

#factua

VALUE ADDED SERVICES

In Business Analytics and Digital Marketing



#ValueAddedService1

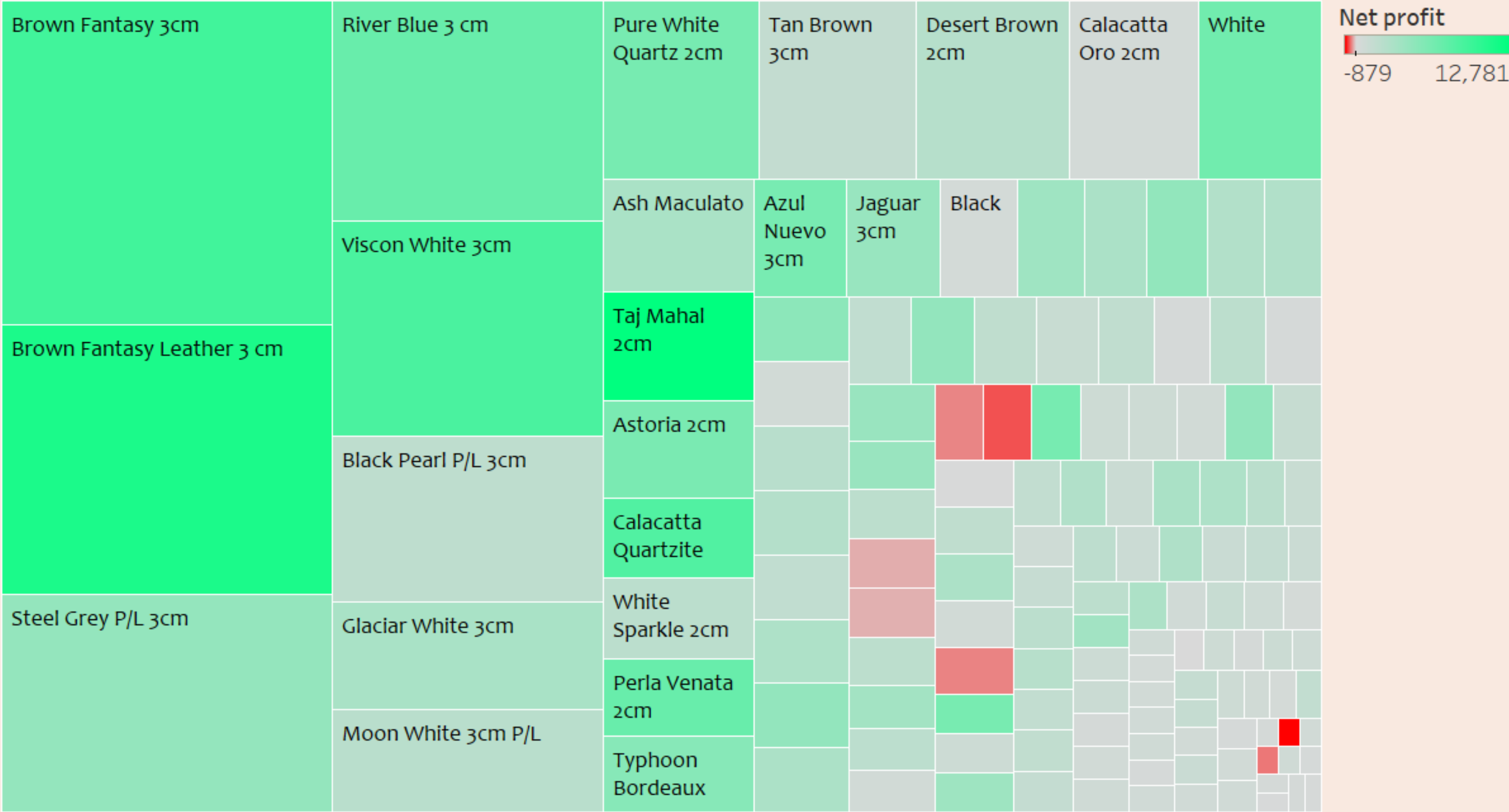
Business Analytics

1) LONG TAIL ANALYSIS

Trim long tail of offerings through Business Analytics, by identifying most profitable and least profitable products to:

- a. Improve inventory turnover ratio.
- b. Maximize inventory value.
- c. Grow market share for valuable products through cost savings delivered by our sourcing services.
- d. Develop flexible supply chains for consistent sourcing and growth.

