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SAP Analytics Cloud
for Consumer Products

SAP SAC CHANGING ANALYTICS

Better Analytics for Better Operations!

The consumer product industry is one such place that is changing every day and the changes can be drastic and unpredictable.
To understand how the market is changing and how it will be changing in the coming days a powerful analytics tool is required.

SAP Analytics Cloud can help identify patterns in data and make forecasts based on these data. It helps the producers and the sellers to understand what the customer wants and work accordingly.
It is a cloud-based platform that makes way for collaborative work and enables sharing of the same data for different users.

WITNESS THE CHANGE WITH SAC APPLICABLE USES

- Being one of the leading providers of consumer products, this Mumbai-based operator was unable to analyze the current market trends, giving way to the competition. This is where SAP SAC stepped in the business to help provide valuable insights into the current market condition.

  This allowed the organization to consolidate data from different third-party sources or directly from manufacturers and use visualization tools to provide insights. These insights allowed monitoring the manufacturing process and verifying what has to be done to reach targets. This way, the seller was successful in leveraging such insights to stock up products that the customer wants instead of having everything which the consumer might not buy.

- SAP Analytics cloud-based analytics platform allowed an independent consumer product provider with flexibility of operations to the process. This allowed multiple departments of the manufacturing company to communicate with each other and assess their data to find out hidden links.

  Having a cloud platform accessible by all increased the collaboration and improved scope for innovation. This also made way for other technologies like IoT, where sensors all across a consumer goods manufacturing industry provide a lot of insights into the performance of that product or supply chain in that particular industry. Industries can also use this data to understand where processes can be changed to improve the productivity and efficiency of the system.

- SAP Analytics Cloud allowed a Qatar-based provider of consumer products to equip advanced technologies like Artificial Intelligence and Machine Learning. These features allowed the firm to predict instances in the upcoming future with a high degree of accuracy. With SAP Analytics Cloud helping the organization, the organization was allowed to help Machine learning to join hidden links between these data and estimate a pattern based on which the future outcomes could be predicted.

  This way, the organization leverages SAP Analytics Cloud to help the company to stay aware of any upcoming changes and tackle those adverse conditions easily.

SAP ANALYTICS CLOUD IN ACTION:

- **Access to proper insights:**
  SAP Analytics Cloud helps companies to understand what the consumers want currently and makes sure that their needs are met. They also provide insights into the trends and patterns in the market.

- **Seamless collaboration at multiple levels:**
  The Analytics Cloud also influences collaboration across departments and companies for providing better solutions to the consumer. This ensures that all the employees remain up to date with the latest reforms in the company.

- **Accuracy in analysis:**
  The predictive feature helps the consumer industry to understand what the people are willing to buy. This is also done by tracking customer activities across different platforms and understanding their buying patterns through various channels.

SAP Analytics Cloud helps consumer product company to improve their sales rapidly

CASE STUDY:1

ABOUT CUSTOMER

Our client is an internationally operating consumer product manufacturing company. This company was having problems in understanding what the consumer needs as they were producing a lot of items that were not getting sold. They were incurring lot of losses and wanted to use SAP Cloud Analytics to understand the market patterns.

PROJECT HIGHLIGHT

- Understanding customer mindset
- Making decisions for improved efficiency
- Prevent wastage of resources behind unwanted goods

THE RESOLUTION

SAP Analytics Cloud was able to help the company in understanding the ongoing trends in the market. It also allowed the company to have a basic idea about what the consumer wants and how this company can deliver that in the most efficient way.

KEY BENEFITS

- Cloud interface ensures endless accessibility
- Better insights for critical decision-making processes
- Forecasting of future trends that can be taken care of to make the company future-ready

TOP BENEFITS

- Sales increased by 30%
- Overhead cost got reduced by 42%

PRE MIGRATION ARCHITECTURE

- The manufacture was following a strict production facility without thinking about the consumer's needs
- Any change in the customer's choice affected their sales badly
- Lack of any proper planning made them follow inefficient processes

KEY CHALLENGES

- Changing the process that they have been following for months
- Trying to capture the customer's trust with better-suited products

ACHIEVEMENTS

- The company is now future proof and will thrive even in uncertain times going ahead
- Less time is spent on the decision-making process due to the availability of valuable insights

Consumer Products retailer avails SAP Analytics Cloud services

ABOUT CUSTOMER

Customer products retailer was unable to understand the requirements of its clients as a result of which sales were getting diminished. Also, an incoherent work environment gave rise to a lot of faulty gaps in the system that reduced efficiency. The retailer took a lot of time to respond to changes in trends as a result lost a large section of their customer base. That is why they wanted to implement SAP Analytics cloud to remain profitable even in this volatile marketplace.

PROJECT HIGHLIGHT

- Understanding the customer demands
- Proper insight access for quicker decision making process
- Collaboration of different departments for seamless task executions

THE RESOLUTION

The retailer was able to ensure that the company members are always ready and up to date with the changes in the company. Also, they tracked the buying patterns of the customer to understand the trends and make full use of their customer base.

KEY BENEFITS

- Uniformity all across the company ensured a healthy work environment
- Having knowledge about the trends prevented unwanted losses

TOP BENEFITS

- Sales stagnation got reduced by 37%
- Operational efficiency increased by 18%
- Profit margin increased by 12%

PRE MIGRATION ARCHITECTURE

- There was no analytics system, all decisions were taken instinctively
- No future planning was done and would fall weak against any adverse condition.

