SONATA
SONATA SOFTWARE

Analyzing Awesomeness

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

Customized Monitoring Dashboard
based on Harmoni.AI

Client Overview:

A prominent US-based consumer products company specializing in household items, particularly in the food and beverage packaging sector, 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.

Revenue & Line of Business

Annual revenue of **$4B in 2023**	Cooking Product	Waste and Storage Products	Disposable Tableware

Customers

Households and Consumers	Restaurants and Foodservice Providers	Retailers and Grocery Stores

Commercial Kitchens and Catering Companies	Online Retailers and E-commerce Platforms

Pressure Points

Businesses encounter growth obstacles due to inaccurate and delayed trade promotion analysis, as well as challenges in understanding the relevance of ongoing trade promotions. Data analysis demands substantial time and resources, compounded by delays in decision-making caused by reliance on other teams for reports and trends. Furthermore, there's a need for assistance in formulating future deals and strategies.

Organization facing challenges in comprehending the significance of ongoing trade promotions.	Analyzing data requires significant time and effort.	Reliance on other teams for reports, data, and trends causing decision-making delays.

Assistance in formulating future deals.

Solutions

The provided solutions include a customizable dashboard to track ongoing deals, an automated analysis tool for monitoring key performance indicators (KPIs) like ROI and % Trade Efficiency, leveraging Generative AI capabilities for insights and personalized recommendations, and visual trends and insights to enhance decision-making processes.

Customizable dashboard provided for tracking ongoing deals.	Automated analysis tool for monitoring key performance indicators (KPIs) such as ROI, % Lift, % Trade Efficiency, and Cost per Incremental Unit.

Generative AI capabilities utilized for insights and personalized recommendations.	Visual trends and insights for improved decision-making.

Results

By transitioning toThe benefits include a 20% reduction in time spent on analysis, allowing marketing teams to concentrate on strategic planning and executing promotions effectively. Additionally, there's an approximate 10% boost in ROI achieved through enhanced comprehension and optimization of promotions, leading to improved resource allocation and higher returns on investment. a streamlined One-Lake architecture and harnessing the power of Power BI Direct-lake, this leading ISV achieved an astounding reduction in data processing time, while also delivering a vastly improved user experience.

20% time saved for analysis, allowing marketing teams to concentrate on strategy and executing promotions	Approximately 10% increase in ROI achieved through better understanding and optimization of promotions, leading to enhanced resource allocation and higher return on investment.

Decreased reliance on other teams