Long tail analysis- Most profitable products



Name. Color shows sum of Net profit. Size shows sum of Slabs. The marks are labeled by Name.

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Business Analytics

2. PORTFOLIO OPTIMIZATION

You know you’re going to have to order 5-6 of your best sellers. And of course a few other options for variety. But do you know the exact quantity of each color accurate to a bundle, that you should order to maximise your profits across segments- Quartz, Granites, Marbles etc. Talk to us about your current constraints and we can help develop a linear programming model prescribed for maximum profitability.

Name	SKU	Type	Category	Sub Category	Group	Origin	Slabs	Quantity	UOM	Sale Value	Cost	Avg. Selling Price	Avg. Cost	Net profit
Brown Fantasy 3cm		SLAB	Natural Stone	Marble		India	176	9419.3	SF	48391.51	39030.05	5.14	4.14	9361.46
Brown Fantasy Leather 3 cm		SLAB	Natural Stone	Marble		India	146	8308.35	SF	47147.64	35757.79	5.67	4.3	11389.85
Steel Grey P/L 3cm		SLAB	Natural Stone	Granite		India	118	7942.03	SF	35818.67	31247.16	4.51	3.93	4571.51
Viscon White 3cm		SLAB	Natural Stone	Granite		United States	96	6571.17	SF	44397.25	35490.80	6.76	5.4	8906.45
River Blue 3 cm		SLAB	Natural Stone	Marble		India	98	5655.89	SF	30903.04	23664.78	5.46	4.18	7238.26
Black Pearl P/L 3cm		SLAB	Natural Stone	Granite		India	74	4938.16	SF	14198.27	12336.55	2.88	2.5	1861.72
Glaciar White 3cm		SLAB	Natural Stone	Granite		India	48	3262.33	SF	21531.38	18280.45	6.6	5.6	3250.93
Moon White 3cm P/L		SLAB	Natural Stone	Granite		India	46	3181.1	SF	14951.17	12749.39	4.7	4.01	2201.78
Tan Brown 3cm		SLAB	Natural Stone	Granite			46	3108.24	SF	14132.23	12608.88	4.55	4.06	1523.35
Desert Brown 2cm		SLAB				India	45	3052.4	SF	10072.92	7652.72	3.3	2.51	2420.20
Pure White Quartz 2cm		SLAB	Quartz			China	46	2596.24	SF	22287.94	15928.22	8.58	6.14	6359.72
White Ornamental 2cm		SLAB	Natural Stone	Granite		Brazil	36	2355.16	SF	17130.72	10405.64	7.27	4.42	6725.08
Calacatta Oro 2cm		SLAB	Quartz			China	38	2105.42	SF	19001.34	18538.30	9.02	8.81	463.04
Astoria 2cm		SLAB	Natural Stone	Granite		India	24	1792.89	SF	19319.56	13178.74	10.78	7.35	6140.82
Taj Mahal 2cm		SLAB	Natural Stone	Quartzite		Brazil	27	1765.11	SF	42027.36	29245.90	23.81	16.57	12781.46

