CASE STUDY

Growing Market Share with Vision Analytics for a Global FMCG Company
Client

The client is a British multinational consumer goods company headquartered in London, England. Their products include food and beverage, health and hygiene, and personal care products.

Challenges

- To identify, measure and act on the share of brand SKUs on retail shelves compared to competitors
- Customer dealt with lost sales and market share because of non-compliance of SKU placement in shelves to set guidelines
- Inconsistency of manual updates from individual sales representatives on the SKU placement/on-shelf availability
- Customer wanted to automate this process by using images of the shelves for image processing to decipher the store’s compliance with standards that would aid in better planning and decision-making to ensure ongoing product availability
- Customer wants to monetize the improved execution to report an incremental revenue number

LTIMindtree Solution

- Images are ingested and processed by the AI solution to detect attributes such as SKU Unit, SKU category and sub-category, SKU quantity for both the customer and competitor products
- Addressed labelled data problem, using active learning and auto-annotation
- The model output is then delivered in an excel format that is made available to stakeholders on a weekly basis
Benefits

Solution benefits **2000+ stores** and supports the planning of 11 Brands comprising **50+ SKUs** across **4+ countries**

By **automating the process** of analyzing SKU placement in retail stores, effort savings is achieved allowing better sales representative productivity

**1000+ images** processed per week to enable consistent reporting of SKU placement/on-shelf availability allowing for an accurate, standardized view of market share KPIs

Using this solution customer was able to recommend **new products to stores**

**Potential to improve** on-shelf-availability of customer’s products resulting in revenue uplift

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