Analyzing Awesomeness

AI-Powered Trade Promotion Analysis Solution for a Leading US Consumer Products Brand

Customized Monitoring Dashboard based on Harmoni.AI

Summary

A prominent consumer products company specializing in household items faced challenges stemming from inaccurate and delayed trade promotion analysis, hindering its growth potential. To tackle this issue, Sonata provided a solution that integrates a customizable dashboard, automated KPI monitoring, Generative AI insights, and visual trends, all aimed at optimizing trade promotions and fostering sustained growth.

Client Overview

The client is a prominent US-based consumer products company specializing in household items, specifically in the food and beverage packaging sector. With an annual revenue of $4B in 2023, their customer base includes households and consumers, restaurants and foodservice providers, retailers and grocery stores, commercial kitchens and catering companies, as well as online retailers and e-commerce platforms.

Pressure Points

Growth challenges due to inaccurate and delayed trade promotion analysis	Challenges in understanding the relevance of ongoing trade promotions
Data analysis was time consuming due to reliance on other teams for reports, leading to decision-making delays	Needed assistance in formulating future deals and strategies

Solution

The solution included a customizable dashboard for tracking active deals, an automated analysis tool for monitoring KPIs such as ROI and % trade efficiency, and cost per incremental unit.

The solution also combined Generative AI capabilities to provide insights and personalized recommendations. Visual trends and insights were also provided to enhance the decision-making process.

Design Highlights:
Below are the Key Design highlights of our solution on AWS Landscape.

- Usage of Harmoni.AI - Sonata's responsible AI Framework
- Zero-Trust security framework on AWS
- Service usage optimized for cost and performance on AWS Landscape
- Hub-Spoke model: Transit Gateway preventing direct access to resources.
- Templatized for quick provisioning of new project environments
- Sonata Ready Assets for rapid engineering
- Logging & Monitoring

AWS Landscape Details:
Service Catalogue of Approved Use cases

- VPC
- Private subnet
- Lambda functions - Most API Workloads
- EC2 - Any Custom Workload
- S3 - Blob storage, Single Page Application Hosting
- SNS - Event Requirements
- DynamoDB - Storage

- Sage Maker - ML Requirements
- Bedrock – Generative AI
- AI Services - Various Cognitive Needs Depending on Identified Use Case
- IAM for Granting Access to the Account
- AWS Config for Managed and Custom Rules to Manage Resource Configurations
- CloudWatch and CloudTrail - Monitoring and Auditing

Results that Speak Volumes

20% time saved	**10% ROI increase**	**Impressive reduction**
for analysis, allowing marketing teams to focus on strategy and promotion execution	with better understanding and optimization of promotions, leading to improved resource allocation	in data processing time & enhanced UX with a streamlined One-Lake architecture and Power BI Direct-lake