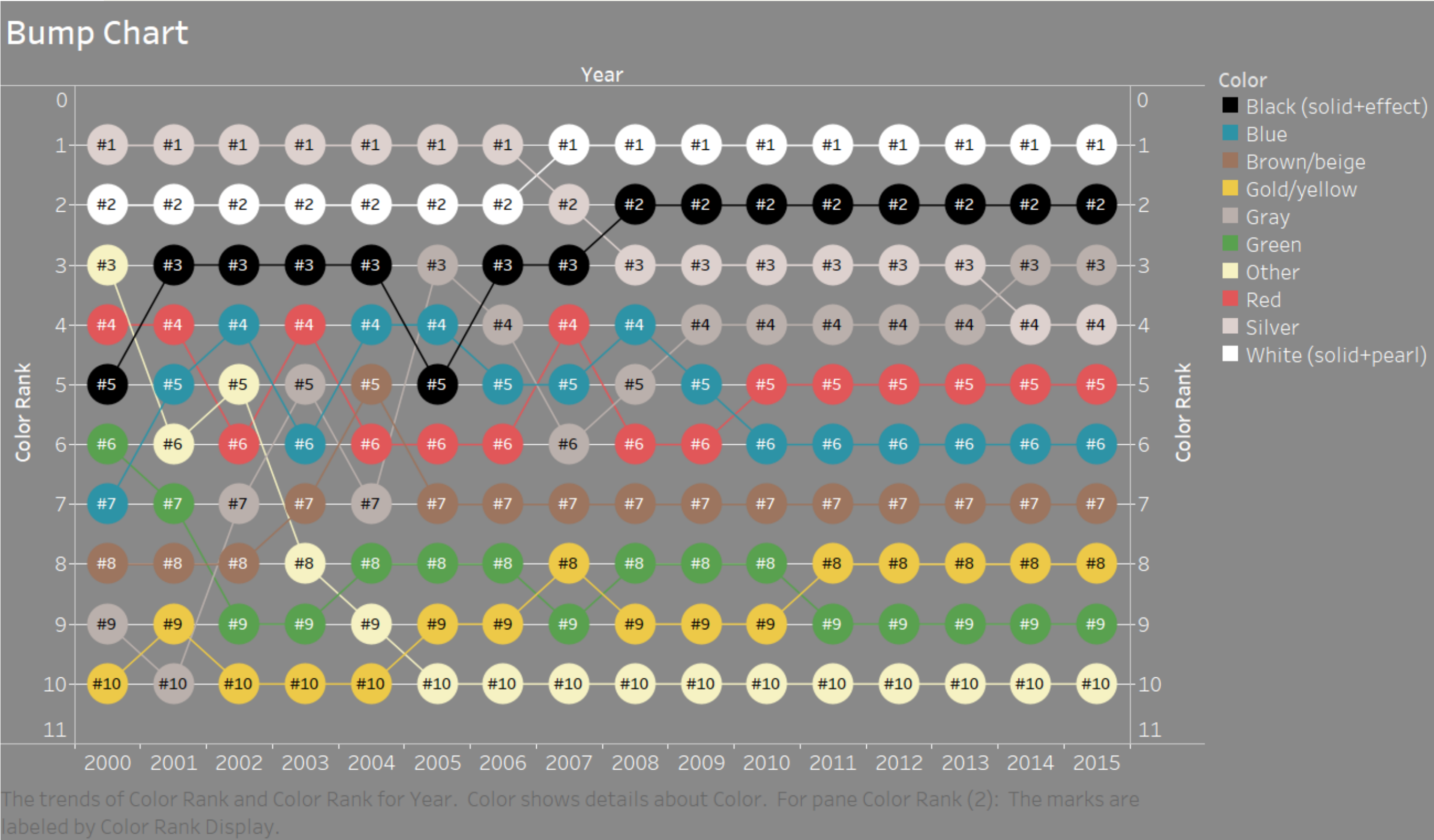
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Business Analytics

3. BUSINESS INTELLIGENCE AND INSIGHTS

#TheBumpChart

Select product categories of your choice to study sales trends and performance over the years. Use these insights to validate your future pipeline.



