

Specialty Analytics Services— Retail and CPG

A research report comparing provider strengths and challenges to aid decision-makers in analytics services



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The retail and CPG industries are evolving to position AI as a central decision engine to enhance hyperpersonalization. Next-gen AI technologies, such as computer vision, generative AI (GenAI) and natural language processing, play critical roles in the value chain. These roles include predicting customer behavior and churn rates, creating forecasting engines for product demand and supply, and enabling sales and operational teams to improve performance metrics. The rise of recommendation engines, smart pricing tools and cross-selling analytics has significantly improved revenue generation through AI-led agile decision-making. Robust AI investments foster continuous innovations that align with larger market demands, driving retailers and CPG enterprises toward sustainable business growth through real-time decision-making.

Retailers and CPG enterprises still face complexities in processing, managing and storing data across sources, including streaming data and IoT devices.

However, the growing use of consumer data has increased the emphasis on data management, specifically in data security, compliance and governance. The widespread adoption of AI models across the value chain necessitates the implementation of responsible AI practices.

Despite heightened regulatory requirements and challenges, industry leaders are investing in advanced analytics technologies and increasingly viewing outsourcing as a viable option for building analytics solutions. However, specialist providers have built significant verticalized IP assets and are seen as knowledge powerhouses and strategic AI partners that enhance decision-making, optimize operations and improve CX.



Specialty Analytics Services - Retail and CPG 2025 — Deep View

■ Clusters ■ Workloads and Use cases ■ Enablers

Customer Analytics	Consumer Behavior Intelligence	Customer Conversions and Retentions	Membership, Rewards and Loyalty Program	Omnichannel Shopper Experience and Insights	Innovation (IP – Accelerators) Partnerships (Tiers – Types) Competency and Talent (Resources – Certifications) Industry Expertise Experience and Engagement
	Customer Segmentation	Customer Insights and Reporting	Commerce Intelligence	Customer Grievance Analytics	
Pricing and Campaign Analytics	Promotions and Rewards	Pricing Optimization Systems		Markdown Optimization	
	Pricing and Competitive Intelligence	Personalization — Content and Recommendations		Campaign Success	
Product and Merchandising Analytics	Assortment Planning	Product Placement	Space Allocation	Content Intelligence	
	Product Substitution and Adjacency	Sales Demand and Production Forecasting	Trend Analysis and Competitor Activity Monitoring	Product Development and Innovation	
Store Operations Analytics	Shelf Management and Inventory	Order Management	Fulfillment and Last-mile Delivery	Store Identification, Planning and Performance	
	In-store Analytics	Footfall Analytics	Network Optimization	Energy Usage and Sustainability Analytics	
Sales and Marketing Analytics	Revenue Growth Management (RGM)	Cross-selling and Upselling Analytics	Territory Optimization and Omni channel Sales Analytics	Marketing Data Hub	
	Target Market Potential Estimation	Real-time Marketing Measurement and Optimization	Marketing Mix Modeling and Optimization	Consumer Lifetime Value (CLV) Analysis	



The study offers insights into the **evolving market trends** and **competitive dynamics** of **retail and CPG analytics** service providers in 2025.

Simplified Illustration Source: ISG 2025

**Specialty Analytics Services —
Retail and CPG**

Definition

The ISG Provider Lens™ Specialty Analytics Services — Retail and CPG 2025 study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers on their competitive strengths and portfolio attractiveness
- Focus on the global market.

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



Specialty Analytics Services – Retail and CPG

Definition

In this quadrant, ISG evaluates providers offering AI and analytics services that integrate scientific methods with business context for retail and CPG enterprises. These providers help clients achieve data-driven business growth by developing industry-specific AI solutions that optimize operations and reimagine CX. They also leverage customer and in-store data in real time and apply ML and neural network models to address critical business challenges.

Providers considered in this quadrant should showcase AI capabilities and expertise in building use cases for operational, functional and customer engagement needs, including customer intelligence, campaigns, omnichannel sales, products placement, pricing, merchandising and store operations. They should exhibit end-to-end capabilities in architecting, deploying and scaling AI projects across the retail and CPG enterprise value chain to ensure business leaders gain useful insights, maximize data value and drive decision-making.

