DATAMATICS

CPG/RETAIL

ADVANCED ANALYTICS SOLUTIONS

For our clients in **Retail & CPG**, we have delivered solutions that have allowed them to introduce new channels quickly, improve merchandising, personalize offers, minimize operational costs and maximize revenues across touch points. Through a smart use of purchasing history along with pattern mining, advanced analytics, and artificial intelligence/ machine learning (AI / ML) algorithms, we have also enabled our retail & CPG customers to position bundled offers to their customers.

Omnichannel is the new buzzword as retailers seek to offer a seamless shopping experience across multiple formats and stores - physical, kiosk, online and mobile apps. Datamatics' state-of-the-art retail, CPG/FMCG and e- commerce solutions helps companies unify the customer experience regardless of the touch point.

Our suite of digital CRM services, which integrates customer interactions with social listening, analytics, and automation, is the perfect solution for improving your CX.

Over the years, we have helped several marquee clients in the PG/Retail space achieve their goals via data-driven intelligence. We have seen these models to be extremely effective in sales forecasting, marketing mix modeling, price elasticity determination, product/SKU performance, and customer profiling. Have a look at a wide range of some of our success stories. While we are sure that you'll find these fascinating, we are confident that this is just the beginning of our data-driven expertise & outcomes in the Retail & CPG space.

OUR SUCCESS STORIES

1

Consumer segmentation based on questionairres for the energy-drink line of a leading FMCG firm

Segmentation enabled to define the market strategy that supported the growth potentials & increased the market share by 9% while also improving brand loyalty & customer engagement

2

Representation of global purchase journey of customers for the products of a major electronics firm

The journey mapping enabled client to be in sync with the customers & meet them in the right way, delivering the right message through the right channels, be present at the right distribution points at the right time

3

Developed market prioritization plan for the instant coffee business of a leading FMCG conglomerate through machine-learning

High quality of analytical intervention through scoring, rating, & prioritization followed by the development of a SWOT analysis driven action plan

4

Predictive Analytics to determine duration of individual viewership for a broadcasting agency

Predict individual viewership at a household level in such a way that; given any household with a similar demographic description, the duration of viewership of individuals in that household can be predicted

5

Employed unsupervised machine learning techniques to create statistically significant clusters for a retail footwear store

Integrated techniques like silhouette, MANOVA, discriminant analysis to enhance the performance of decision rules derived for membership allocation

DATAMATICS
Deep in
Digital

ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

FOLLOW US ON

in f X ▶

012024

website: datamatics.com | email: business@datamatics.com

USA | UK | UAE | India | Philippines