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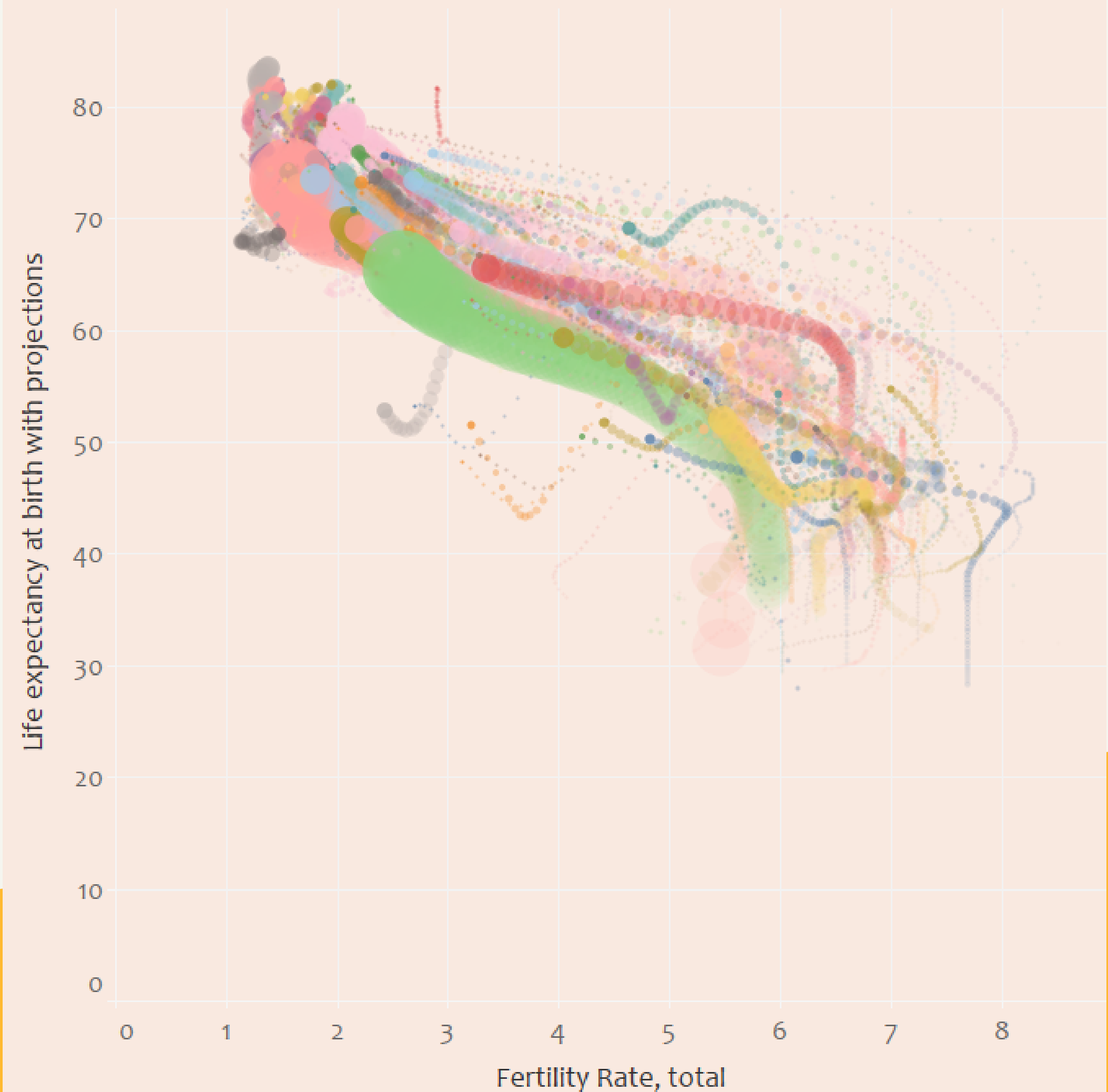
3. BUSINESS INTELLIGENCE AND INSIGHTS

#RoslingAnalysis

Hans Rosling, a famous Swedish scientist used this analysis to determine how the life expectancy and fertility rates are changing across countries over the years (countries are denoted by the color of the bubble). The size of the bubble denotes the population size.

We can extrapolate from this analysis to study profitability and sales growth for products/ businesses over the years.

Life expectancy vs Fertility Rate by countries over the years



Sum of Fertility Rate, total vs. sum of Life expectancy at birth with projections. Color shows details about Country. Size shows sum of Total population.

