



## CASE STUDY

# Harnessing business analytics for a brand into natural products

## Quick Summary

The strategic integration of business analytics transformed the brand's approach to global competition, solidifying its leadership in the natural consumer goods industry. CRG Solutions highlighted the critical role of data in crafting winning strategies and driving significant business outcomes. Committed to continuous improvement and innovation, the company is well-poised for future growth and sustained success.

## About the Customer

A leading multinational consumer goods company with a focus on natural products has carved out a significant presence in over 100 countries. The company recognized the need to revamp analytics capabilities to enhance market responsiveness, optimize operations, and drive targeted marketing efforts, thereby bolstering overall business growth and customer satisfaction.

## Problem Statement:

Given the evolving market dynamics and heightened competition, it was crucial for the brand to adopt a more robust approach to data-driven decision-making. The brand encountered several challenges.

- Data Silos: Fragmented data systems hindered a unified view of business operations.
- Market saturation: Difficulty identifying growth opportunities in mature and competitive markets.
- Operational Inefficiencies: We did not optimize the existing supply chain processes for cost and time efficiency.

## CRG Solutions - CASE STUDY

- Consumer Engagement: There was a need to deepen consumer insights.

### **Solution:**

Each of the company's key departments received a customized digital solution:

#### **Sales and Marketing:**

- Integrated CRM System: To capture and analyze customer interactions, enhancing lead management and customer service.
- Advanced Analytics Tools: Used for predictive sales forecasting and optimizing marketing campaign ROI.

#### **Operations:**

- AI-Driven Supply Chain Management: Tools implemented to streamline logistics, improve inventory management, and reduce delivery times.
- Process Automation: Automate key operational processes to reduce human error and operational costs.

#### **Human Resources:**

- Digital HR Platforms were introduced to manage employee data, track performance metrics, and enhance employee engagement through data-driven insights.

#### **IT and Data Systems:**

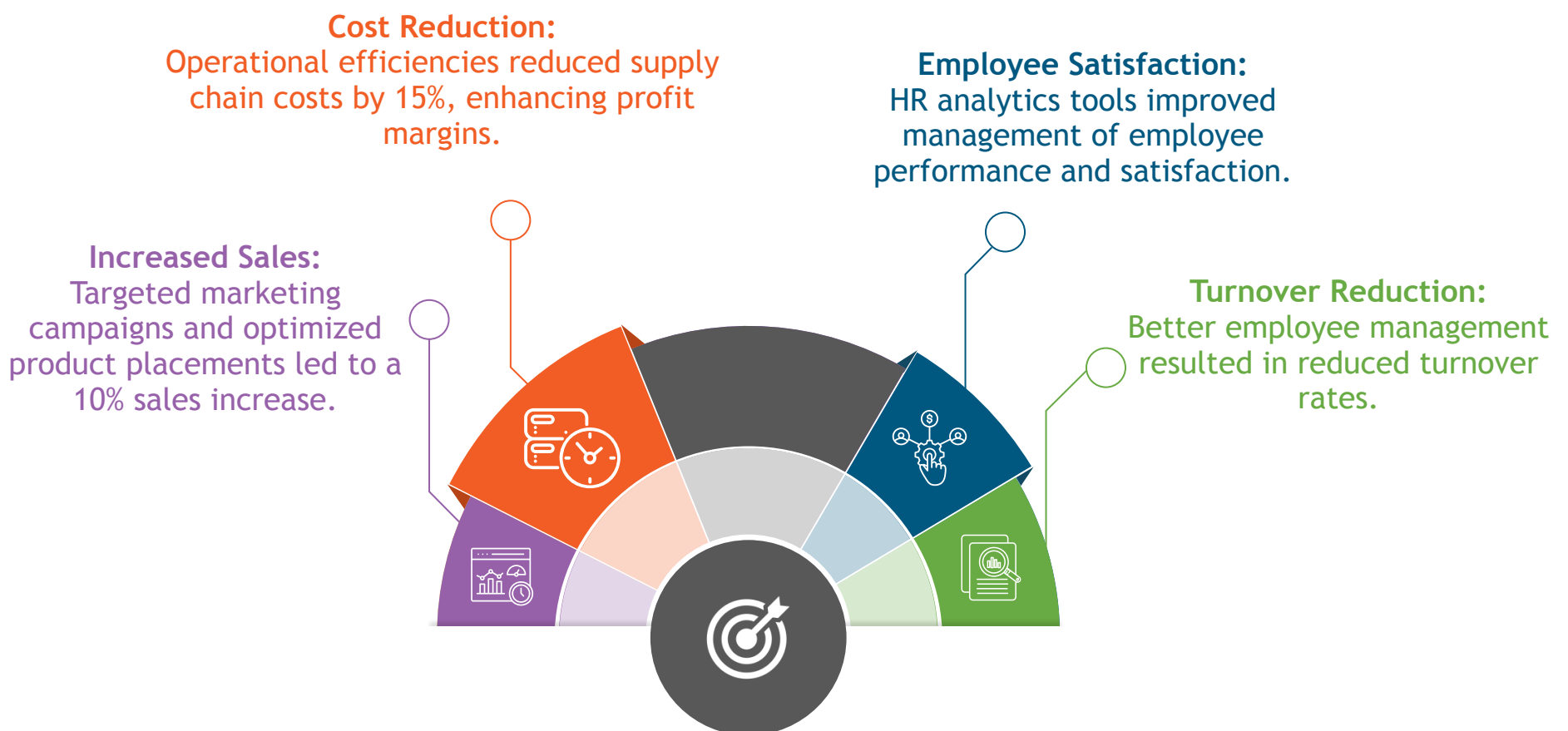
- Unified Data Architecture: Developed to integrate data across different departments, providing a holistic view of business operations.
- Cybersecurity Enhancements: upgraded security protocols to safeguard data integrity and compliance.

