

Case Study – Global Oral Care Leader Trade Analytics

Trade Analytics Maturity Evolution

Base vs Uplift

Causal Decomposition

Cannibalization

Forecast Accuracy



- Data Ingestion – SAP, Nielsen, POS etc.
- Weekly data at fortnightly/monthly refresh cycles
- Statistical Models to decompose Base vs Uplift
- Promotion ROI Analysis
- Promotion Tactic analysis
- Predictive Planning – Optimized Promotion planning based on statistical models

Business Challenge: Poor visibility of ROI of Trade Spend from transactional TPM solution

Wipro's Solution: Wipro partnering with customer on transitioning to analytics driven insights with a roadmap to predictive optimization based on Promax Insight & Optimize. Integration back to TPM for execution of optimized promotions.