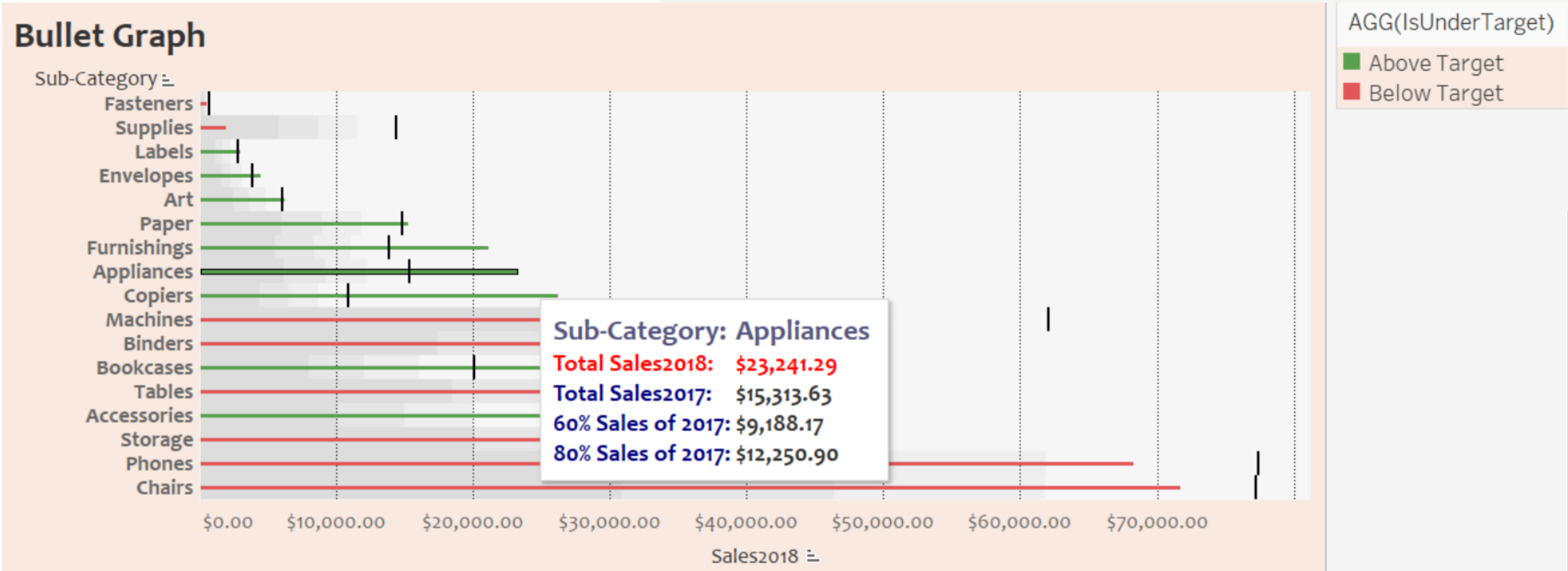
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3. BUSINESS INTELLIGENCE AND INSIGHTS

#BulletGraph

Analyze the sales performance across product segments based on set targets and historical numbers.



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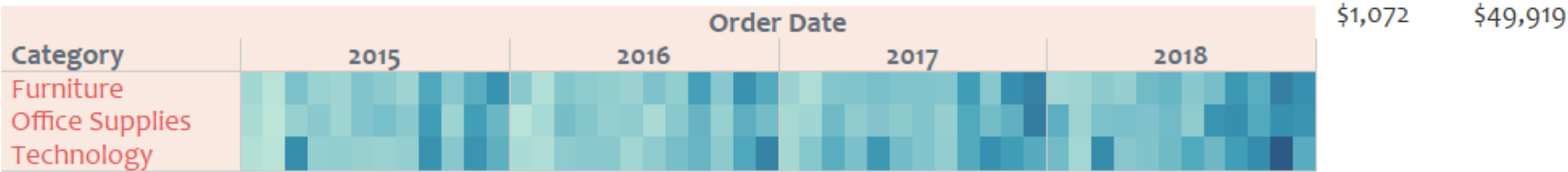
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3. BUSINESS INTELLIGENCE AND INSIGHTS

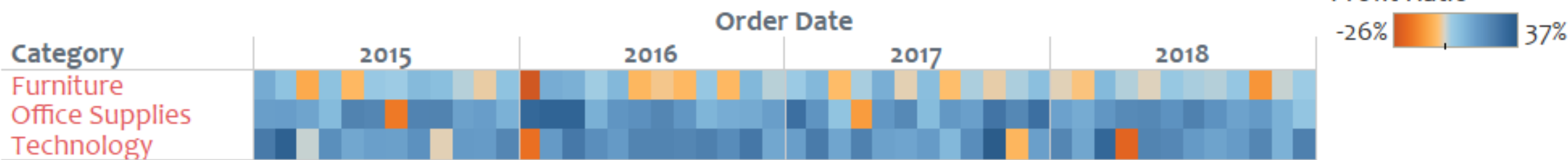
#HeatMap

Insights for sales performance across product and customer segments over the years that help identify seasonal trends and allocate resources, derive causal relations and develop effective tactics for marketing.

