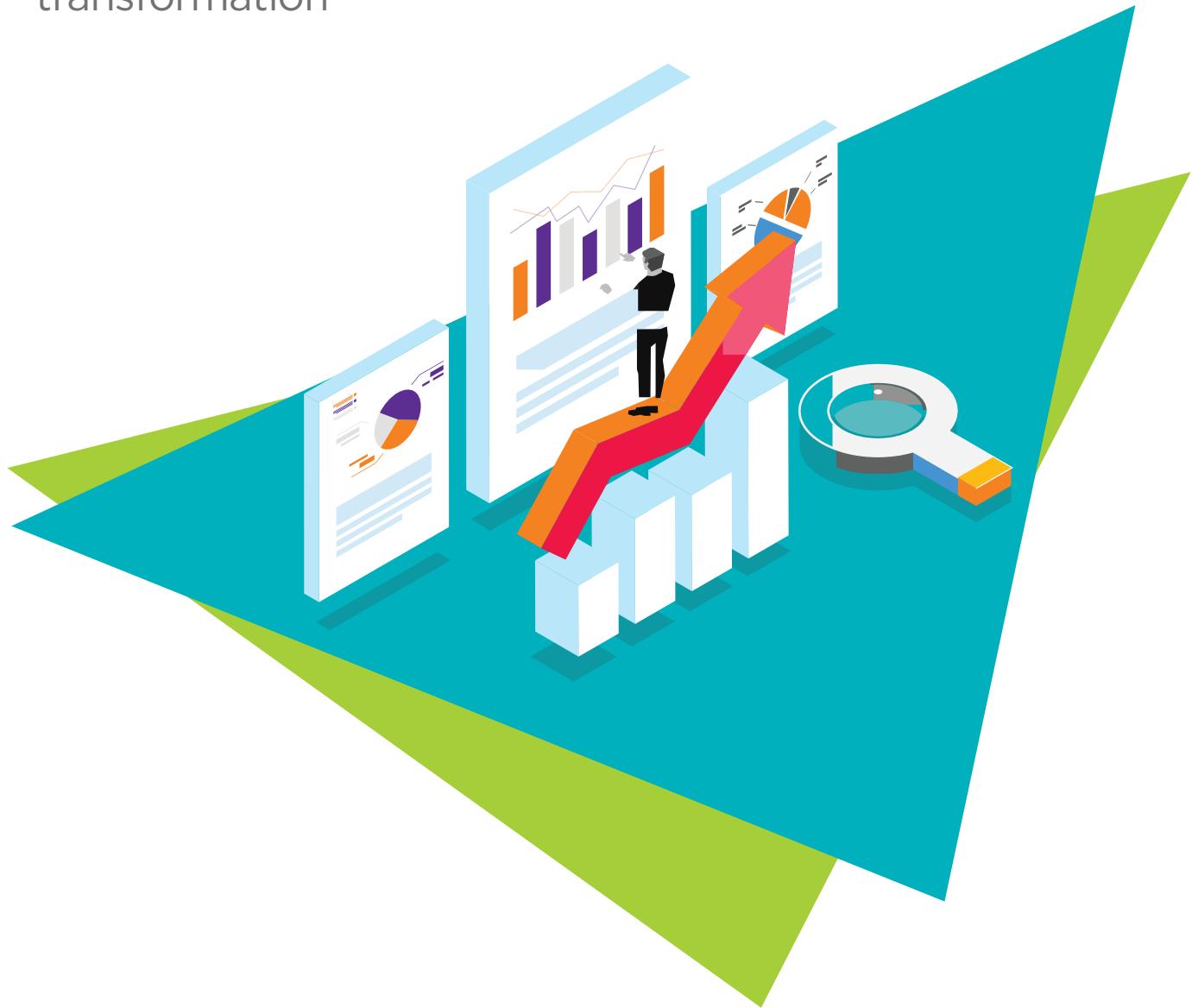
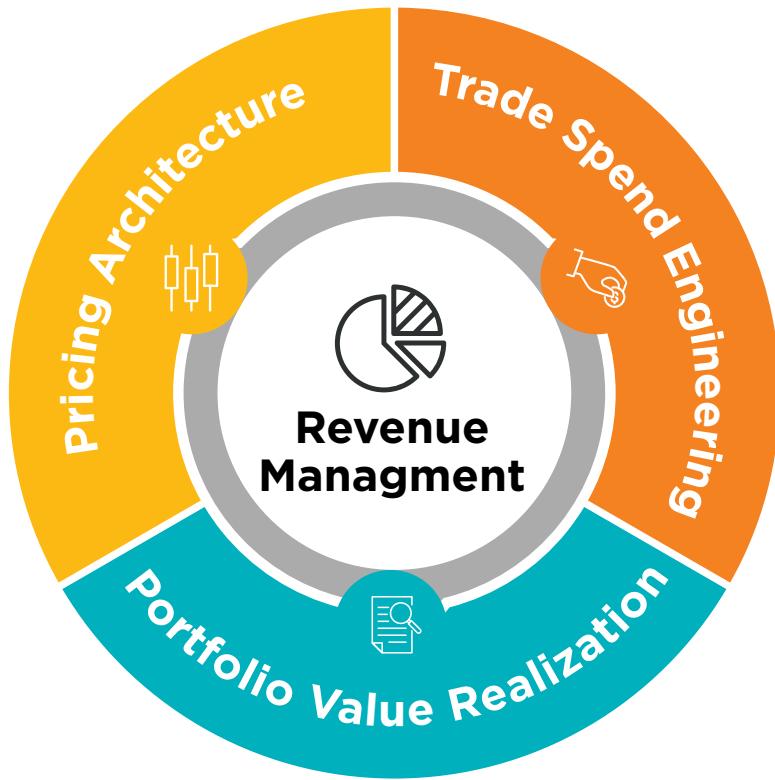


