



CASE STUDY

Transforming the Distribution and Sales Analysis of a brand that has contributed to India's status as the world's largest milk producer

Quick Summary

CRG Solutions' advanced analytics dashboard revolutionized the company's sales and distribution management, optimizing strategies and enhancing performance in the FMCG industry. This data-driven tool positions the brand to maintain its leadership and drive future growth in both domestic and international markets.

About the Customer

A leading dairy brand in India that sells butter, milk, cheese, ice cream and the brand that helped India become one of the world's greatest milk producers, which involved millions of farmers in its cooperatives required comprehensive analytics solutions that could handle complex data from multiple channels and geographies, providing a unified view of sales performance and distribution metrics.

Problem Statement:

The significant challenges faced by the organization was in managing their vast distribution network.

- Data Silos: Disparate systems for sales, distribution, and finance led to inconsistent and delayed reporting.
- Complex Distribution Network: Managing a multi-layered distribution network across a diverse geographical landscape was cumbersome and inefficient.
- Inadequate Market Insights: Limited visibility into market trends and consumer behaviour impacted strategic decision-making.

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The challenges needed following steps”

- To develop an integrated analytics dashboard that consolidates sales, distribution, and financial data.
- To enable real-time tracking of sales performance across various regions and product lines.
- To facilitate detailed geographic analysis to optimize distribution networks and improve market penetration.

Solution:

CRG Solutions developed a multi-dimensional dashboard system, comprising various components to address the needs:

- **Sales and Funds Dashboard:** Tracks financial transactions, sales figures, and provides a comparison against set targets. This dashboard highlights performance trends and identifies areas requiring attention.
- **Distribution Dashboard:** Focuses on the logistics of distribution, including details about warehouse performance, regional sales data, and new distribution channels.
- **Geographic and Product Line Analysis:** Includes detailed maps and charts that display sales distribution geographically and across different product lines, helping to identify market opportunities and optimize supply chain logistics.
- **Performance Metrics:** Integrates KPIs such as growth trends, depot performance, and individual product sales, enabling quick assessments and facilitating strategic adjustments.

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Business Benefits:

The implementation of the new dashboard system yielded impressive results:

Real-Time Analytics:

The company's management now enjoys real-time insights into sales and distribution metrics, significantly enhancing operational responsiveness.

Improved Decision-Making:

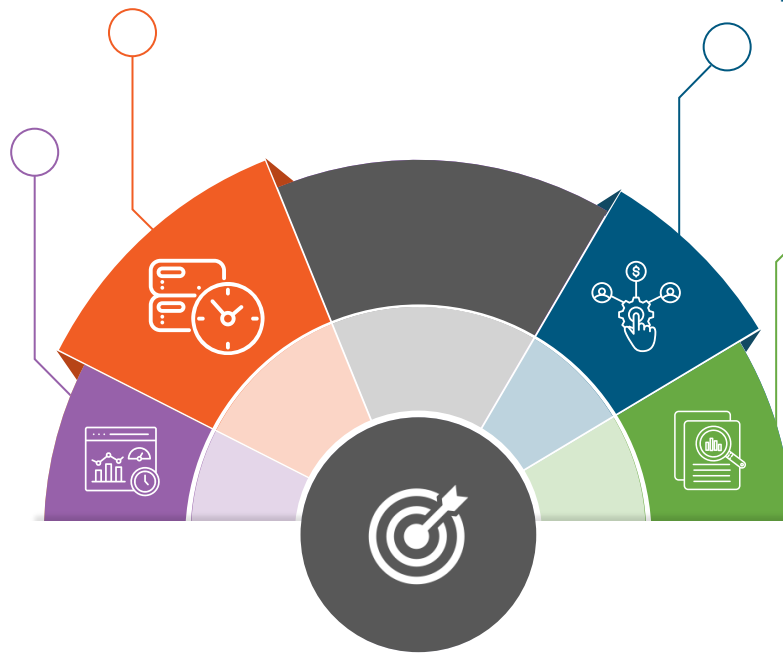
The detailed analytics and reporting capabilities have empowered the company to make informed strategic decisions, improving both market reach and overall profitability.

Enhanced Data Integration:

Unified reporting from different business areas improved data accuracy and accessibility.

Optimized Distribution:

Real-time data has enabled the brand to streamline their distribution channels, reducing costs and improving delivery times.