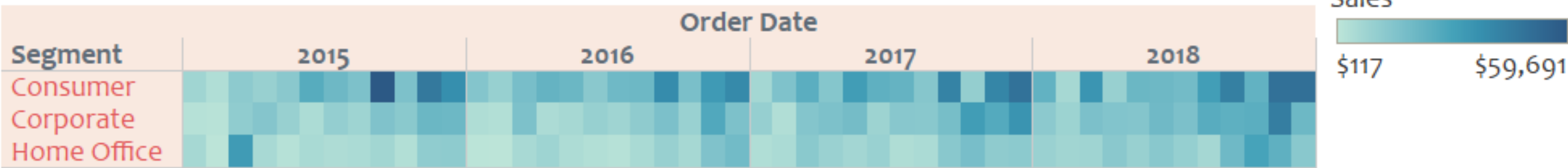
Sales by Product Segment- Time Series



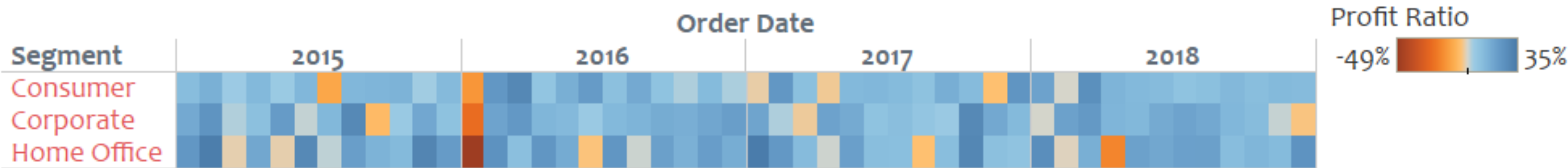
Profitability by Product Segment- Time Series



Sales by Customer Segment- Time Series



Profitability by Customer Segment- Time Series



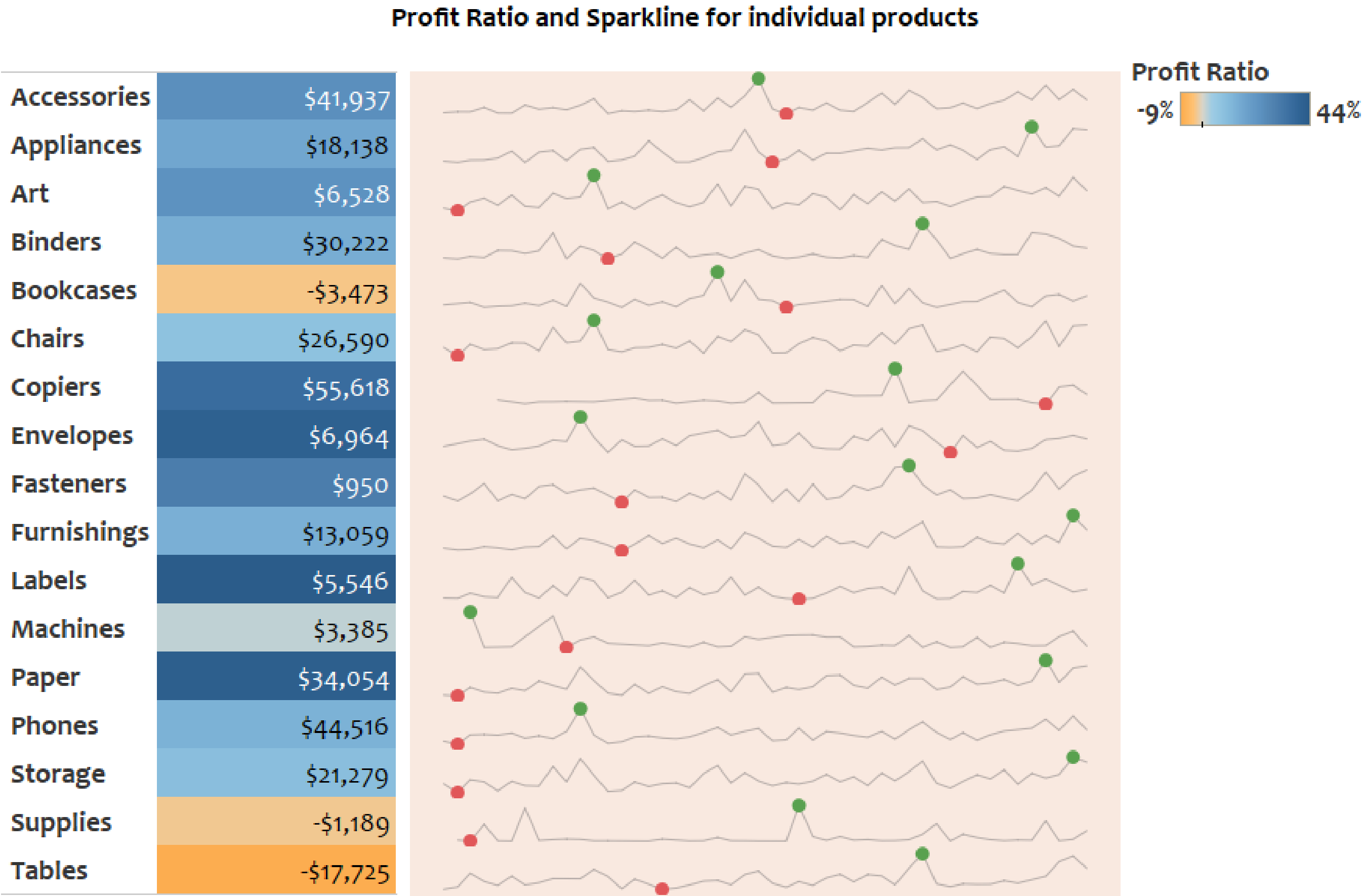
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Business Analytics

