

## CASE STUDY

# Trade Promotion Optimization

## Quick Summary

CRG data engineer team and data science team have designed a solution to build a promotion framework integrating ML Models on segmentation, cross sell/up sell & retention etc. with end-to-end automated workflow to have the most optimum promotional action.

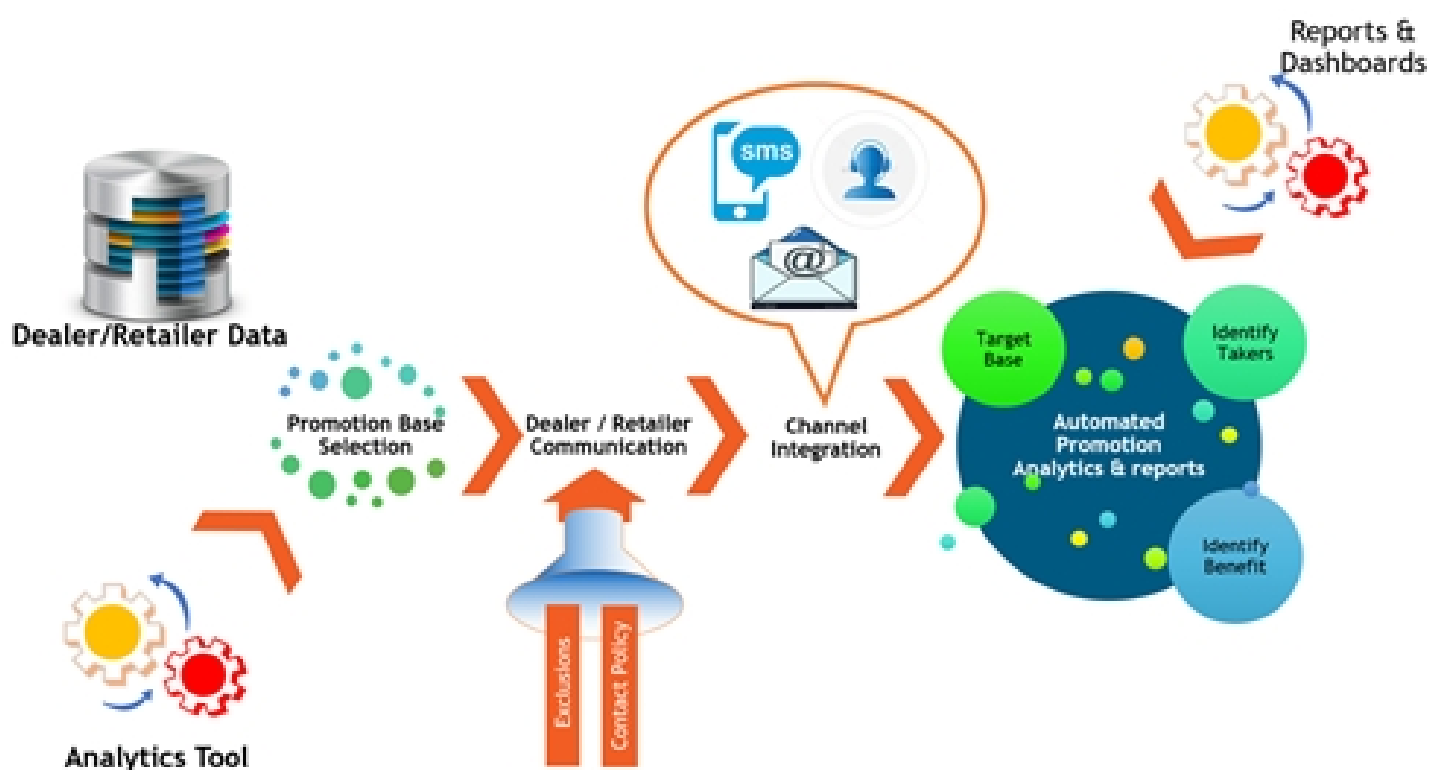
## Approach

CRG data engineer team and data science team have designed a solution to build a promotion framework integrating ML Models on segmentation, cross sell/up sell & retention etc. with end-to-end automated workflow to have the most optimum promotional action.