Revenue Management Analytics

Advanced data analytics-driven digital transformation



Industry dynamics in revenue management



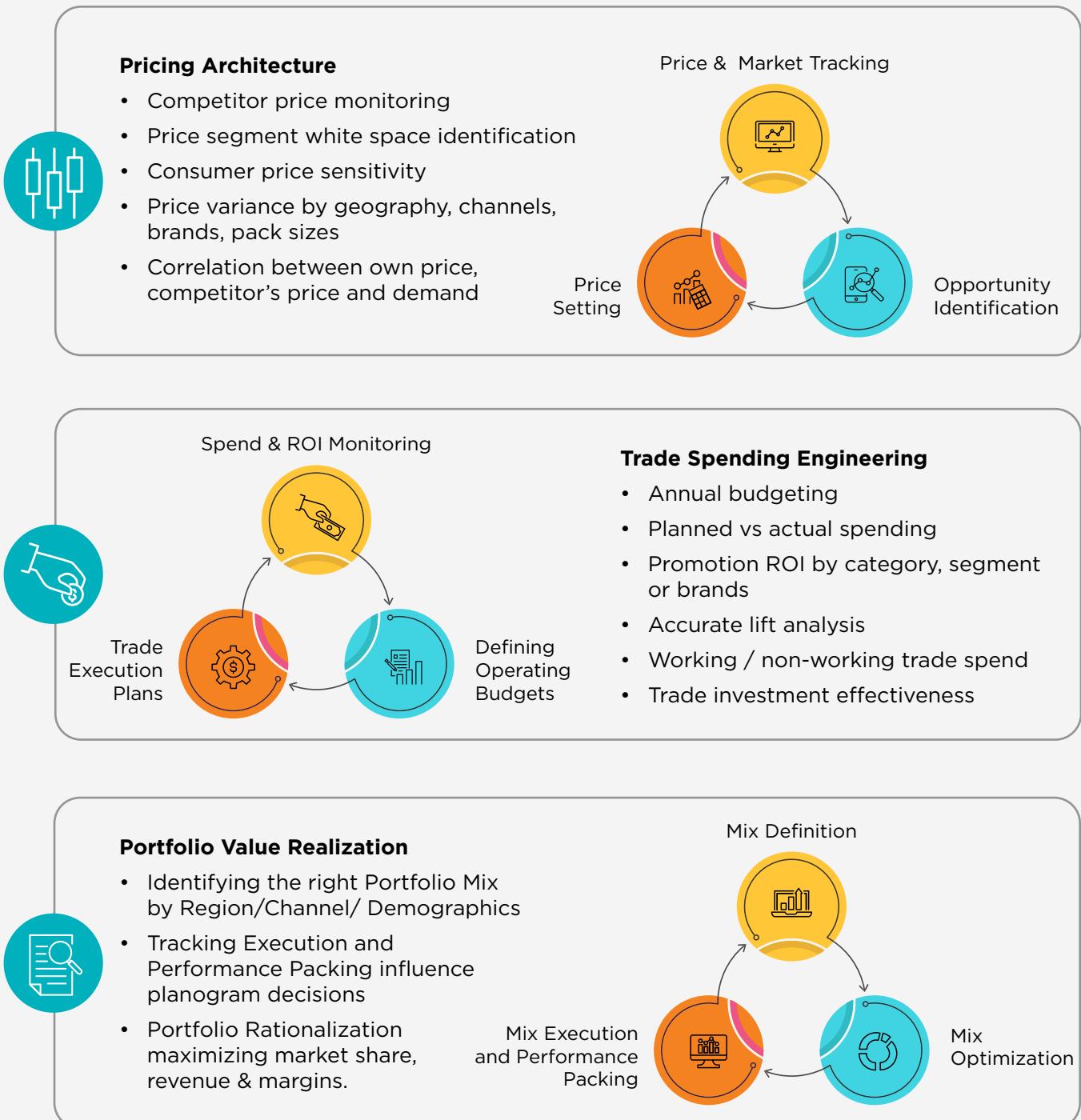
Over the last decade, executable action plans have made significant progress in the understanding of pricing, promotions and portfolio mix management, which are the key levers for revenue growth management. The industry has come a long way in solving the puzzle of consistently improving net revenues year-over-year, despite changing consumer habits, increased competition, pressure from retailers around margins etc. In early days revenue management used to be a virtual capability spread across marketing, sales and finance with teams working in silos, but over the years, companies have developed strong analytical capabilities in-house with dedicated revenue management experts.