3. BUSINESS INTELLIGENCE AND INSIGHTS

#Sparklines

This is an analytical approach that can be used as a tool to predict seasonal patterns and profitability. It can also help in long-tail analysis across segments as shown below.



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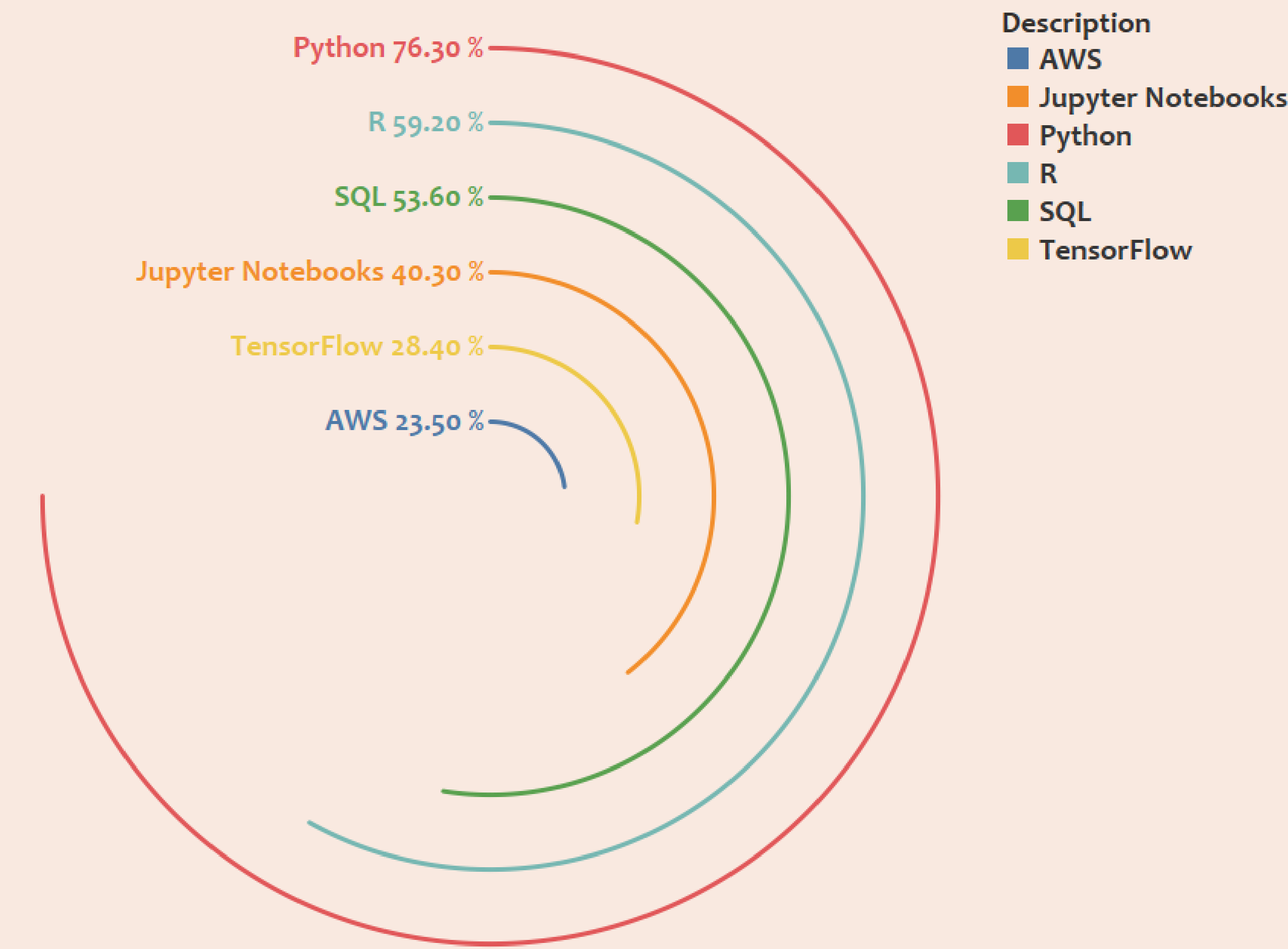
Business Analytics