## CRG Solutions - CASE STUDY

### The analytics overhaul resulted in:

- Consolidated Data View: Executives now have real-time access to cross-functional reports, enhancing strategic decision-making.
- Improved Forecasting Accuracy: Enhanced predictive capabilities allowed for better stock management and market readiness.

### Business Benefits:



*A Trusted Solution Partner  
to achieve*

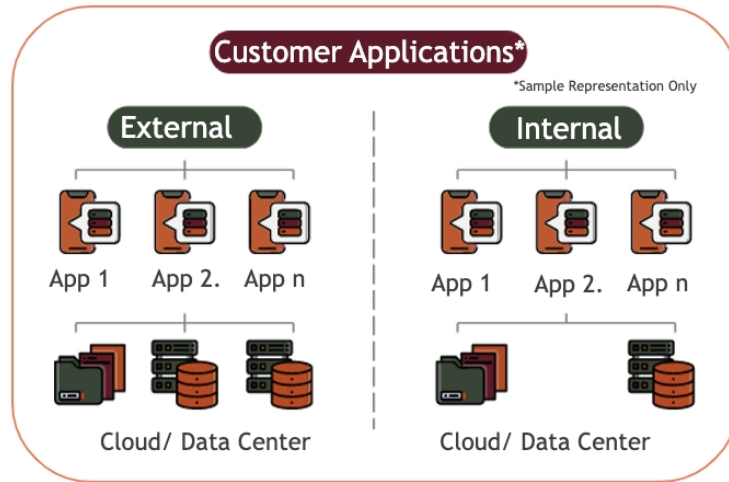
*Business Excellence*

# 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

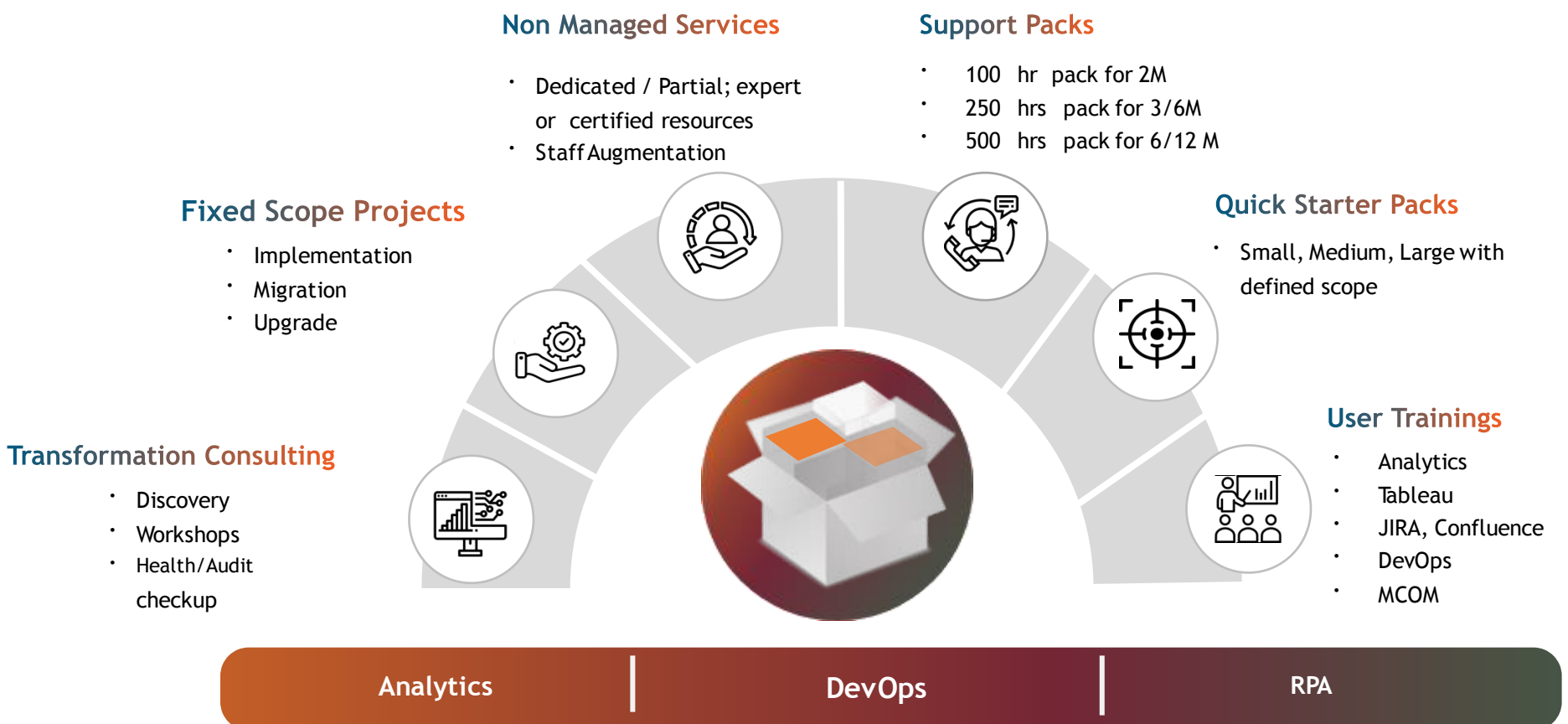


### DevOps

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



Scan me