But, still most of the decision making ability remains dependent on manual data excavation, consolidation and analysis which tremendously impacts the ability to identify growth opportunities and respond to fast changing market dynamics across geographies, channels and products. Specialized tools are deployed in pockets, but there are very few solutions which provide a unified platform to address all revenue management challenges with speed, agility and accuracy.

With advances in data availability, computing power and analytics/AI algorithms, some of the CPG industry stalwarts are moving toward integrated platforms serving up ongoing insights, opportunities, and prescriptive recommendations. These equip the commercial teams to harness the true power of data analytics for strategic decision making.

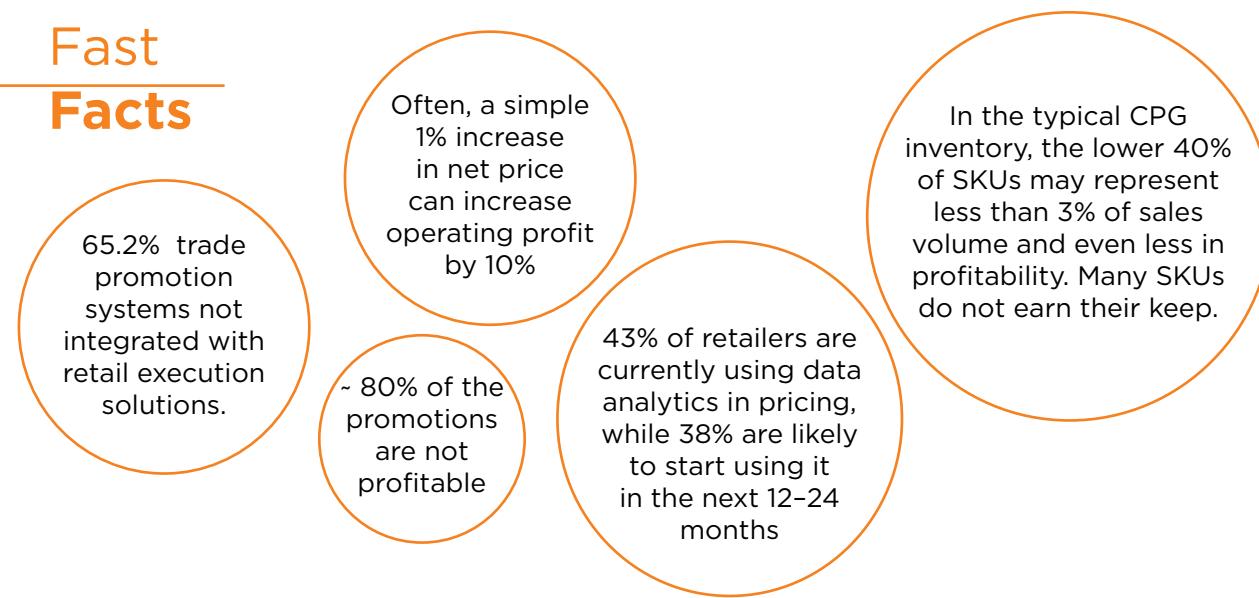
Business Challenges

Revenue management practitioners in CPG companies try to gather insights on pricing, trade spending and portfolio performance across channels, categories, brands and pack sizes