

Providing Actionable Insights into Food and Beverages Operations



Introduction

Technology may not be the only thing unlocking new possibilities for the food and beverages (F&B) industry, but it is proving to be a major driving force. The food industry has seen technology impact through applications that enable new forms of e-commerce, operations tracking, managing supply chains, forecast production needs, and more. This is even more relevant for startups in the F&B domain as they start to experience rapid growth, executive management faces unique challenges of obtaining and monitoring key insights into organization wide operations.

Customer Background

- ▶ Our client is a well-known North America based privately held company that produces nutraceutical products primarily in powder, shake, and bar forms.
- ▶ The company developed a following initially in the USA and received early financial backing from the investment arm of a large multinational conglomerate holding company and a venture capital firm.
- ▶ The F&B products are available for purchase and shipment within the United States and Canada via both online and offline channels across 7-Eleven, Walmart, Target, Kroger, and Meijer stores.

Requirements

- ▶ The client was seeking an easy and intuitive way of obtaining actionable insights into marketing spend, revenue growth, supply chain operations, for taking informed decisions.
- ▶ The top management wanted to leverage such an analysis to increase the company revenues, optimize marketing spend and improve overall growth in profits.
- ▶ They wanted to track business performance across the online and offline channels, across geographies within USA and Canada.

Scope

- ▶ The scope of the work included designing and deploying analysis, and AI driven solution for obtaining data from
 - Oracle NetSuite (a cloud-based ERP storing financials, CRM, and ecommerce related data),
 - Shopify (an e-commerce platform for online stores and retail point-of-sale systems),
 - Amazon Redshift (cloud-based data warehouse storing aggregated data for orders & shipments) and
 - a pile of Excel sheets used for operational purposes.
- ▶ The solution needed to combine relevant data from these sources and model it for deriving insights.
- ▶ It was also expected that modelling should be applied to discover major trends.
- ▶ Based on the data that is collected, Aress needed to build intuitive data visualizations to help comprehend the information.

Solution

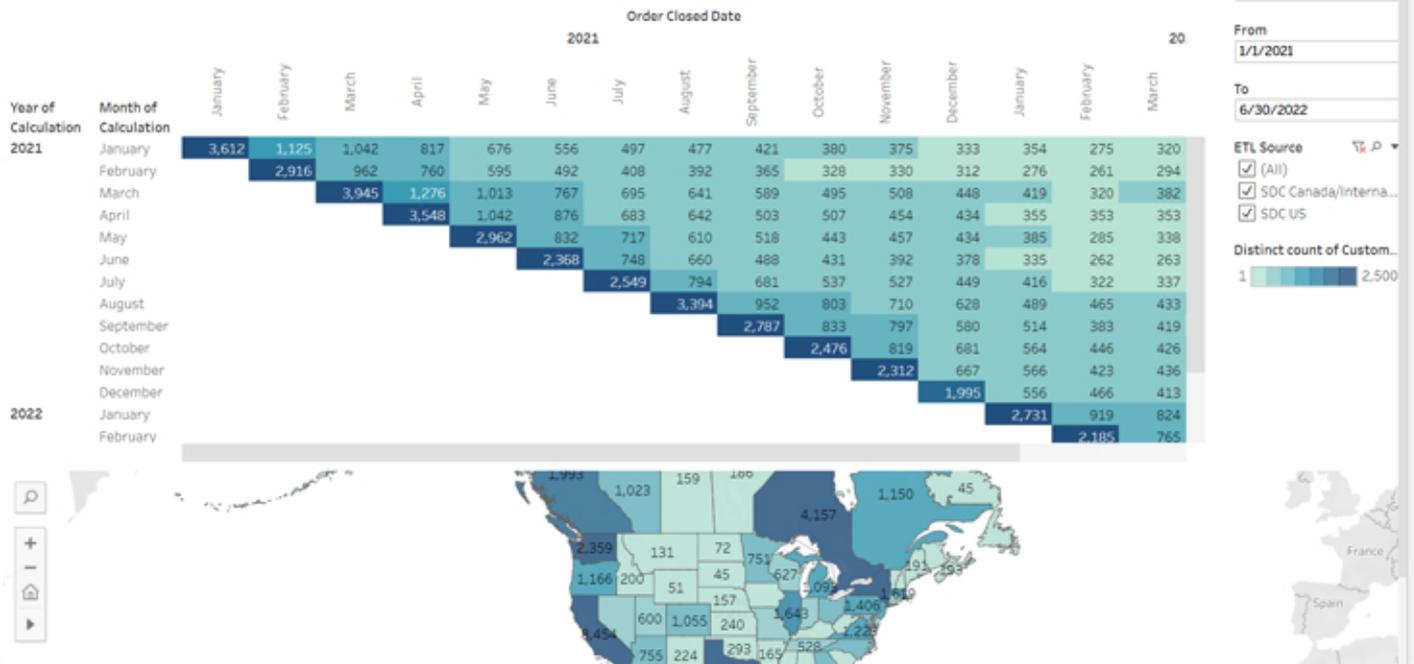
- ▶ Aress assigned a team of data analysts and developers to work on designing and deploying a scalable data model-based architecture.
- ▶ The developers designed and deployed data pipelines to extract and combine data from relevant data sources.
- ▶ Marketing analysis covered areas including -
 - Average revenue per customer
 - Product penetration by customer segment
 - Market basket analysis
 - State rank by revenue - US and Canada
- ▶ Financial analysis covered areas including -
 - Sales and Orders by Retail Customer month-to-date
 - MTD + Orders vs Budget
 - Full Month Estimate vs Forecast, Budget, and PY (prior year)
- ▶ Visualizations were designed to identify hidden trends in the data

Business Benefits

- ▶ The solution was designed in such a manner that it helped extract data from multiple sources in an automated manner, thereby eliminating any human intervention and resulting errors.
- ▶ The solution made it easy for the top management to gain critical insights into marketing, operational and financial data.

