

# 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

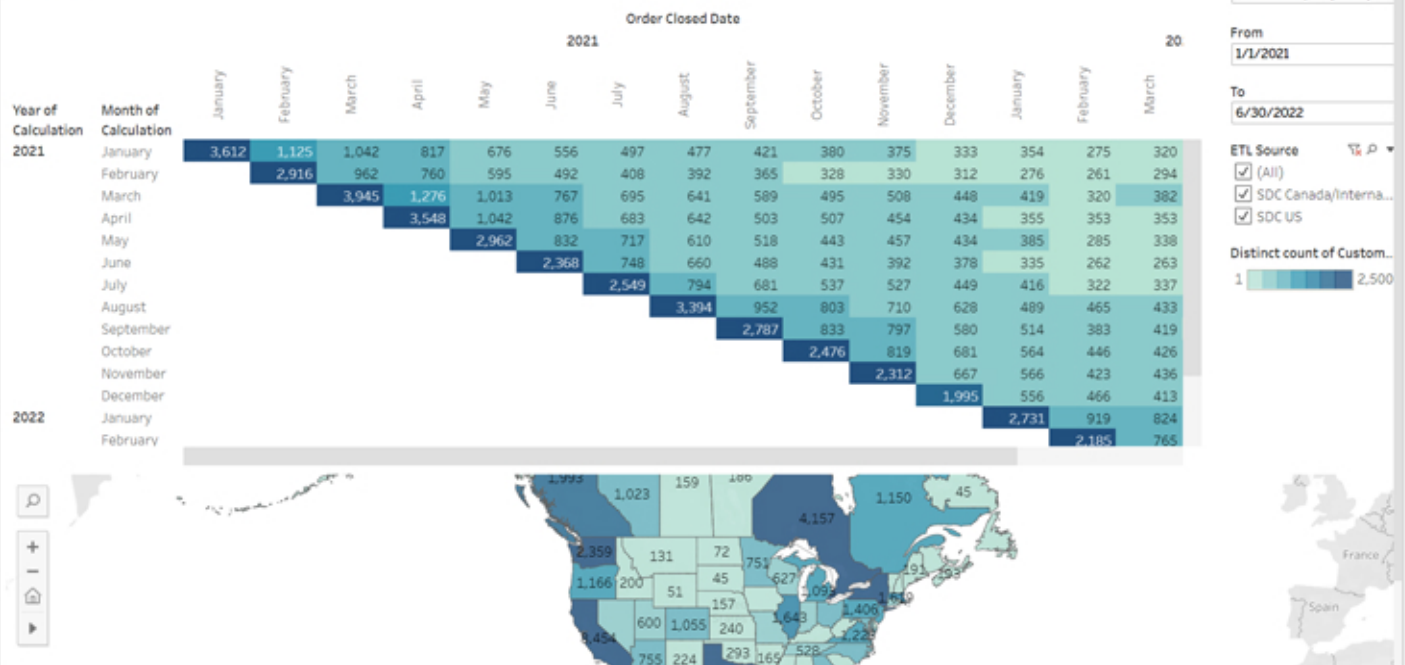
- ▶ Aress assigned a team of data analysts and developers to work on designing and deploying a scalable data model-based architecture.
- ▶ The developers designed and deployed data pipelines to extract and combine data from relevant data sources.
- ▶ Marketing analysis covered areas including -
  - Average 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

