

About Client: Client is a leading FMCG company based out of India

Client Situation: Client required a detailed information system of how its distributors were doing in terms of sales, penetration, collections, inventory etc.

What we did: Following were the elements of our solution

- Collection of all KPIs of distributors, helped deciding the new ones in the process
- Started capturing the data for all distributors across the country
- Used data visualization for the data to be updated automatically and actioned by the concerned stakeholders
- Automated the dashboards and connected it to the CRM system

Outcome

- 3-5 % improvements in sales by distributors
- Improved penetration and width of retail channels