
CASE STUDY

Optimizing a cosmetics major's sales promotions through acquisition and harmonization of point-of-sale data

TradeEdge Market Connect and Harmony enabled a Fortune 500 company achieve end-to-end visibility of sales and promotions effectiveness.



The client is one of the world's largest cosmetics companies, in the business of hair care, skin care, makeup and perfume, across both professional and consumer products. They market multiple brands, thousands of products across their operations in over 130 countries. Their business is conducted through a wide range of channels — individual brand stores, multi-brand retailers, boutiques, salons and several platforms online

As part of their marketing and promotional activities, they use 'coupons' to attract customers to stores, be it physical or online. A customer would find these coupons online or in print advertising, and redeem them for discounts and offers. Such redemption is an important measure of the success of these promotions.

Challenges

Ability to analyse coupon and Redemption data

To begin with, our client had limited visibility into the point-of-sale data from ecom channels,. They relied third-party agencies to get harmonized data from Digital and print media coupons to derive insights, which was limited, at best.

Delays in data acquisition

Even the limited data that was available came late by up to three months. As a result, most analysis were post-mortem; and not useful for strategizing interventions while the promotions were going on.

Complexity of data

Given the scale and nature of our client's operations, the data was naturally complex. For starters, each brand had multiple sales channels such as multi-brand retailers, online etc. When multiplied across hundreds of their brands, this got unwieldy. Add to that the various formats in which each agency/

partner was sending their data, it was nearly impossible to manage this data.

Time and effort demanded by data processing

The data that finally reached our client was often incomplete and disparate, which was then processed and synchronised by a team of over fifteen people. Given much of this was manual, the output still tended to be error-prone.

Lack of market visibility

All of these process inefficiencies mounted a singular large business challenge for our client: Lack of visibility into their own market. They were unable to see in reasonable time how their promotions are performing, how it's affecting sales, which ones are doing better than the others, what is the ROI etc. This became a significant hindrance to effective planning of both demand and promotions.

In order to overcome these challenges, and get a clearer picture of their sales and promotions initiative, they needed a technology solution that can:

- Acquire data from multiple sources
- Cleanse, validate and harmonize the data
- Make it insights-ready for their dashboards
- All in near real-time.

Solution: TradeEdge Market Connect and Harmony enabled seamless data acquisition for visibility of coupon redemption and sales

Time and effort lost in manual data preparation



Each retailer spent significant time and manual effort in preparing data for analysis and measurement of promotions effectiveness. Despite that, the results were often error-prone. Fixing these errors also had long cycle times, requiring frequent restatements, making promotions rollout inefficient.

The consulting team at TradeEdge worked closely with the leadership at our client's revenue growth management division to understand the real-world intricacies of their challenges and the tech implications of them.

We began by demonstrating a proof-of-concept, which delivered over 90% accuracy — a standard they hadn't seen before. Duly satisfied, they green lit the project. We then built a two-pronged strategy: Market Connect for data acquisition and Harmony for data harmonization.

TradeEdge Market Connect for data acquisition

Market Connect acquired data from across sources: Retailer point-of-sale data across, online sales data from Amazon, agency data, as well as other third-party coupon data. This

continued to come in disparate file types and formats, which needed processing.

Market Connect, then, performed a wide range of rule-based tasks such as cleansing, transformation, flattening, calendar conversions, lookups, sales and price based exclusions etc. to ensure data quality.

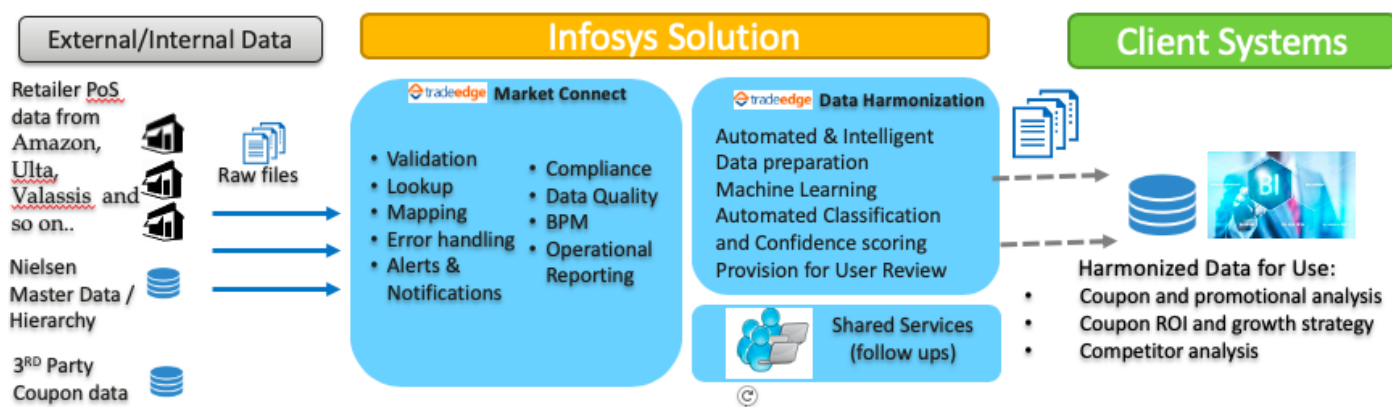
TradeEdge Harmony for data harmonization

Once ready, the data was sent to TradeEdge Harmony. The platform leveraged pre-built machine learning algorithms and custom scripts to read text attributes, perform classification and confidence scoring etc. It also mapped external data accurately to our client's standard product hierarchy.

We have also built the capability to provide user feedback, which will help improve data quality over time.

Shared services for onboarding and follow ups

The EdgeVerve shared services teams also work closely with retailers and data sources for seamless onboarding and timely follow ups.





Outcomes

Within a short span of four months, we've delivered our client the capability to acquire data and make them insights-ready.

Near real-time availability of redemption data

With TradeEdge Market Connect, our client has visibility into the performance of their coupon-based promotions within 72 hours. This data is available at product-level granularity, across retailers, enabling them to respond to market demand instantly and effectively.

Errors reduced to nil

As a completely automated system, powered by advanced machine learning capabilities, the volume of errors resulting for manual processing was zero. This was true in spite of the volume, i.e. 2TB of data, running into few millions of transactions.

Our track record of 100% accuracy — a feat unprecedented in the CPG sector — has found much appreciation among the client's business and sales teams.

Cost savings in data processing

With Market Connect and Harmony, the client no longer needed external contractors or employees to manually process the incoming data.

Way forward

Having delivered transformative technology at scale, we're working on deepening the impact. We're looking forward to enabling store-level insights — the next step from the SKU + retailer data we currently acquire. We're keen on working closely with the leadership to deliver solutions that positively impact their bottom line.

TradeEdge provides insights from distributors and retailers across the demand value chain to accelerate growth in emerging as well as developed markets. TradeEdge is a cloud based solution that enables brands gain maximum channel visibility, new distributors, improve retail execution and reach new markets faster.



At **EdgeVerve**, we are making constant strides towards transforming enterprises by providing AI enabled business applications, leveraging the Infosys Nia™ Platform with capabilities across the automation continuum. With the advent of cognitive automation, we believe this three-pronged strategy will drive our clients to the future.



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