leveraging data from multiple sources (e.g. consumer sales data from Nielsen, retailer POS sources, internal sell-in data, macroeconomic trends, population demographics etc.). Some typical problems seen and solved using the above data are listed below.



In addition to solving the above challenges, revenue management teams face the arduous task of manually consolidating & cleansing data from diverse sources in different formats, grains, hierarchy etc. Weeks are spent in the data set-up before getting into meaningful analysis. The process makes decision making extremely rigid with the inability to quickly analyze alternate scenarios. Some key challenges in this space are as follows.

Fast Facts



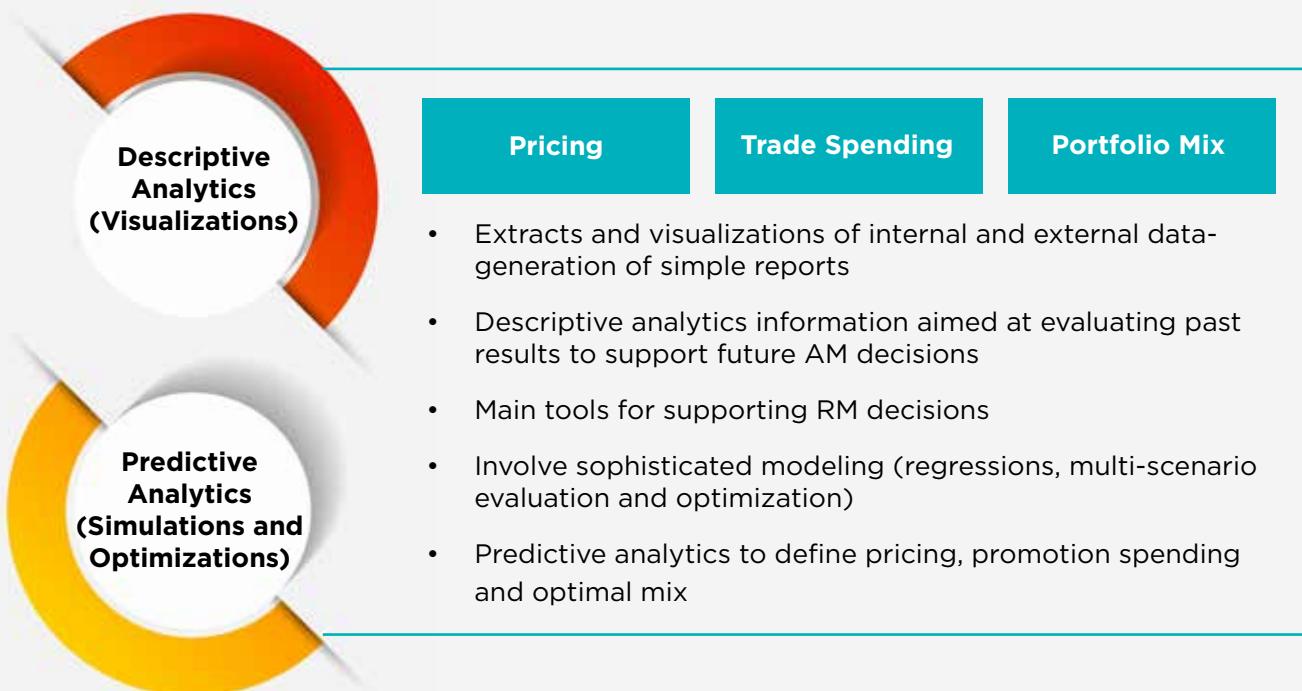
Our Solutions

Based on years of experience in working with some of the largest CPG companies across the globe, HCL has come up with a framework and a capability catalog across pricing, trade spending and mix management that can enable digital transformation of the revenue management function.

