


MAKING AI PERVASIVE TO DELIVER PERSONALIZED SALES ASSORTMENT RECOMMENDATIONS



Salespeople for consumer packaged goods (CPG) brands in Asia face a critical challenge: small, independently owned stores are still their leading sales channel. That means it's critical for CPG representatives to offer the right assortment of products, promotions and marketing materials at exactly the right time, but each store will be slightly different.

Mindtree worked with a major global CPG company with more than 1,000 products and 65 brands across more than 35 product categories that serves over 1 million stores. Its salespeople in South Asia each cover at least 30 stores and could spend an average of only five to seven minutes with each retailer.

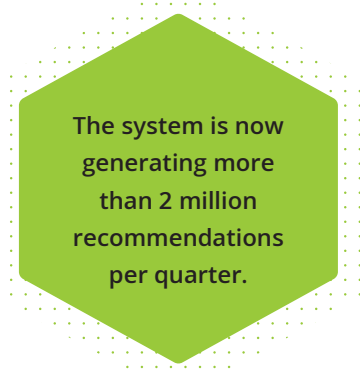
That's not much time to maintain a relationship, review merchandising displays and discuss and close items to be sold every week. If sales reps had the right recommendations at their fingertips, those conversations would be easier, faster and more profitable for both parties.

Mindtree and its client partnered on a Deep Neural Network-based system that would generate recommendations based on a variety of factors, including

retailers' behavior, time of year, store performance and neighborhood characteristics. The system provides salespeople customized recommendations, including specific SKUs and quantities, for each store they visit.

"While we were worried about the complexity of the modelling exercise we were going to undertake, the team allayed concerns by showing us how results varied between different approaches, and advised us on how the modeling approach we finalized was the more scalable and sustainable one for the future," a key stakeholder on the project told ISG.

The system is now generating more than 2 million recommendations per quarter. The client's incremental sales (units sold through a promotion above what it expected to sell without that promotion) doubled, and the success rates for recommendations increased by 5 percent since the system's implementation.



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