

Emerging Business Opportunities Solution for Retail and CPG Industries

Solution Overview

It's crucial for organizations to recognize emerging trends or claims that could disrupt their industry, so they can adjust their product or service strategies accordingly. While there are various tools available to identify trends, they typically only provide insights. Tiger Analytics aims to address this issue in a more comprehensive way by offering a solution that goes beyond just trend identification

Features

Catalog of data sources- Access to curated data sources to help track trends

Accelerators for specific data sources - Reusable code snippets to harness and process specific data sources

Harmonization & mapping logic for common data sources

Ability to harmonize data and make it insights ready

Overall Solution Overview

Data



Brick and Mortar Sales
Nielsen IRI



Social Media / Digital Platforms
Sprinklr, NetBase, Google Search Trends, SEMRUSH



eCommerce Data
Amazon.com, Helium



Products Data
Innova market space, OneSpace



Others (Market Research, Voice of Consumer etc.)
Numerator, Netbase Quid, Signals, Patents, Panel Data etc..



Analysis & Modelling



Data Exploration
Competition and innovation landscape of the category; recent trends and product launches; other bivariate and univariate analysis



Candidate Creation
Current trends in the market are identified from product description, social conversations, reviews, patents etc.



Leading Indicators
For every trends, identify leading sales indicators that could explain future trends



Forecasting & Opportunity Sizing
ML code templates to forecast the future \$ sales leveraging the leading indicators identified



Output



Dashboard
Future \$ estimates of the candidates and EDA as dashboards, reports, etc.



Deployment
Model deployment in prod environment for continuous outputs

Value Proposition and Success Stories

Tiger's "Emerging Business Opportunities" solution helps collect data & monitor 100's of new flavors, product claims, project their growth path in terms of category and cross-category penetration and size them. Powerful insights are generated through robust combination of:

Forward looking consumer insights (culled from a broad range of sources including social)



Insights on entities involved along the entire product launch Supply Chain



Early performance of past launches



Value Delivered

Large Confectionery Company



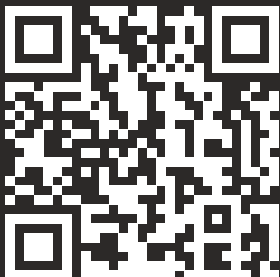
Identified specific flavors & claims that summed up to **USD 300 MM** in next 24 months

Identified specific brand growth and M&A opportunities

Snack Division of a Global F&B



Executable opportunity range of **USD 250-350 MM** identified across Salty Snacks subcategories



About Tiger Analytics

We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.

US | UK | Canada | India | Singapore | Australia

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