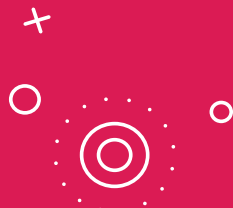




Mindtree

A Larsen & Toubro Group Company

Case Study:  
Enabling High  
Performance Predictive  
Analytics for  
**leading CPG  
Company**



*Welcome to possible*

## ■ CLIENT

Client is one of the world's leading and oldest CPG giants, and its products are available in over 190 countries worldwide. It owns over 400 brands that offer a multitude of products, including nutritionally balanced foods and indulgent ice creams as well as sustainable soaps and luxurious shampoos. With a legacy that spans over half a century, the company placed immense trust in Mindtree to make sure that the goods get delivered.

## ■ CHALLENGE

At the beginning of the engagement, over 20 million recommendations were being churned out by the Analytics support team every month using Machine Learning and Advanced Predictive Analytics to target two specific metrics: on-shelf availability and growth in assortment. There was also a very high lead time in generating KPIs and building statistical models; as a result of this, there was a high lead time in generating KPIs. As a result of this, the latest marketing information was being compromised when it came to delivering insights.

In addition to this, the client's on-premise platform could not be scaled up to meet their ambitious growth targets, and as a result they needed to pay urgent attention to their platform. Moreover, they required additional data sources to attend to ad-hoc business questions over and above their existing operational analytics.

## ■ SOLUTION

To begin with, a cloud based Analytics platform was designed to cater to on-demand scalability and massive parallel processing capabilities. Once this had been done, the entire data to analytics process was re-platformed and re-designed into a foundations architecture using Big Data & Amazon AWS, Amazon RedShift, Spark technologies. Machine learning capabilities were added. After this, Mindtree conceptualized a comprehensive solution stack with a data lake, seamlessly stitching traditional data sources with new age data for more relevant insights. This solution also leveraged Mindtree's Big Data ETL framework as well as ABC (Audit Balance Control) Framework for data integration and automation.



## ■ BENEFITS

As a result of enabling high performance predictive analytics, Mindtree was able to deliver the following benefits:



Significant reduction in lead time for data processing & analysis to insight generation - taking it from 21 days to less than 10 hours (with capability to process 4-6 TB of data within hours)



Improved accuracy of prediction by having up-to-date market data and learning at a greater depth to deliver relevant and actionable insights



Increased frequency of insight generation, which lead to better business agility for reacting to changes in buying patterns and competition scenarios



Achieve better economies of scale on the ability to perform on-demand analytics



Improve predictive capability with the seamless integration of new age data sources

## ■ ABOUT MINDTREE

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 275+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 22,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."