KEY CHALLENGES

- Introducing a smart system in the business process
- Educating employees about how to derive insights from data

ACHIEVEMENTS

- Sales increased as the retailer had things that the customer needed
- Customer base improved due to better user experience

CASE STUDY:3

Retailer uses SAP Analytics Cloud to market consumer products on e-commerce platform

ABOUT CUSTOMER

Our client was an online retailer for consumer products, who was having a problem in increasing sales and traffic on his online page. They were lacking in ideas as to how to get enough people to buy their products. For this, they had the need to understand the buying nature of the customers and design campaigns in a way to attract these buyers. This is where SAP Analytics Cloud could come in handy to increase sales.

PROJECT HIGHLIGHT

- Designing better marketing campaigns to attract customers
- Understanding the trends and preparing accordingly

THE RESOLUTION

Using the valuable insights from SAP Analytics cloud effective marketing campaigns were made. Along with this, the market trends were easily understood that helped the retailer to understand their target audience and only cater to them to drive sales.

KEY BENEFITS

- Better customer acquisition
- A quicker decision making process increased efficiency

- Targeted marketing with less resource wastage

TOP BENEFITS

- Customer acquisition increased by 50%
- Unwanted losses reduced by 18%
- Customer retention increased by 87%

PRE MIGRATION ARCHITECTURE

- Decisions were made by taking inspiration from other business but adoption was a slow process
- Generic marketing practices were implemented
- Lack of proper analysis of the company's performance

KEY CHALLENGES

- Deducing proper inference from the insights
- Using those ideas through a properly designed marketing campaign

ACHIEVEMENTS

- Profitability increased as the number of loyal customers were increasing
- A smooth workflow ensured maximum outcome from minimum input
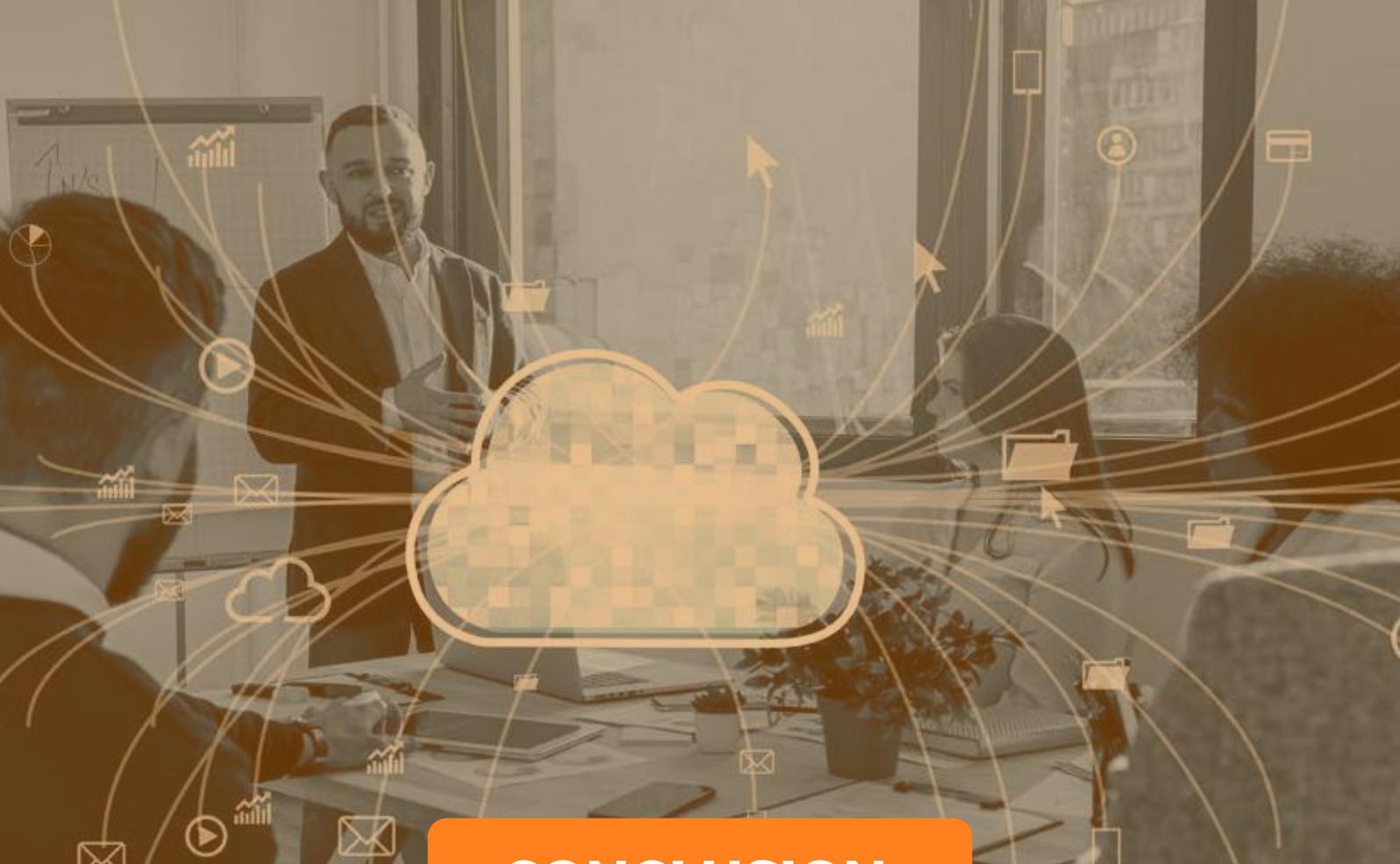
CONCLUSION

A consumer products company has to have a proper understanding of what their customer wants and how the market demands are changing. Such kinds of changes are very prevalent in this pandemic situation and SAP Analytics Cloud is the solution to this problem.

Not only does it provide valuable insights about the company and the market but it als uses advanced ML tools to give corrective suggestions and future predictions. These predictions help the company in making better decisions and ensuring a stable future for the company.

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