PROANALYTICS

Transforming Data into Strategies

**TEAM :**

Soumonos Mukherjee   Bhavya Deepthi   Vatsalya Nayak
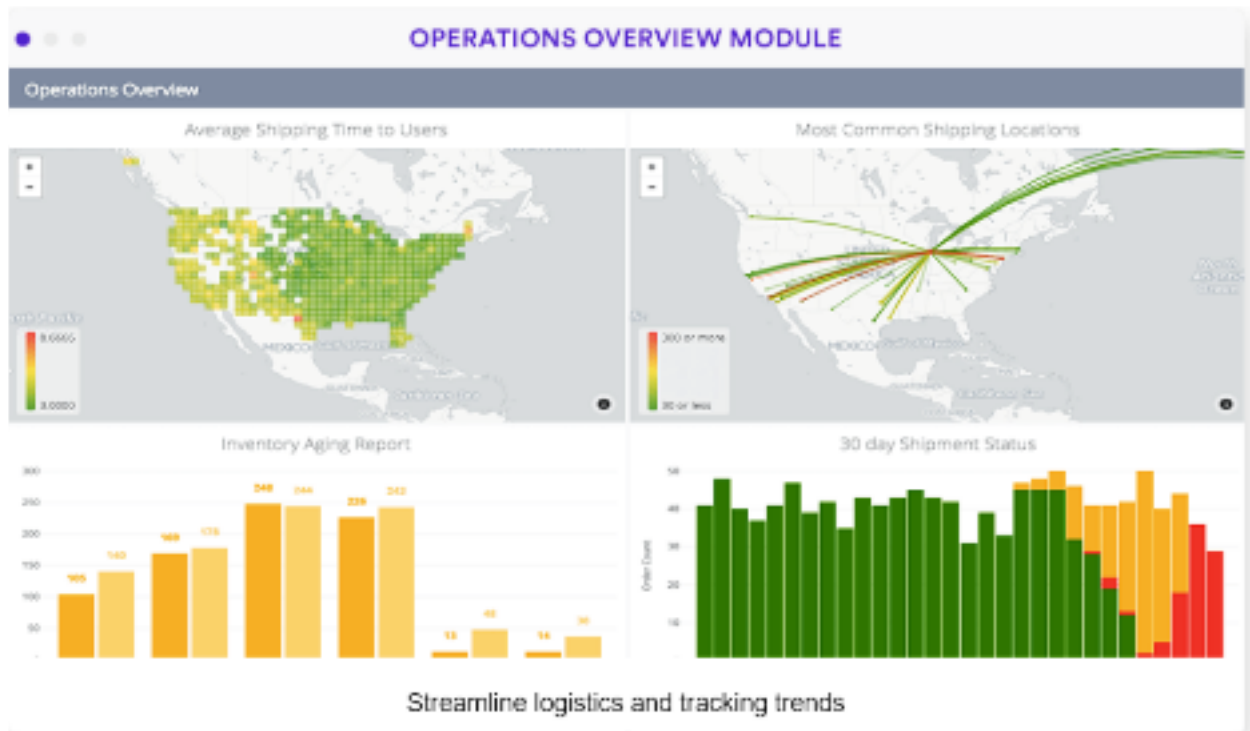
Table of Contents