## Problem Statement

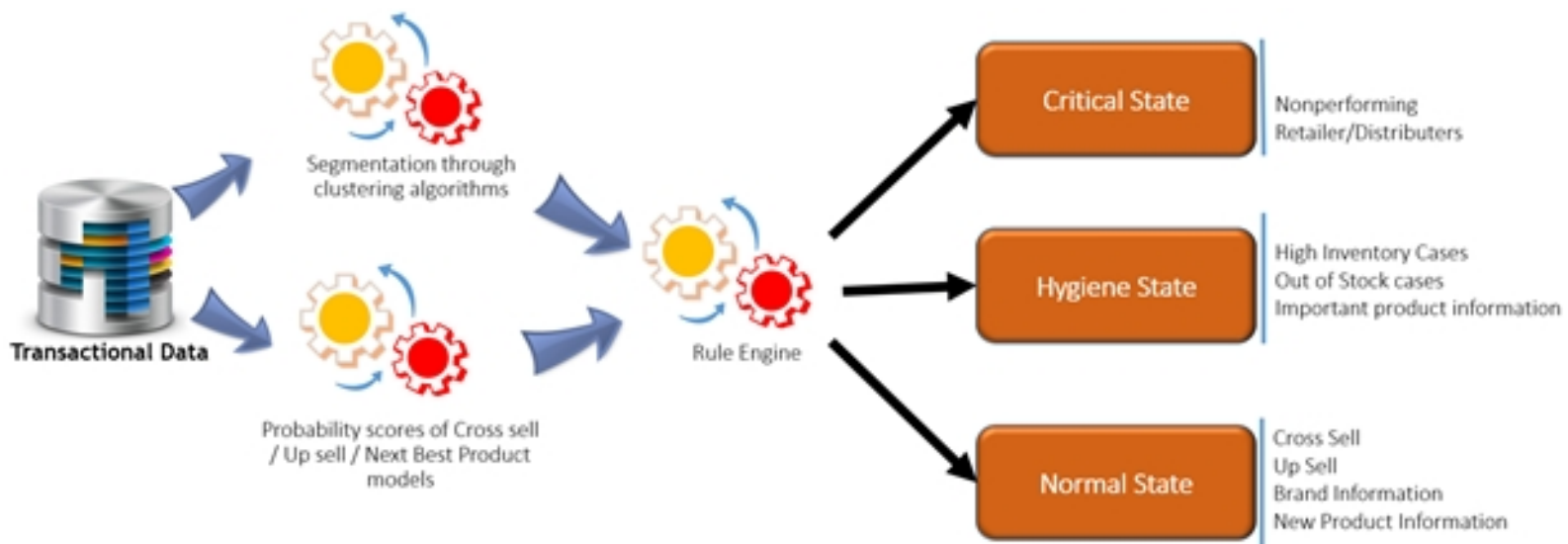
Company has a large number of distributors & retailers and wants to improve the effectiveness and efficiency of their promotional activities to get improved ROI.

## High level framework:



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## High level process:



## Business Benefits:

- Enhanced ROI
- Better Distributor Engagement
- Improved profitability

## Briefly:

Customer	Problem	Solution	Outcome
Manufacturing Company Large Distributer/Retailer	Low ROI Manual Promotion	Implemented TPO Developed ML Models	High ROI End-to-end automation

*A Trusted Solution Partner*

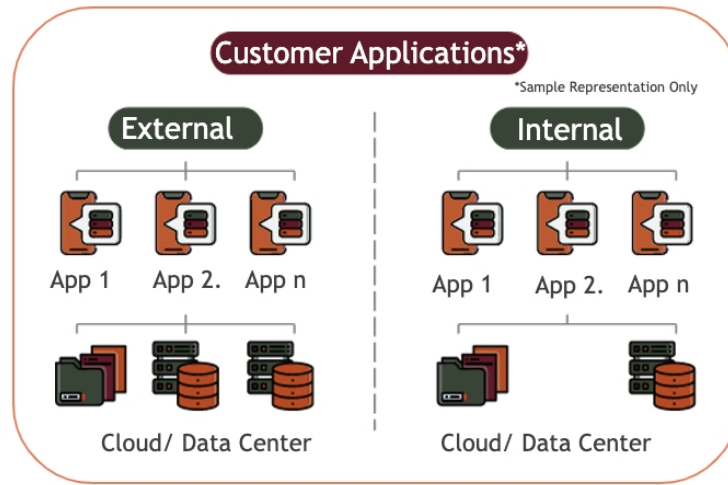
*to achieve*

*Business Excellence*

## We Cover

### Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



### RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai



### DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



## Services Portfolio

