

THERAPEUTIC & CLINICAL NUTRITION PRODUCT COMPANY INCREASES CATEGORY SALES BY 18%

Denave
Sales.Enabled



BUSINESS CHALLENGES

- A leading multinational clinical nutrition products company faced difficulties in tracking the market share performance for its flagship products.
- The benchmarking metrics were scattered. Competitor performance at all-India, state, and city levels with Nielsen research data, marketing activities data, sales transaction data, HCP Engagements, and IQVIA data .
- The company wanted to set up “One Single Source of Truth”.
- High volume of data across all systems and its complexity required dynamic, intuitive solutions to provide information through a centralized location with one true value.
- Management needed quicker access to business performance, measurement, and recommended actions across locations and stores.

ISSUES IDENTIFIED

- The market insights team took a significant amount of time for report creation.
- Most of the effort was manual which led to slow insights generation.
- Lack of personalized reports for top management and other levels.
- Reports were created in silos due to the lack of an integrated reporting platform.
- Difficulty in obtaining valuable insights at a granular level about competitors and the market.
- Lack of customization leading to a restricted perspective on data visualizations.
- Lack of visibility around the key growth drivers



PROGRAM REACH

15 states in India



DENAVE SOLUTION

- Unified platform to capture data from 15+ states and across multiple sources.
- User-friendly interface/ dashboard backed by a robust ETL layers which enabled management to analyse at a much granular level (from country wise to small areas within a city).
- Predictive capabilities to identify key growth drivers behind offtake increase.
- Correlation analysis between company's product offtake and market offtake.
- Cutting-edge NLP technique to generate dynamic narratives for competitive advantage.
- Simulation model which established a set of complex relationships between business variables corresponding to significant entities in the business domain (e.g., different channels, metro cities, product variants, customers, costs, revenues, marketing spend etc.).

IMPACTS

- Provided instant access to exhaustive data (*1.5 lakhs of data points triggered on daily basis*) in the form of an easy-to-comprehend insightful and dynamic dashboards and reports.
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- Provided growth opportunity by identifying inefficient territories and bottleneck areas in the distribution channel.
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- Enabled faster decision making by reducing generation of analytical and operational reports from ~12 days to 45 minutes, with actionable insights to the field force within 2 hours.
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- Operational effectiveness was improved with increase in penetration by 12.35% and offtake increased by 8.4%.
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- Increased the product category sales by ~18%.

