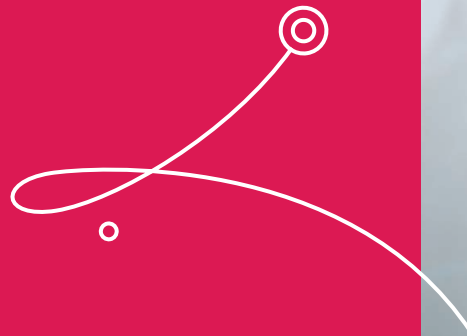




Mindtree

A Larsen & Toubro Group Company

Assortment analytics  
and recommendations  
for a leading life  
science and consumer  
health company,  
owning an estimated  
7% of the world's  
pharmaceutical  
market





## Client overview

The client is a leading life science and consumer health company who owns an estimate of 7% of the world's pharmaceutical market. This multi-billion global healthcare and pharmaceutical company has three global businesses that research, develop, and manufacture innovative pharmaceutical medicines, vaccines, and consumer healthcare products.



### Challenges

- The client aimed to enhance market penetration by increasing 'On-Shelf Availability' (OSA) and ensure that all products that have the potential to sell are always present on the shelf.
- The client wanted to apply analytics on the available rich data sets to identify business patterns and trends and further strengthen its forecasting and planning processes.
- The company needed an insight-driven methodology to boost sales of new/focused products across India.
- The client required base generation to clean the historical sales data and arrive at baseline sales. The client also had to identify the factors contributing to incremental increases and decreases in sales.



### Solution

- We integrated new source systems into the existing frame of data warehousing.
- A cloud-based analytics platform helped leverage the on-demand scalability and massively parallel processing using Big Data, Azure, and Spark Technologies with machine learning capabilities.
- Applied hierarchical regression technique to SKUs' set to identify the significant demand drivers affecting the incremental sales (sales volume) at the regional and trade area level.
- Optimized the fact-based marketing mix ROI.



### Benefits

- Improved accuracy of predictions resulted in a significant reduction in data processing time from weeks to a few hours.
- 13M+ recommendations churned out every month.
- Using machine learning capabilities, approximately 19+ crore worth of additional sales generated every month from cross-selling, resulting in 6.67% of the average monthly sales—a growth of 2% from last year.
- Product launches and distribution planning at the field level is much more effective, and weekly sales performance showed great ability.
- Accelerators helped the client roll out the program for OTL cities (10L+ population) in weeks.

## 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 270+ 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 17 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."