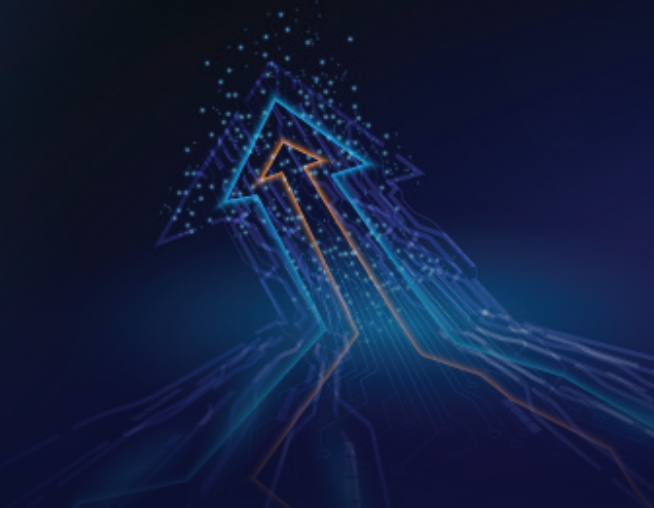# REDAR
Powered by Canvas.ai

Boost e-commerce growth strategies and insights with an AI-powered solution

What is REDAR?

REDAR, powered by LTIMindtree's Canvas.ai, is an AI-based automated solution that powers your e-commerce growth strategy with smarter and faster actionable insights to decode market demand for a sustainable product portfolio.

REDAR leverages a proprietary competitive intelligence framework to identify emerging trends and whitespaces in the product portfolio and helps benchmark your product performance against peers. It provides actionable insights and decision-driven analytics tailored for key industry verticals to help expand the outlook towards key market trends and consumer behavior enabling better decision-making for improved e-commerce outcomes and greater revenue.

Over $500 million revenue opportunities identified

What can REDAR do?

REDAR is an AI-based solution with powerful product portfolio insights to give your e-commerce business an edge in a dynamic digital marketplace.

Portfolio performance

Stay on top of market trends
View trends by total sales, top-selling products, attributes, and more against your product performance at category level to gain a true sense of your market position.

Emerging trends

Develop products to cater unmet needs
Design products or create promotional language that resonates based on relevant information from product titles (such as flavor, ingredients, and delivery method) that drive customer buying patterns.

Market intelligence

Uncover whitespace opportunities
Identify trending categories with limited or no competition to expand your product line and boost revenue.

Competitor insights

Track competitors' every move
Spend less time researching and more time analyzing the competitive intelligence so you can instantly compare top competitors' sales, product offerings, and pricing strategies against your own.

Ratings and reviews analytics

Decode customer pulse
Get quantifiable insights on your brand performance based on ratings and reviews among other competitive products.

Industries

Leverage REDAR to boost e-commerce growth across a range of industries:

CPG/FMCG **Retail** **Apparel** **Pharmaceuticals** **E-commerce** **Hospitality**

Key personas

REDAR provides insights that cater to various personas:

| Chief Marketing Officer | Director Marketing Operations | Market Intelligence Officer | Category Manager | Product R&D Team |

Why LTIMindtree's REDAR?

REDAR provides insights that cater to various personas:

01
Platform-driven approach for accelerated cloud transformation and seamless integration across multi-cloud.

02
Actionable insights on pricing, new product opportunities and promotional strategies organized across demand space, category, and SKUs.

03
Standardized data model for common e-commerce data sources.

04
Multiple full-form natural language processing (NLP) models to demystify e-commerce data.

05
Cognitive engine with research intelligence.

06
Rich domain knowledge across multiple industries and verticals

07
Customized consumption layer for tailored representation of insights.

Interested in harnessing REDAR to boost your e-commerce business?
Email *eAIbusiness.advisory@ltimindtree.com* to learn more.