



## Case Study

# Supercharging E-commerce Brand Portfolio with Speed and Innovation for US-Based Consumer Goods Manufacturer



## Client

The client is one of the largest UK-based consumer goods manufacturers.



## Our Experience

LTIMindtree helped a leading consumer goods manufacturer unlock new revenue opportunities in their e-commerce division by using LTIMindtree Leni to provide focused recommendations, updates on emerging market trends, and brand and purchase behaviors.



## Challenges

- ✓ Sub-optimized brand portfolios across categories, geographies, and channels led to multiple analytics-driven interventions
- ✓ Inability to keep pace with competition without pre-emptive identification of whitespace opportunities
- ✓ Inability to process large amounts of scattered and unstructured data across online channels



## LTIMindtree Solution

- ✓ Designed a brand portfolio optimization strategy for digital and e-commerce channels
- ✓ Provided a unique and sophisticated real-time, evidence-based portfolio recommendation engine
- ✓ Enabled triangulation of market, product, and portfolio data with online Stock-Keeping Unit (SKU) and offline sales data
- ✓ Provided real-time insights into portfolio whitespace opportunities, pricing, and portfolio optimization
- ✓ Provided sophisticated evidence-based, trend-spotting, and portfolio recommendations



## Business Benefits

**48k+**

analyst hours saved annually across sub-categories.

**85%**

reduction in time to insights.

More than \$500 million worth of potential market opportunities identified.

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>