

# DATA CLEANSING AND ENRICHMENT HELP A LEADING GLOBAL F&B COMPANY IMPROVE COMPLIANCE AND ACHIEVE 6% INCREASE IN SALES

For a global drink and brewing holdings company



## ABOUT THE CLIENT

Client is a global drink and brewing holdings company based in Leuven, Belgium. The company's brand portfolio includes highly popular beer and soft-drink brands sold through multiple channels, including QSR (quick service restaurants), distributed across various geographies.

## CHALLENGE

- The client wanted to gain insights on product assortment, competitor pricing and characteristics of products sold to key players in the QSR channel.
- However, the main source to extract data for such insights lay in individual restaurant menu images, which need to be processed through sophisticated computer vision algorithms, to achieve the end objective.

## APPROACH

- Process raw images and transform unstructured data into structured data formats.
- Overlay custom analytics modules to analyze patterns in the data to provide key insights to the business.
- Provide an analytics platform with BI & reporting capabilities for the end business users.

## KEY BENEFITS

- ✓ *Marketing and sales teams were able to identify and prioritize locations which had high price and assortment-based threats from competitors, for intervention.*
- ✓ *Insights obtained from the solution enabled the business to understand locational drivers that influenced sales positively.*

## RESULTS

- 9% sales lift during a 6-month pilot period where prioritized locations were targeted for promotional initiatives
- Improved compliance from key QSR channels through ongoing pricing and assortment analysis