The impressive use of advanced data to streamline and manage the distribution network for a leading dairy brand in India

Quick Summary

This prominent Indian dairy company, impacting rural livelihoods, leveraged CRG Solutions' Tableau-based dashboards for enhanced distribution network management. The dashboards revealed sales statistics, product analytics, and regional patterns. Integrating data sources, creating customized dashboards, and training personnel improved decision-making, sales efficiency, distribution network performance, and market comprehension

About the Customer

This dairy brand has revolutionized the dairy industry and played a vital role in India's White Revolution. It has empowered millions of farmers through cooperatives, giving them access to a broader market for their milk distribution. The organization has had and continues to have a huge impact on rural livelihoods.

As part of enhancing their distribution and sales, the company recognized the significance of analytics to streamline operations, improve decision-making, and better manage their extensive distribution network across the country.

Problem Statement:

To address the challenges posed by large-scale operations and the need for streamlined data analytics, the project demanded to track sales performance across different zones and products in real-time, analyze distribution channels and sales trends for optimized supply chain management, and enhance visibility of product performance and market penetration.

CRG Solutions has identified a few challenges for the company.

Data Consolidation: The extensive operations across various products and distribution channels have resulted in fragmented data repositories, making it challenging to consolidate and analyze data effectively.

Real-Time Data Processing: There is a pressing need for real-time data processing to promptly adapt to dynamic market demands and trends.

User Adoption: ensuring that the deployed analytics solution is user-friendly for stakeholders with varying levels of technical expertise, thus maximizing its utility across the organization.

Solution:

CRG Solutions successfully executed an analytics solution centered around Tableau-based dashboards, focusing on the following key areas:

Sales and Distribution Dashboards: These dashboards provide insights into sales volume, value, and growth metrics across a variety of zones and products.

Product Performance Analysis: The solution provides in-depth analysis of each product's sales, empowering targeted marketing strategies and facilitating prompt production adjustments.

Geographical Insights: We use geo-mapping to visualize sales distribution and performance across various regions, which aids in strategic decision-making.

How was this implemented by CRG Solutions? The implementation process encompassed:

- Data Integration: Consolidation of data from varied sources into a central data lake to ensure uniformity and accessibility across the organization.

- Dashboard Development: Creation of interactive and intuitive dashboards tailored to meet the specific needs of different user groups within the organization.

● The organization conducted comprehensive training sessions for its staff to enhance the utility of the new system and ensure its widespread adoption.

Business Benefits:

Increased Sales Efficiency:
Detailed sales trend insights helped identify high-performing products, optimize inventory levels, and enable targeted marketing efforts, improving sales efficiency.

Improved Distribution Network:
Geo-analytics provided a deeper understanding of market penetration, enabling the optimization of distribution routes and creating a more efficient and effective distribution network.

Enhanced Decision-Making:
Real-time data access enabled quicker and more informed decisions, allowing the organization to respond promptly to market dynamics and consumer demands.

Targeted Marketing:
Data-driven insights facilitated more precise marketing strategies, leading to better customer engagement and higher sales conversions.
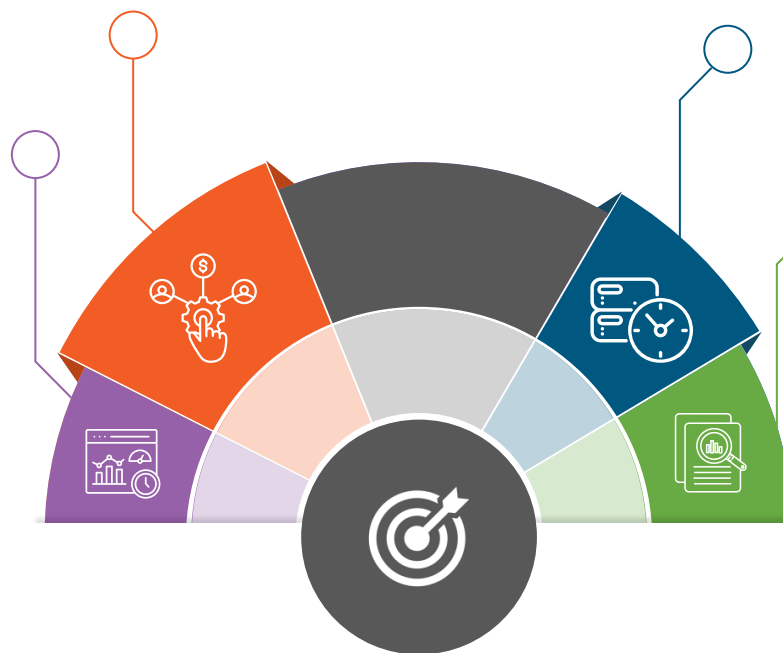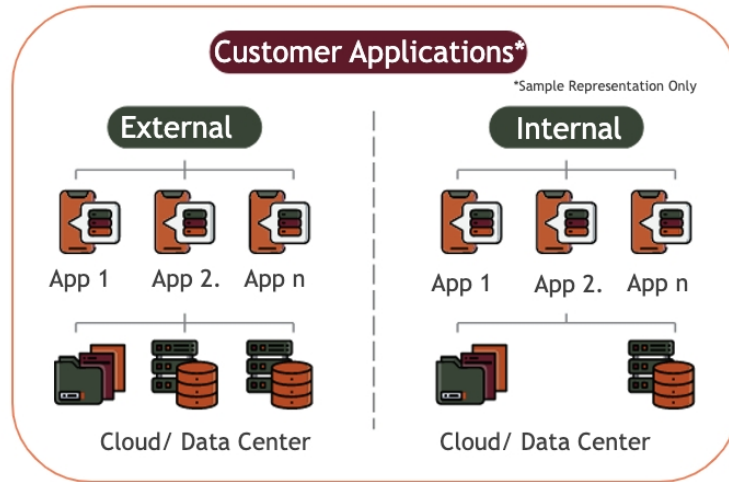
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Analytics