A Trusted Solution Partner

to achieve

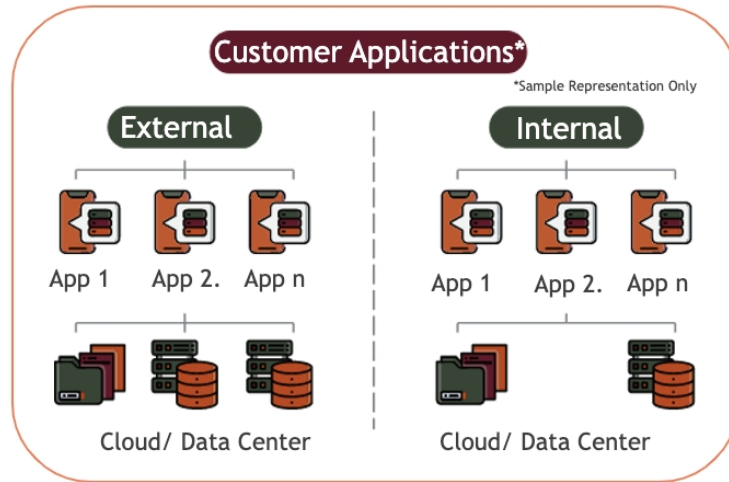
Business Excellence

About CRG solutions

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

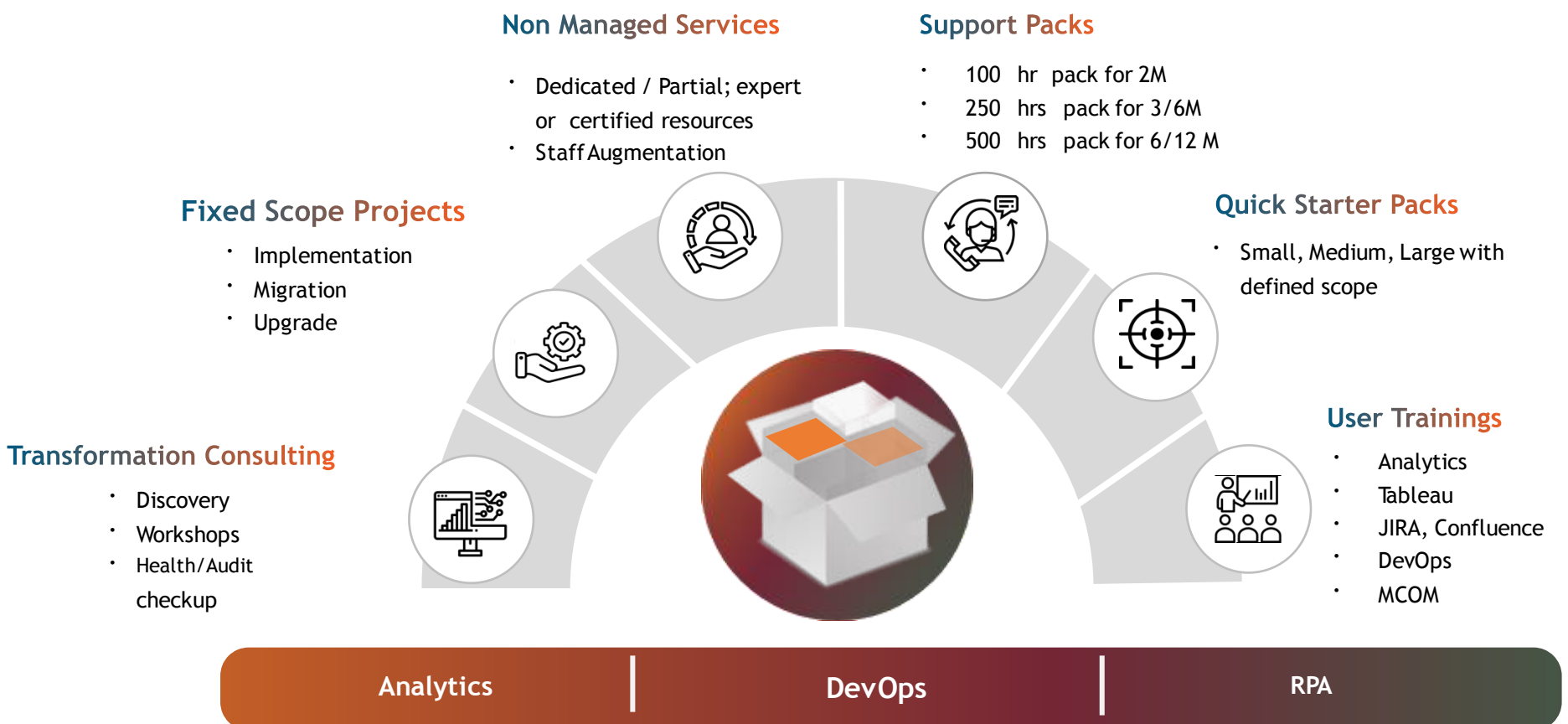


DevOps

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



Our Socials



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