About Our Product

We at ProAnalytics are building a platform for the product management of FMCG (Fast Moving Commercial Goods). The platform offers an end to end supervised utility for monitoring and tracking the product movement throughout its supply and distribution lifecycle. We enable the manufacturers to track the ground level movement of the products (retailers to customers) by collecting authenticated data from RGIS audit-database and matching it with the Company's inventory information. This pipeline facilitates our services to provide the companies with real-time supply-demand hues and provision for fraud detection at individual stakeholder level of the market. Our Data-driven platform also comes with a performance monitor for getting insights on sales index at individual vendor level along with area based classification on sales figures.
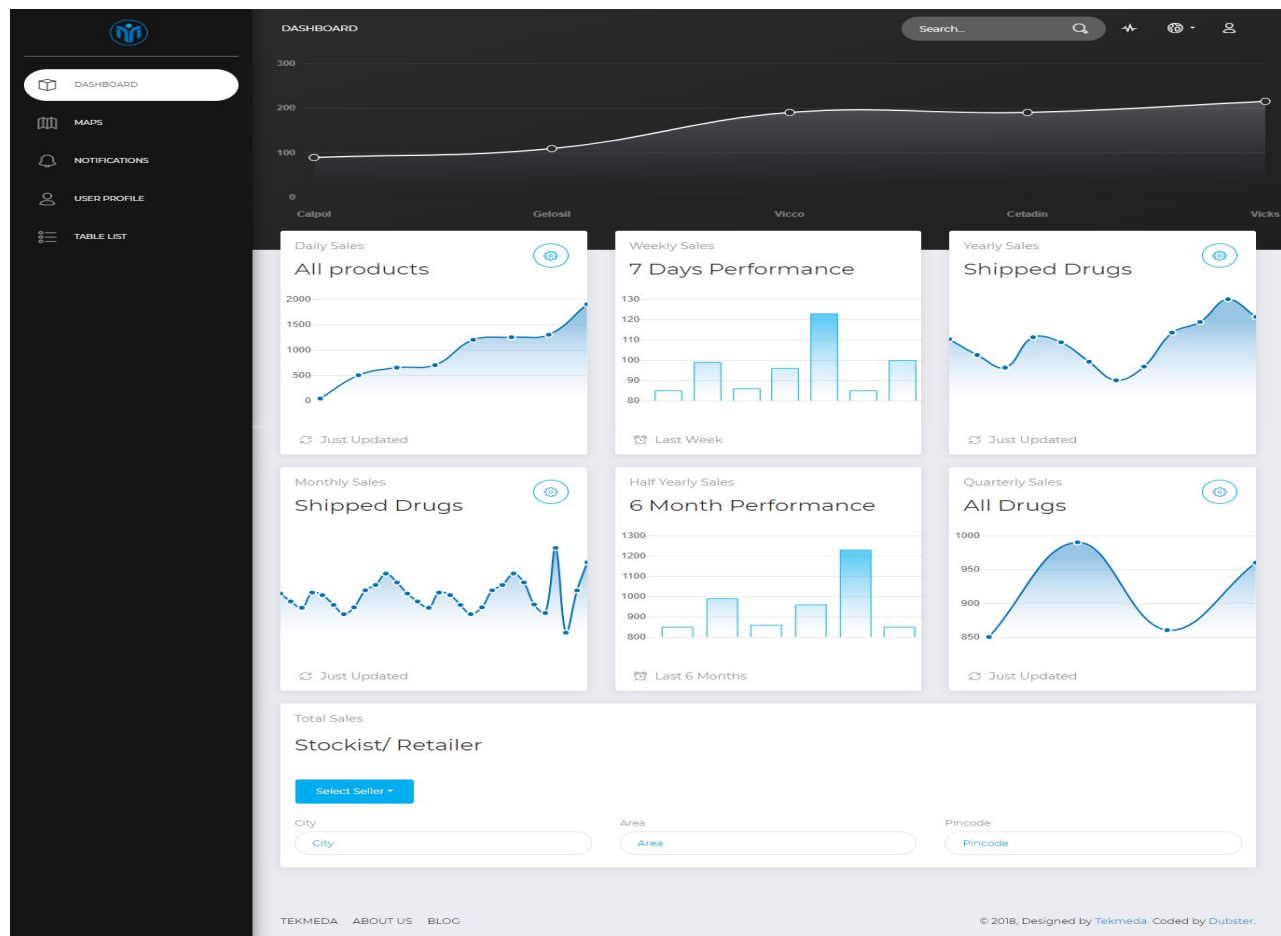
Benefits of ProAnalytics

- Ability to make faster, more informed business decisions, backed up by facts.
- Deeper understanding of customer requirements which, in turn, builds better business relationships.
- Increased awareness of risk, enabling the implementation of preventative measures.
- Improved flexibility and greater capability in order to react to change - both within the business and the market.
- Better insight into the financial performance of the business.
- Proven to reduce costs and therefore increase profit.
- It helps in displaying relevant advertisements on the given region based on historic data and purchase behavior of the users.
- It detects and corrects the errors from data sets with the help of data cleansing. This helps in improving the quality of data and consecutively benefits both customers and industries.
- It could be used for security and monitoring purposes based on information of Product and Vendor performance. This helps in preventing any wrongdoings and can help us to take precautions.
- It reduces risks by identifying probable fraudulent customers based on historic data analysis. This helps industries decide considering all analyzed data.
- It removes duplicate information from data sets and hence saves a large amount of memory space. This decreases cost to the company.
- It can recommend industries and companies the best Marketing Strategy based on the Company's health and desired Growth.

OPERATIONS OVERVIEW MODULE

Operations Overview

Average Shipping Time to Users

Most Common Shipping Locations

Inventory Aging Report

30 day Shipment Status

Streamline logistics and tracking trends

Targeted & Anticipated Customers

We have anticipated our customers based on the Industries which may lose many vital information which will help their businesses to grow dramatically. We would like to aware many **FMCG** industries that ProAnalytics can offer you such detailed information with recommendation Marketing Strategy which can help them to audit each & every products, vendors, and fraudulent in the business. There are so many small-scale industries which can make use of this tool and can transform their way of thinking towards Market through analyzed Data.

However we don't want to limit our customers by Targeting specific but we would like to start with these Avatars:

Ales Groupe is a cosmetics and fragrances company based in Paris, France. This chosen avatar can have benefits and growth in their business from ProAnalytics by providing analysis of their cosmetics product and fragrances based on their purpose and field of Growth and Marketing Strategy.