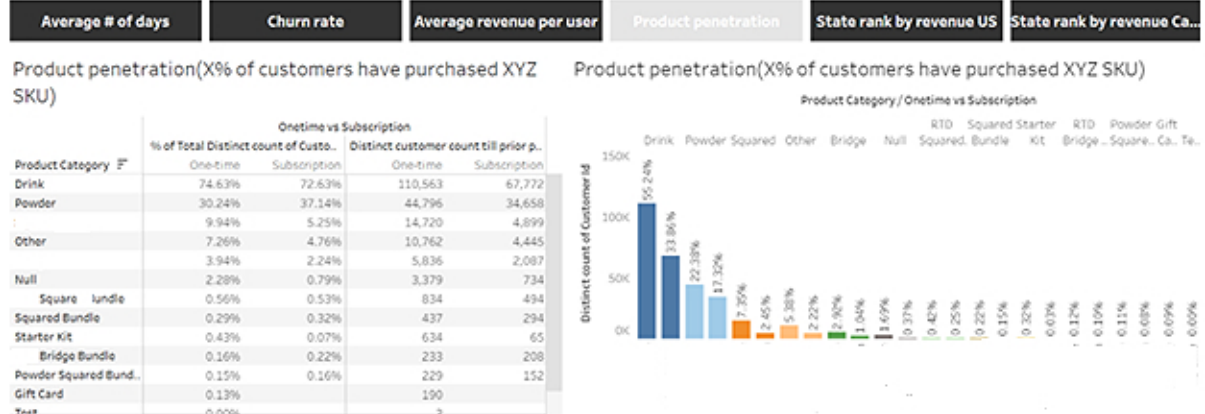
### Cohort



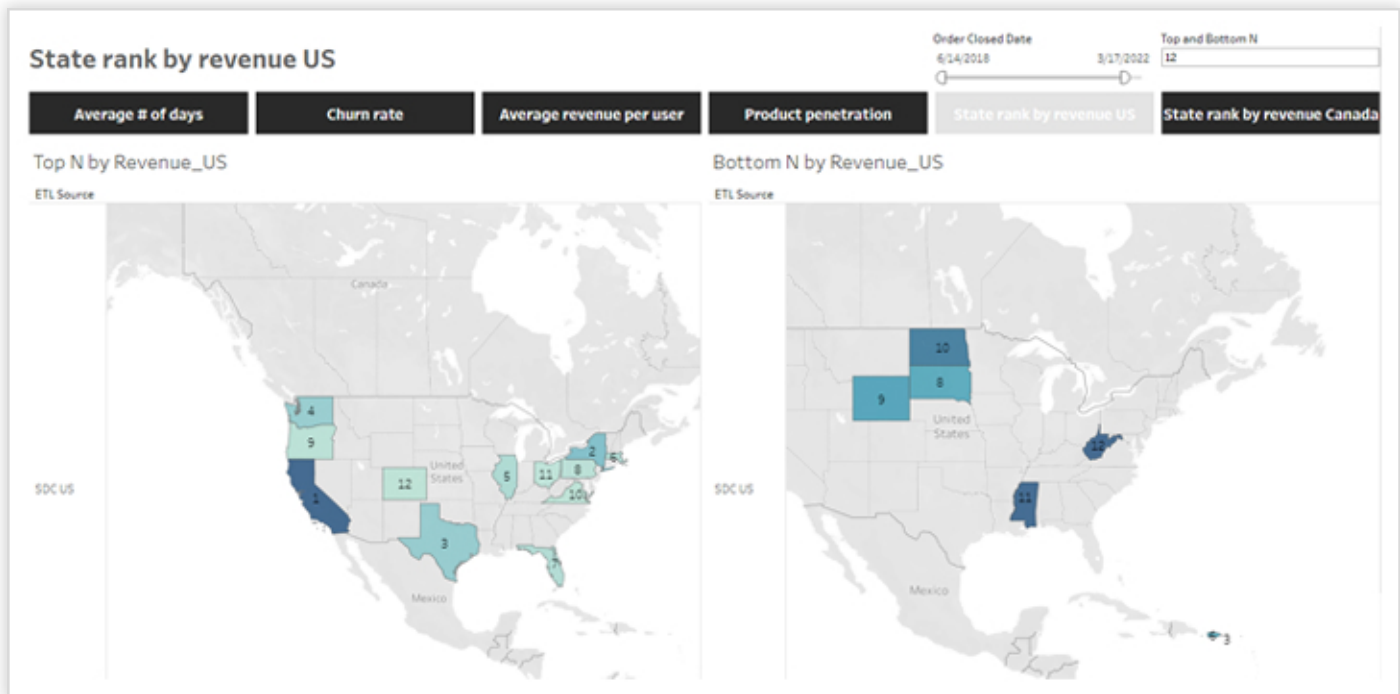
## Product penetration

### Product penetration

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



## State rank by revenue US



## Contact Us

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