



Automated Data Ingestion for real-time insights into sales trends for a CPG company



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Service offered: Futuristic data solution for a renowned FMCG company

Industry: FMCG firm

BACKGROUND

The client is a renowned FMCG firm and faced certain challenges due to the limited access to timely sales transaction data from retailers. The client wanted to generate insights on the latest trends across sales in various geographies while automating downloading reports from the retailer's dashboard.

SOLUTION IMPLEMENTED

- We created a data lake for the client to capture diverse information from multiple retailers and stored it on the client database to enable better customer insights and faster reporting.
- Data harmonization is performed between internal products and external sources and hierarchy to ensure optimal performance.
- We also automated the report download process from the retailer's dashboard and monitored the right flow of information from the dashboard to the client-owned BigQuery

OUTCOMES



2X

Increase in Optimal performance



2.5x

Faster data processing

The solution enabled the client to forecast demand effectively and fulfill order management requests. The improved reporting across geographies and retailers helped avoid stockouts and assured that thousands of users had smooth access to the same data quality that was earlier accessible to only certain groups of employees.

Technology Used