Carrefour S.A. is a French multinational corporation specialized in retail. This is a very important avatar that we have chosen because likewise industries can have major benefits with detailed tracking of Product and can also conclude the offers given to the customers based on the product demand and many more. ProAnalytic tools impact more effectively with these industries where fraud- detection, area-based demands, Product and Vendor performance and many features with progenies are palpable.

The **Bel Group** is a multinational cheese marketer centered in France. By having data of demands of cheese in which area or region is lower or higher they can propose a new Marketing Strategy to increase the profit of business demands.

SWOT Analysis

<table>
<tr><td colspan="2">

STRENGTHS

We have developed a cost-effective and proficient methodologies for contingency and fraud detection in the FMCG Market.

Our business analytics platform provides the companies with sales performance monitor and insights on sales pattern on individual product, stakeholder and classified area as measures.

Our product facilitates the businesses to optimize their resource-allocation, inventory management and targetted marketing plans

</td><td colspan="2">

WEAKNESSES

For optimal operations and functionality, the platform needs a 2 way seemless dataflow. It needs to be integrated with the company's ERP at the inventory management module and as well as at the specific data cluster of RGIS for the individual companies. Any iterruption or malfunction of any data end point will result in break-down in the functional architecture of the platform package. This kind of dependency on third party data vendors is the principle weakness to our product.

</td></tr>
</table>

INTERNAL

EXTERNAL

Small and medium sized companies are in need of data driven approaches those enable them for upgrading their business paradigm. We consider it to be an opportunity where we can provide the companies with intelligent approaches for their supply-distribution operations, fraud detection, market performance analysis . Our targetted segment of customers are the manufacturing companies who can't afford the expensive BI packages .

OPPORTUNITIES

Companies like Odoo and ZOHO have a quick drift in the market developing distributed architectures and affordable packages for ERP, CRM and inventory solutions. Source confirms that there is a huge thrush in these companies to extend their products to integrate next generation BI Solutions. Considering the magnitude of their production and the scale of developmental shift they posses, these companies possess a serious threat towards our product in the current market scenario.

THREATS

Content Marketing

- Plan to integrate targeted customers to our channel to explain how to use the Analytical tool to evaluate the given features.

Listen & Buyer Persona's

Decide on Theme & Topics

Re-purpose

Content Marketing Cycle

Create Content

Measure & Evaluate

Promote Content

.

Marketing strategy with 4Ps

Product:

- Design - User-Friendly interface with dynamic features.
- Features - Fraud Detection, Area-Based Demands, Product & Vendor Performance, Recommended Marketing Plans, Generates CSVs, PDFs and Graphical reports.
- Brand name - ProAnalytics
- Product variety - Conditions depend on Industries and the purpose of Growth ProAnalytics will germinate many possible aspects with success ratio.
- Quality - Premium quality with Advanced Features.

Price:

- Methods of pricing – Online Payment. As we our favorite customers are small scale industries we have decided our prices considering it.

Place:

- Advertising - Fully based on Virtually like Social Media, Youtube, Training Videos.

Promotions:

- Promotions can be done by giving Training videos at company, Youtube for making people aware and social media for advertising and for announcing updates, achievements and new features.

Unique Selling Point

We offer a remarkable approach for fraud detection and product authentication without any expensive hardware utilities.

Our platform enables business to monitor and track the ground level movement at a near real-time basis.

Our platform is portable, scalable and requires a very little maintenance as this is completely cloud based and on a decentralized architecture.

Our platform is having cross-domain compatibility and can be integrated with multiple ERP solutions available in the market.

Our PAAS is affordable and less expensive than the enterprise packages available in the market.

Our Customer Journey

5A

CONSUMER PATH

AWARE
"I Know"
- Gateway to Customer Path
- Passive exposure to marketing communications, word of mouth, past experiences, and advocacy of others

APPEAL
"I Like"
- Initial appeal of a brand is influenced by the community surrounding the customers to determine the final attitude

ASK
"I'm Convinced"
- Customer path changes from individual to social
- With right amount of curiosity, customers follow up by actively researching brands they are attracted to
- Gathering more information from family, friends, media, online, and/or directly from brands

ACT
"I'm Buying"
- If convinced by further information in the Ask stage, customers will decide to purchase / avail a product / service
- Includes after-purchase actions: consumption and usage, as well as post -purchase services

ADVOCATE
"I Recommend"
- Loyalty is defined as repurchase, retention, and ultimate advocacy to others

Conclusions

To sum up all the factors till now we have concluded that:-

- This analytical tool can perform at a very high success ratio for the companies & industries which are unaware to the source of loss of their business.
- As the importance of data is related to every field similarly the features of ProAnalytics is not limited to the companies & industries.
- Gathering & collecting of data can be categorized and can be reduced the collections of data by analyzing it.