



latentview

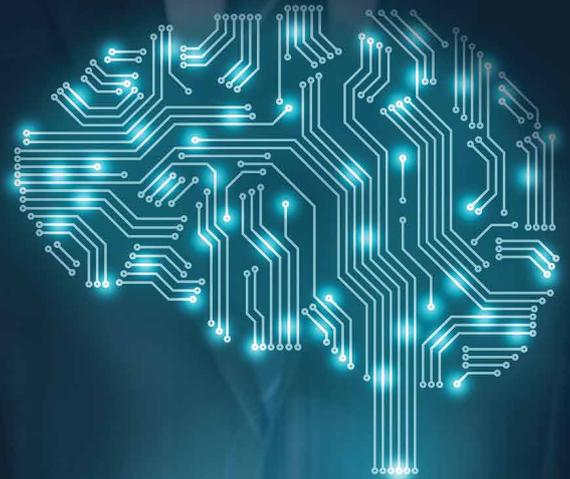
Actionable Insights • Accurate Decisions

Machine Learning

Driven Sales Trend Detection at Scale

Client

**Leading Transnational
Consumer Goods
Company**



The Problem

In the CPG industry, the speed to detect sales trends accurately at the most granular SKU level across multiple product categories can be a big source of competitive advantage.

The Before State

Detecting sales trends and anomalies across thousands of SKUs was a laborious, error-prone, time consuming activity taking almost 4-5 weeks to even get a rudimentary estimate.

The After State

Deep dive sales analysis output with notifications for over 10,000 SKUs in less than a day helped making timely market interventions in supply chain planning thus **reducing stock-out rate by 5% & inventory costs by 2%**.

The LatentView Solution

Built a Machine Learning, Rules & Notification engine to perform enhanced seasonal decomposition of time series (STLPlus) along with changepoint/breakpoint analysis on sales data, to identify & classify seasonal, trend components.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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