



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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