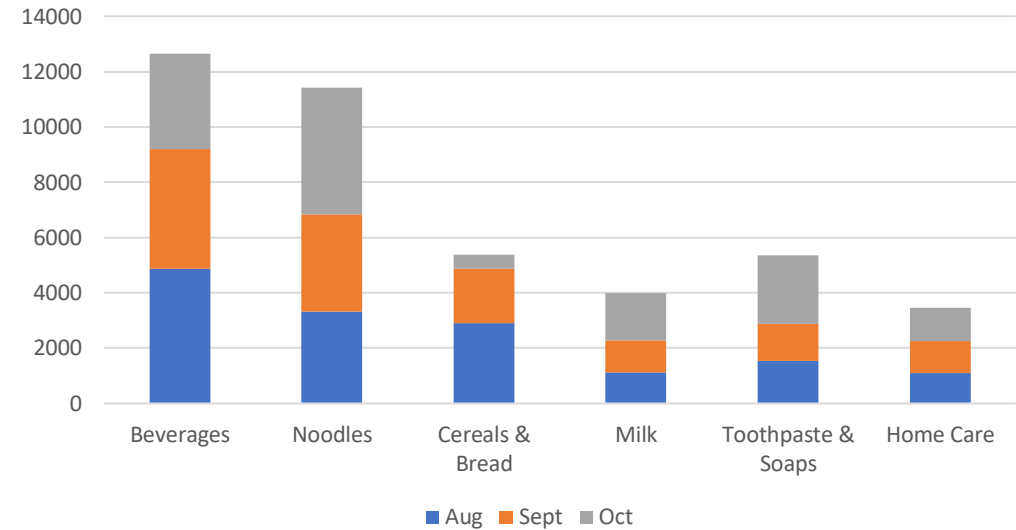


Sample Insight Visualization using other tools

Top Brands Performance Sample (#Cust)



Top Category Performance Sample (#Cust)





Further Recommendations

For better Insights & Marketing Revenue Stream

- Collect Photos of store
- Distribute branded merchandise materials
- Design POS solution for retailers to capture further data

Credit Score

Capture Customer information like income, marital status, property ownership etc. to build a model of credit worthiness

Training & development

Create standardize training program for all agents to give customers a consistent service.

Next Steps & Future Scope

Providing business dashboard

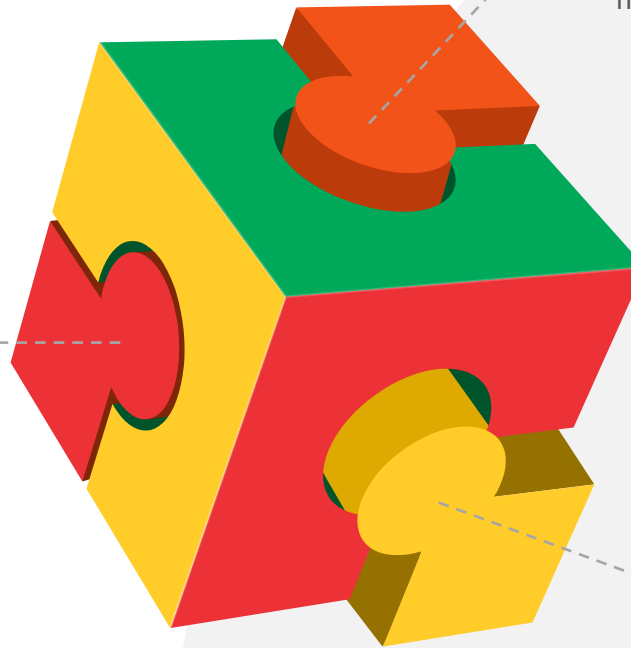
- For real-time performance measurement
- Value adding insights
- Monitoring team to increase efficiency

Expanding Portfolio

- Give inputs regarding expanding product portfolio to increase sales per customer