This quadrant does not include large service providers, analytics platform vendors with retail and CPG modules and verticalized platform vendors with analytics solutions.

Eligibility Criteria

Providers need to have one or more of the following:

1. AI capabilities in integrating and modeling data from **vast sources, including IoT devices and streaming feeds**, and developing **advanced AI and ML solutions** to predict customer behavior, sales and marketing trends to assist in decision-making
2. **Hyperpersonalization and predictive analytics capabilities** to implement **recommendation systems** for improved customer engagement and enhanced cross-selling and upselling opportunities
3. Capabilities to develop analytics solutions in **pricing, store operations and campaigns, including in-store analytics, footfall analysis, and price and markdown optimization**
4. Expertise in **customer, product, merchandising, sales and marketing analytics**, covering **behavior intelligence, RGM, demand forecasting and consumer lifetime value (CLV) analysis**



Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following quadrant on Specialty Analytics Services — Retail and CPG:

Quadrant	Global
Specialty Analytics Services — Retail and CPG	✓



The research phase falls in the period between March and April 2025, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in June 2025.

Milestones	Beginning	End
Survey Launch	March 5, 2025	
Survey Phase	March 5, 2025	March 28, 2025
Sneak Preview	April 2025	May 2025
Press Release & Publication	June 2025	

The collection of client testimonials via the Star of Excellence™ Program requires early client referrals (no official reference needed) as CX scores have a direct influence on the provider's position in the IPL quadrant and the awards.

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2025 research agenda.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Specialty Analytics Services — Retail and CPG IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2025. For more information, refer to the [Buyers Guide research schedule](#).

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.”

The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:

ISG.star@isg-one.com



ISG Star of Excellence



Methodology & Team

The ISG Provider Lens™ 2025 – Specialty Analytics Services — Retail and CPG research study analyzes the relevant software vendors/ service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Study Sponsor:

Namratha Dharshan

Lead Authors:

Manav Deep Sachdeva, Saravanan M S

Editor:

Ananya Mukherjee

Research Analyst:

Saravanan M S

Data Analyst:

Tishya Selvaraj

Quality & Consistency Advisors:

Gowtham Kumar Sampath, Olga Kupriyanova, and Ryan Hamze

Project Manager:

Sukanya Nair and Sibin Varghese

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The research and analysis presented in this study will include data from the ISG Provider Lens™ program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of March 2025, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars (\$US) unless noted.



Contacts For This Study

Study Sponsor



**Namratha
Dharshan**
**Chief Business
Leader**



**Manav
Deep Sachdeva**
**Senior Manager and
Principal Analyst**



**Saravanan
M S**
**Research Specialist
and Co-Author**



**Tishya
Selvaraj**
Data Analyst



**Sibin
Varghese**
**Senior Program
Manager**



**Sukanya
Nair**
**Senior Project
Manager**



ISG Provider Lens™ Advisors Involvement Program

ISG Provider Lens offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study



Gowtham
Kumar Sampath

**Assistant Director and
Principal Analyst**



Ryan
Hamze

Principal Consultant



Olga
Kupriyanova

**Principal Consultant, AI
& Data Engineering**



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

66Degrees

84.51*

Affine*

Agilisium

Alexander Thamm

Analytics8*

Apexon

Aptus Data Labs

Axtria

Brillio

CitiusTech

Crunch Analytics

Data41

DataForest.AI*

Evalueserve

Factspan*

Forian

Fractal Analytics*

Fresh Gravity

Ganit Inc*

Hansa Cequity

HARMAN*

HTC Global Services

Latentview Analytics

Lingaro

Marlabs

MathCo*

Mosaic Data Science*

Mu Sigma*

Navikenz

Network Science

Nexocode

N-iX

Perceptive Analytics

phData*

Polestar Solutions*

Predik Data

Prowesstics

Quantiphi

Rancho Biosciences

SG Analytics

Sigmoid

Stratlytics

Techvantage Systems

ThirdEye Data*

ThoughtSphere

Tiger Analytics*

Tredence*

Visionet

WNS Analytics

ZS Associates*



*ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this [webpage](#).

*ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

*ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.





MARCH, 2025

BROCHURE: SPECIALTY ANALYTICS SERVICES — RETAIL AND CPG