

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 questionnaires 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

KEY AWARDS & RECOGNITIONS



Datamatics named as 'Leader' in IAOP 2021 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics recognised at UN Global Compact Network India Innovative Practices Award "Women at Work" 2020



2018 IBM Best Solution Led Client Win Partner



2019 IBM ASIA PACIFIC Excellence Award for Top Transformation Business Partner



Rail Analysis India Award 2020 & 2019 for Automated Fare Collection technology



MRSI Golden Key Award 2019 for 'Best Business Impact through Analytics'

ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

FOLLOW US ON



© Copyright 2022 Datamatics Global Services Limited and its subsidiaries (hereinafter jointly referred as Datamatics). All rights reserved. Datamatics is a registered trademark of Datamatics Global Services Limited in several countries all over the world. Contents in this document are proprietary to Datamatics. No part of this document should be reproduced, published, transmitted or distributed in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, nor should be disclosed to third parties without prior written approval from the marketing team at Datamatics.

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