Sample analysis/visualization

Cohort



Product penetration

Product penetration

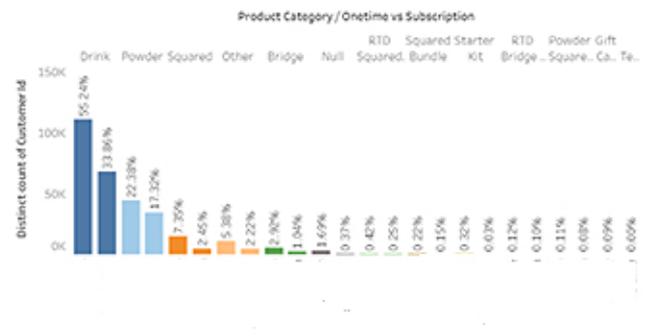
Date Range: 6/14/2018 to 2/9/2022

Average # of days | Churn rate | Average revenue per user | Product penetration | State rank by revenue US | State rank by revenue Ca...

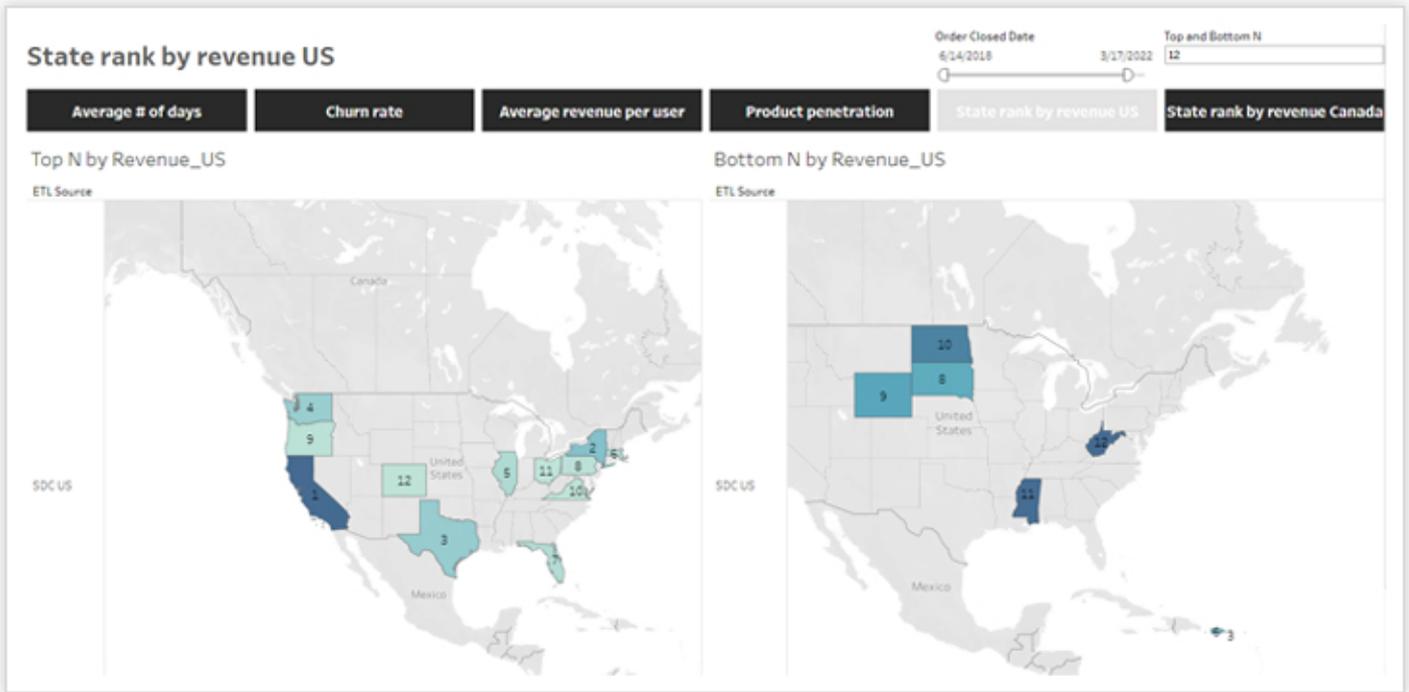
Product penetration(X% of customers have purchased XYZ SKU)

Product Category F	Onetime vs Subscription		Distinct customer count till prior p...	
	% of Total Distinct count of Custo...	Subscription	One-time	Subscription
Drink	74.63%	72.63%	110,563	67,772
Powder	30.24%	37.14%	44,796	34,658
Other	9.94%	5.25%	14,720	4,899
Null	7.26%	4.76%	10,762	4,445
Square bundle	3.94%	2.24%	5,836	2,087
Squared Bundle	2.28%	0.79%	3,379	734
Starter Kit	0.56%	0.53%	834	494
Bridge Bundle	0.29%	0.32%	437	294
Powder Squared Bund.	0.43%	0.07%	634	65
Gift Card	0.16%	0.22%	233	208
Tea	0.15%	0.16%	229	152
Tea	0.13%		190	
Tea	0.06%		2	

Product penetration(X% of customers have purchased XYZ SKU)



State rank by revenue US



Contact Us

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