

CASE STUDY

Empowering Decisions: Azure Databricks Transforms CPG Strategy





Client profile

A multinational consumer packaged goods (CPG) firm headquartered in London, UK, boasts a diverse assortment of products ranging from baby food and beauty items to healthcare products and soft drinks.

Business challenges

01

The existing recommendations system operates on a traditional SQL platform, generating approximately two crore recommendations per country each month.

02

Complex logic and machine learning algorithms drive the recommendation generation process, requiring substantial manual effort (approximately four person-days per country) and time.

03

The client aims to improve the process by reducing processing time, eliminating manual intervention, and streamlining assortment planning and decision-making.

LTIMindtree solution

- 01** | LTIMindtree facilitated the migration of the recommendation generation process to Azure Databricks.
- 02** | Automated the end-to-end recommendation generation process, utilizing Scala coding for efficient data retrieval, consolidation, and machine learning algorithm implementation.
- 03** | Azure Databricks enabled seamless model refreshing with new data, eliminating the tedious process experienced on the SQL platform and ensuring the latest insights are always available.
- 04** | Advanced deep learning and network algorithms enhanced the platform's capabilities, enabling more refined analysis and recommendation generation.

Business benefits



Real-time recommendation generation utilized 29 days of sales data and provided actionable assortment planning and optimization insights.



Improved on-shelf availability (OSA) of products led to a significant uplift in revenue as products aligned better with consumer demand.



Drastic reduction in churn time from four person-days to just one day per country enhanced operational efficiency and agility.



Increased sales representative productivity enabled them to focus on strategic initiatives rather than manual tasks.



Reduced error rates and elimination of manual interventions ensured the accuracy and reliability of recommendations.

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