The capability catalog consists of a right mix of descriptive dashboards and prescriptive tools addressing the following challenges

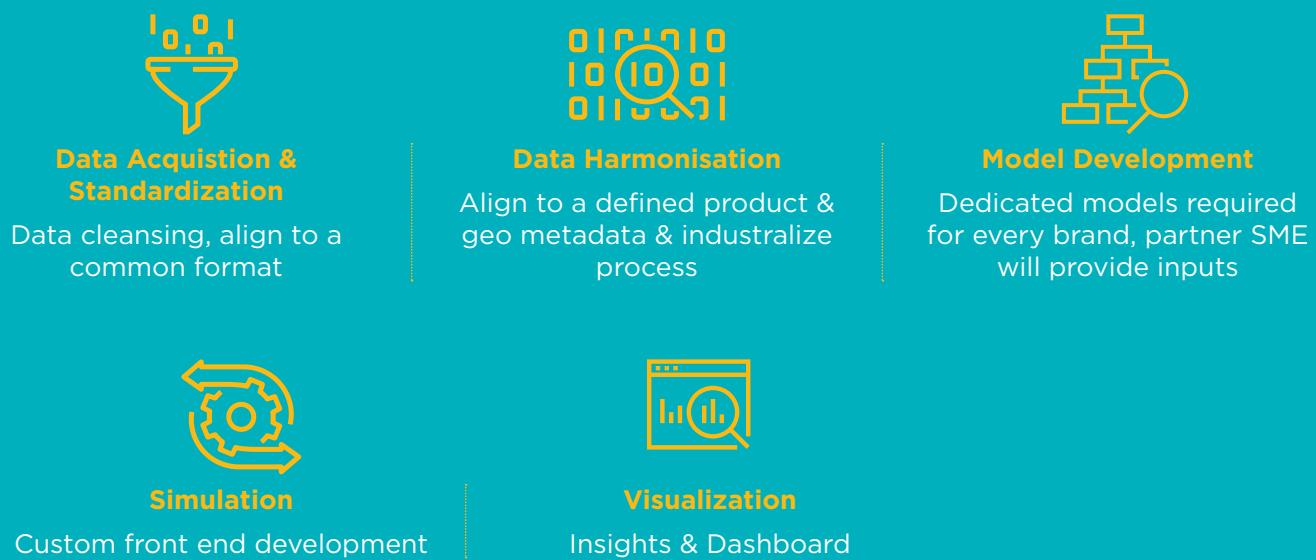
- Automation of collation cleansing and harmonization of internal and syndicated data
- Simulations and predictive capabilities built on price elasticity and promotion lift models
- User-friendly platforms that allow clear output visualization and ease of result interpretation
- Multi scenario evaluation and historical analysis

Revenue Management Analytics



Functional Architecture of RM Analytics Platform

Foundation of the solution lies in setting up of a data lake on cloud where data from disparate sources can be acquired & stored. Post-acquisition data would go through the cleansing and harmonization process which will make it consumption ready. This data would be ingested by Models enabling the capabilities on the prescriptive Tools or directly consumed into the visualizations.



Solution Highlights



Data Engineering

- Automated data set-up/harmonization processes through an established data infrastructure
- Standardized use of syndicate data across teams
- Ease of addition of new data sources



Modelling capabilities

- Improved accuracy of model outputs through ML
- Introduction of Optimization tools to guide RM decisions on clear business goals
- Ability to run What If scenarios to compare results



Analytics Applications

- Reduce user work load required to run analysis and evaluate results
- User friendly platform that allows –
 - Clear output visualization
 - Easy results interpretation
 - Track & record of simulated scenarios
 - Model accuracy check
 - Export results to other platforms

Why HCL

Measuring and rapidly responding to the shifting channel and product preferences, dynamic pricing, promotions & SKU rationalization using an integrated Revenue Management Advanced Analytics platform is imperative for CPG companies to maintain competitive edge.

HCL has a deep understanding of latest Analytical and AI techniques to address a wide range of technical and functional challenges that may arise in democratizing Revenue Management insights through cognitive consumption applications.

We have collaborated with organizations using an agile mindset helping them identify & prioritize the right set of capabilities from our larger solution catalog complementing their existing tools and processes ensuring adaption and maximum value realization with each release or sprint.

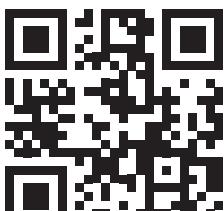


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