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+ableau   **alteryx**

Microsoft   **USEReady**
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Customer Applications*
*Sample Representation Only

External

App 1   App 2.   App n

Cloud/ Data Center

Internal

App 1   App 2.   App n

Cloud/ Data Center

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

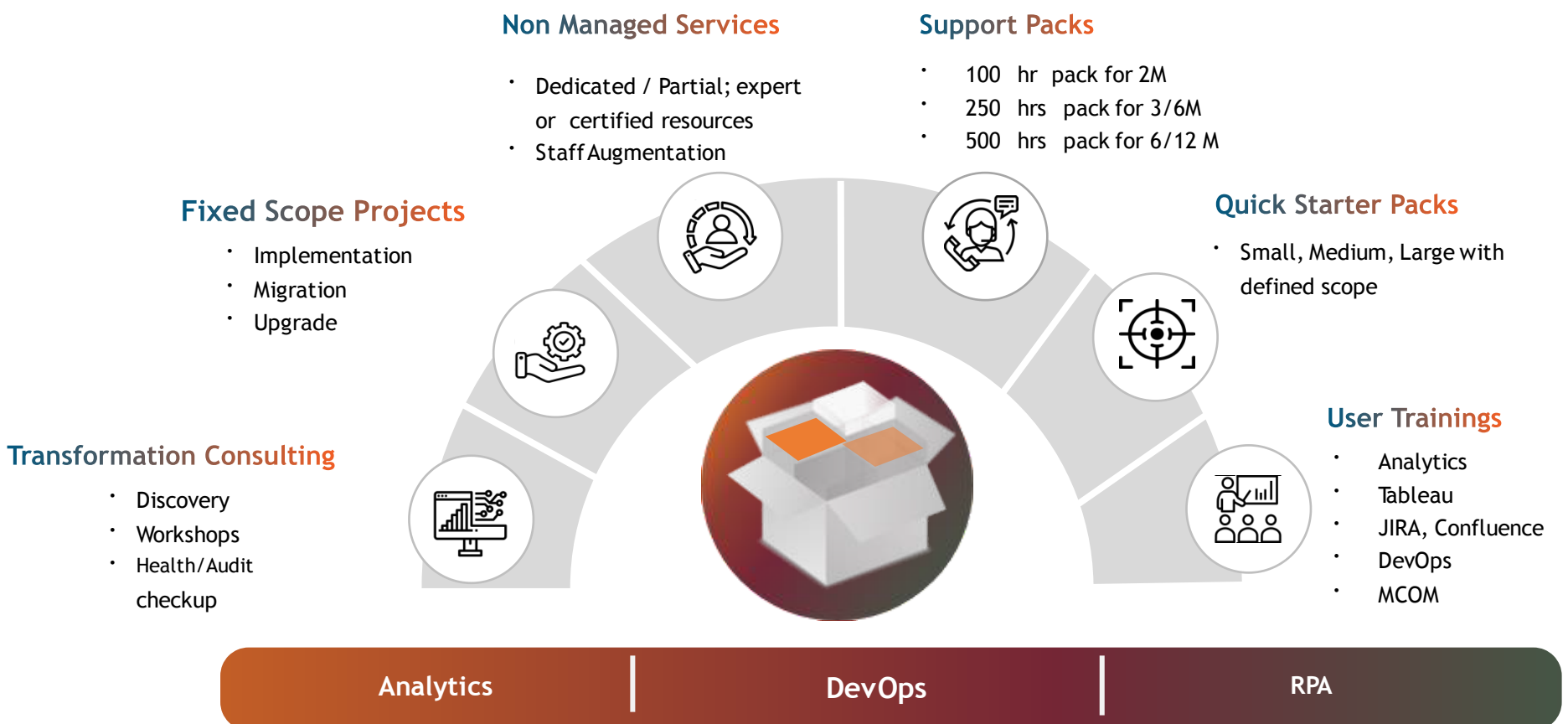**AUTOMATION ANYWHERE**   **yellow.ai**

DevOps

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ATLASSIAN   **Microsoft**

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- Migration
- Upgrade

Quick Starter Packs

- Small, Medium, Large with defined scope

Transformation Consulting

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- Workshops
- Health/Audit checkup

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- Tableau
- JIRA, Confluence
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- MCOM

Analytics	DevOps	RPA

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