

Data Analytics & Business Intelligence for FMCG



Introduction

Are you always nervous about the future of your business? Will that new product be a roaring success? Are your consumers ready for a change in price-point? Is a major economic event around the corner? Are your consumers really happy with your products?

Today, most SMBs rely on educated guesses to plan their production and sales. Should your future sales be based on historical carrying cost, back order rates, and inventory turnover ratios? Or would you want to make decisions based on real-time intelligence, consumer behaviour and choices.

HiFX uses AI to provide a deeper insight into consumer behaviour and help you make data-driven decisions. Optimize R&D investment, improve the effectiveness of marketing and maximize efficiencies with our data & AI platform.



Demand Forecasting



Challenges for SMBs

- No methodology to accurately predict future sales volumes
- Sales targets are not based on current market conditions
- Unable to predict how sales can fluctuate with external factors and world events



How does HiFX help?

- Robust AI powered forecasting models
- A structured analysis mechanism to ready businesses for multiple scenarios



The results: Improved planning

- Predict sales volumes based on critical demand drivers
- Improve decision making through structured analysis



Marketing Mix ROI



Challenges for SMBs

- Marketing investment is not data-driven. No visibility on ROI of different marketing channels
- Unable to analyze consumer behaviour with respect to advertising and investment
- How to plan marketing investment for different stages of consumer journey?



How does HiFX help?

- Develop an analytic model showing impact of various marketing campaigns on sales
- Predictive analytics and real-time adjustments of marketing activities
- Evaluate digital media effectiveness, ROI and simulate what-if scenarios



The results: Media channel effectiveness

- Prioritize marketing efforts and optimize marketing investment in favour of channels that provide better ROI
- Understand which combination of ads influence the consumer to make a purchase
- Reduce the overall spend on advertising and promotion

Customer Sentiment analysis



Challenges for SMBs

- Customer feedback collection is not systematic. Unable to derive meaningful insights on consumer needs and wants
- Poor understanding of brand perception due to low engagement with customers



How does HiFX help?

- Capture unstructured data across various social media platforms
- Natural Language Processing for parsing conversations into positive, neutral and negative buckets



The results: **Meaningful customer feedback**

- Prioritize marketing efforts and optimize marketing investment in favour of channels that provide better ROI
- Understand which combination of ads influence the consumer to make a purchase

Reduce the overall spend on advertising and promotion

Sales Campaigns



Challenges for SMBs

- How to identify the right price and discount point that maximises sales and optimizes ROI?
- How to improve sales performance of newly launched products?



How does HiFX help?

- Understand the impact of demand drivers on historical sales volume and calculate base volume
- Calculate total 'true' cost of sales promotions based on the individual components
- Calculate ROI for historical promo events



The results: Improved ROI on sales promotions

- Gain insights into the profitability of promotions across stores, regions and products
- Better benchmarking of sales campaigns' performance

Price-point recommendation



Challenges for SMBs

- No data to evaluate the impact of pricing strategy on sales
- Pricing decisions across categories/outlets are not data-driven



How does HiFX help?

- Build a pricing model to enable an effective pricing structure for various product categories
- Optimise pricing to improve margins and bottomline profitability



The results: Improved margins

- Data-driven pricing recommendations for greater sales and larger margins

Inventory optimisation



Challenges for SMBs

- Align inventory planning across the company
- Deriver insights from the data of different stores to improve inventory forecasting and planning



How does HiFX help?

- Perform inventory stock level vs lost sales scenario analysis
- Develop robust demand forecasts through statistical analysis of data across outlets



The results: Improved inventory management

- Suggested order quantity recommendations to reduce out-of-stock frequency