



# Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



## Objectives

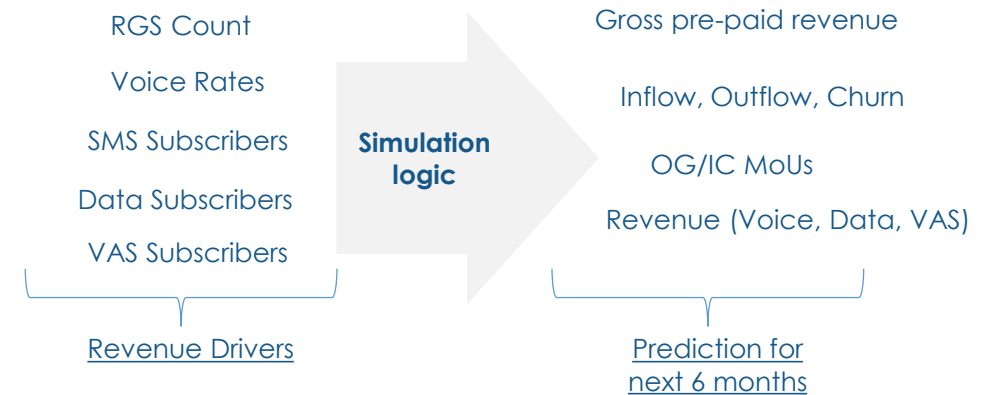
Create a 6 months advance revenue scenario building simulation tool that enables client to create their own scenarios

## Our Approach

- Identified revenue drivers and consolidated revenue data for past 1 year and projected as-is revenue figures
- Built an excel based scenario building tool to forecast the changes in revenue due to marketing interventions and new products
- Found out long term effect over a period of 6 months
- Factored price elasticity into the calculations

## Impact

Empowering business teams in proactively planning and improving customer engagement by simulating various scenarios



- Know in advance, how many subscribers to acquire or retain in order to maintain Circle threshold
- Engage better with customers
- Look at possible ways to improve revenue



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