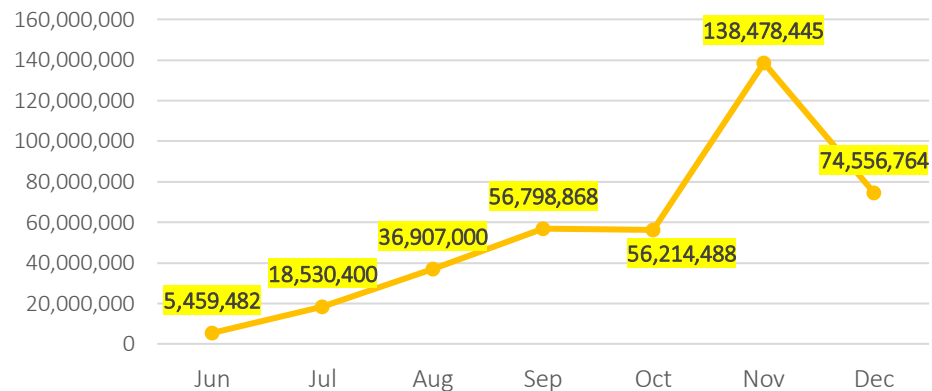
Credit Score for customers

- Analyze customer data and recommend a credit rating to facilitate Omnibiz in extending credit lines to their customers while minimizing the default rate

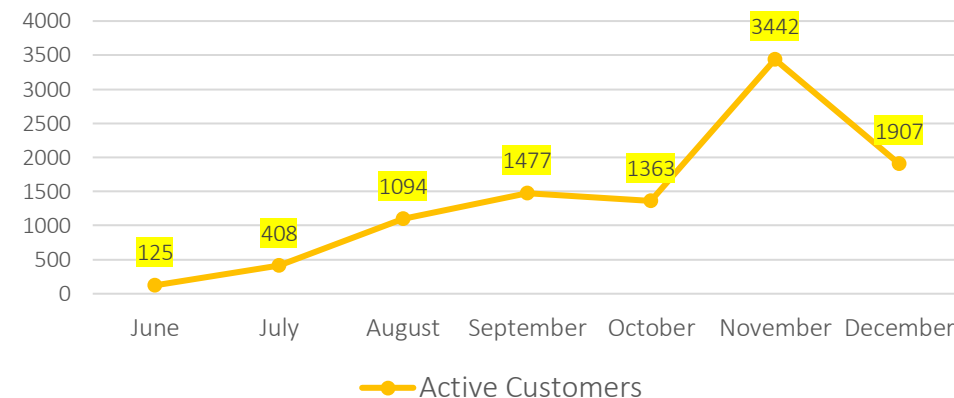


- Proposed Dashboard -

Order Value (in Naira)



Active Customers



SALES PERFORMANCE DASHBOARD		
OMNIBIZ	MTD	YTD
AMOUNT	74,556,764	398,471,620
# OF NEW STORES REGISTERED	2,298	19,462
TOTAL NO. OF ORDERS	2,270	12,534
NEW	1,205	7,315
MTD ACTIVE CUSTOMERS		1,908
LAST 30 DAYS ACTIVE CUSTOMERS		4,180

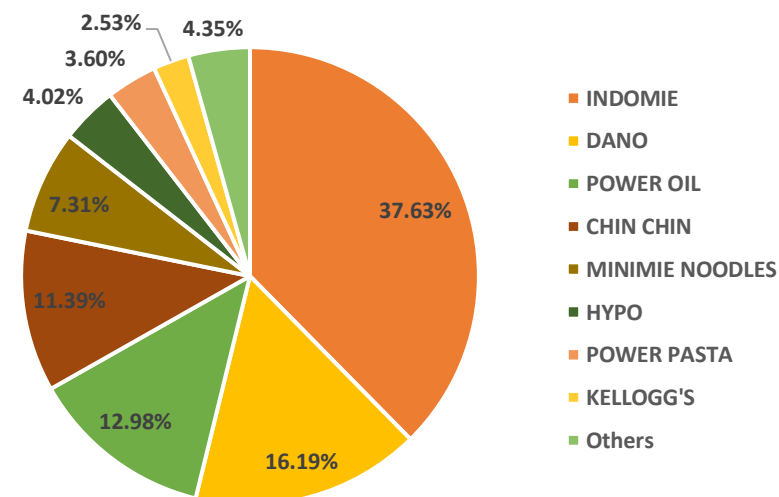
Total Customers: 7315

Count of Unique Customers	5256	1016	426	231	128	258
Frequency	1	2	3	4	5	6+

Delivered Orders:
11,692

Revenue per
Agent: 70,692

Brand-Wise Sales





Vision

To be the preferred growth partner of the retail ecosystem in developing markets

Mission

Help Team Omnibiz in maximizing retailers' revenue with the limited capital they have



- Thank You 😊 -

Any Questions?

Alguna Pregunta?

任何问题？

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