

Featured Success Story

**CPG company saves
70% of resources
through real-time
insights for product
assortments**



Client: Fortune 500 consumer-packaged goods (CPG) company

Challenges



No capabilities

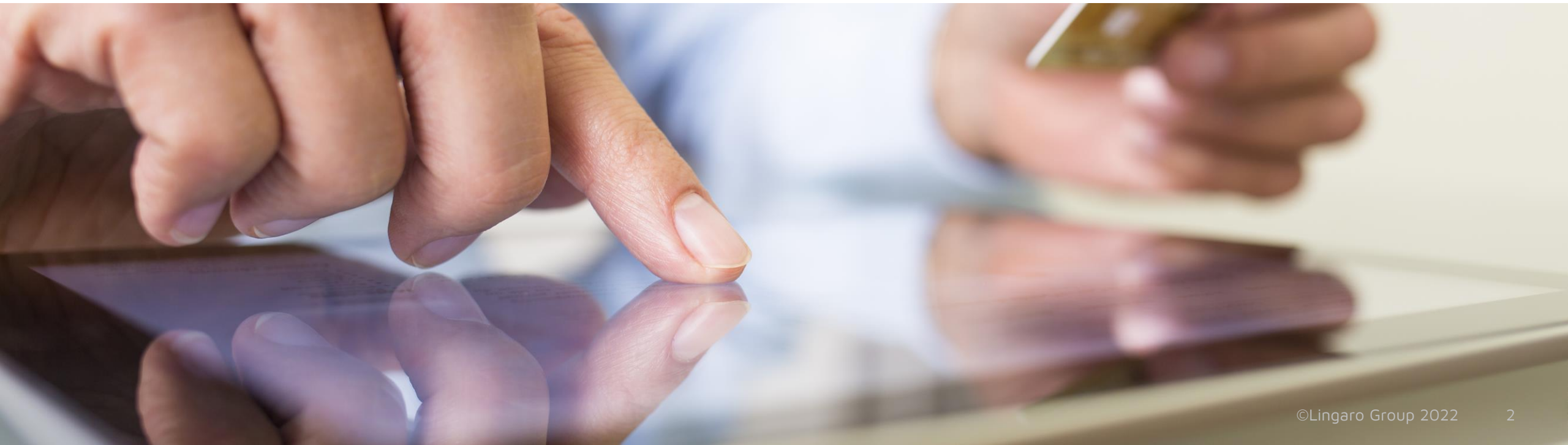
for identifying and monitoring low- and nonperforming products at retailer sites

Dissatisfaction

from retailers, which pressured the CPG company to optimize the process or risk losing shelf space to competitors

Data dispersion

that involved slow, manual, and error-prone processes for gathering and analyzing assortment data



Solutions



Cloud-based,

automated solution that provides real-time and granular data, such as market overview and performance per retailer

Machine learning

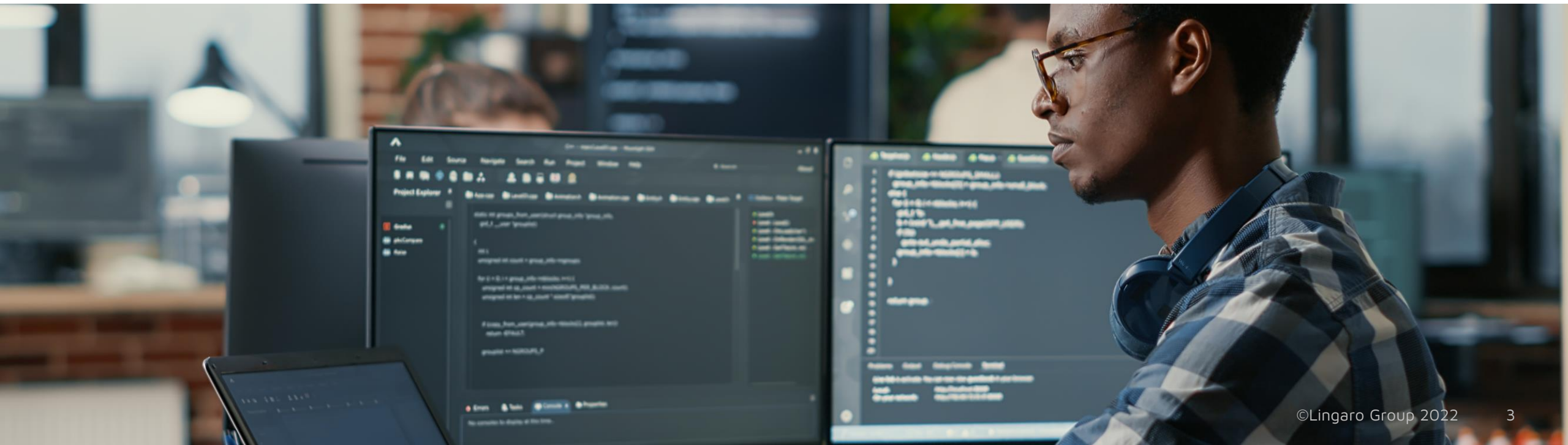
and deep learning employed to provide key information such as profitability, assortment performance, and sales

Capabilities

for generating an overview of retailer profitability, which was crucial for negotiating with retailers

Retailer data

combined with aggregated insights from Nielsen and IRI and deployed machine learning algorithms



Value Delivered



70%

of time saved in manually identifying products that have an impact to revenue

60%

in resources saved that were previously spent finding opportunities with retail partners

Flexibility

that enabled the revenue department to be more adaptable in assortment control and planning



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