3. BUSINESS INTELLIGENCE AND INSIGHTS

#RadialBarChart

An analysis approach that can be used to identify the profitable customers for the Business and refocus efforts for business development, partnerships, marketing, and prospecting efforts. The example shows us the most used analytical tools in the Data Science world, but this visualization can be extrapolated from the field of sales as well.

Radial Bar Chart



Y vs. X. Color shows details about Description. The marks are labeled by Description and sum of Value.

#ValueAddedService2

Digital Marketing

SEO, SOCIAL MEDIA, WEB MANAGEMENT AND DIGITAL TOOLS TO DRIVE FOOTFALL

#ValueAddedService2

Marketing Solutions

POSITIONING, COST SAVINGS, STRATEGY, SALES AND DIGITAL INTEGRATION AND COLLATERALS

#Digital

We leverage tools like SEO, social media, ADS, email marketing, content management, website management, and digital channel innovation to position the brand, create awareness, stimulate interest and drive footfall to help enable sales conversion at the warehouse. We develop an automated lead conversion mechanism that follows up with customers to nudge them towards making a favorable decision.

#Marketing

It goes without saying that we have you covered for your marketing needs like sampling, print media and literature, and any other requirements which can be outsourced to India to maximize cost savings and drive competitive advantage. Our strength is to be affordable and persistent, in delivering relevant content, based on your Business model and the brand identity for your company.

#ValueAddedService3

Omnichannel Strategy

MAXIMIZE PENETRATION THROUGH CHANNEL INNOVATION, CONVENIENCE AND CUSTOMER EXPERIENCE. SCALE YOUR BRAND TO NEW REGIONS.

#ValueAddedService4

Sales Tool

ENGAGE ARCHITECTS, DESIGNERS AND PROFESSIONALS TO DELIVER REVENUE MAXIMIZATION FOR ALL STAKEHOLDERS.

#Omnichannel

1. Create an Omnichannel experience for customers that presents the perfect balance between online and offline channels.
2. Deliver channel innovation with an APP that can be scaled across regions, to maximize penetration, convenience and engagement.
3. Facilitate sample orders, warehouse visits and monitor the customer journey to enable automated and timely follow-ups, loyalty benefits programs, and more to maximize lead conversion.

#SalesPro

1. Create a customer engagement tool for architects and designers to showcase products and onboard customers.
2. Enable revenue management for professionals and maximize incentives.
3. Provide continuous marketing support through online sample replenishment and more, to improve clout with professionals downstream.

#ValueAddedService5

Warehouse Location Optimization

FOR CUSTOMERS LOOKING TO SETUP A NEW WAREHOUSE AND GROW INTO A NEW REGION.

#WarehouseLocation

An optimization approach that considers all possible warehouse locations and choose the most optimal solution based on constraints like regions of demand, capacities and costs- operational, transportation and fixed.

Supply City ↓	Demand city Production and Transportation cost per 1000 units						Capa- city (000's) ↓	Fixed cost (\$) (000's) ↓
	Atlanta	Boston	Chicago	Denver	Omaha	Portland		
	(A)	(B)	(C)	(D)	(O)	(P)		
Baltimore (L)	1675	400	685	1630	1160	2800	18	7650
Cheyenne (H)	1460	1940	970	100	495	1200	24	3500
Salt Lake (S)	1925	2400	1425	500	950	800	27	5000
Memphis (M)	380	1355	543	1045	665	2321	22	4100
Wichita (W)	922	1646	700	508	311	1797	31	2200
Demand (000's)	10	8	14	6	7	11		

#Let's Collaborate

Contact

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