

CASE STUDY

Planning a Consumer-Packaged Goods (CPG), Giant's Assortment to Attain the Goal of Delivering the Right Product at the Right Time and Place



Client

The company is a multinational consumer packaged goods firm based in London, UK. Their assortment includes baby food, beauty products, bottled water, breakfast cereals, and cleaning agents. They also package energy drinks, healthcare and hygiene products, ice cream, instant coffee, pet food, pharmaceuticals, soft drinks, tea, and toothpaste.

Business Challenges

- Solving demand-sensing challenges through forecasting techniques
- Assisting field teams in solving last-mile optimization problems
- Lack of data science methodologies for on-shelf replenishments and assortment growth
- Need to optimize vehicle routing for demand fulfillment

LTIMindtree Solution

- Implemented the “Winning in Many Indias” (WIMI) strategy, utilizing data-backed store segmentation
- Recommended over 100 million assortments, with more than 4,000 normalized instance hours on AWS Monthly utilization of more than 1800 neural network models, processing approximately 5 TB data
- Delivering over 20 million recommendations monthly by processing close to 1 TB data per hour and running nine billion+ computations at the distributor Stock-Keeping Unit (SKU) level
- Designed an automated solution using operation research techniques
- Scaled the back-end application for 6000+ concurrent connections with serverless architecture

Business Benefits

Achieved an **87%** increase in assortment capture rate and a **93%** increase in sale value capture rate

Realized **400** Basis Points (BPS) improvement in forecast accuracy

Attained a **90%** reduction in operational costs for the supply chain division

Accomplished revenue growth through the implementation of different data science algorithms



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