



VIEW REPORT



LatentView Analytics Corporation - Market Share Analysis & Dashboard for Beauty Industry

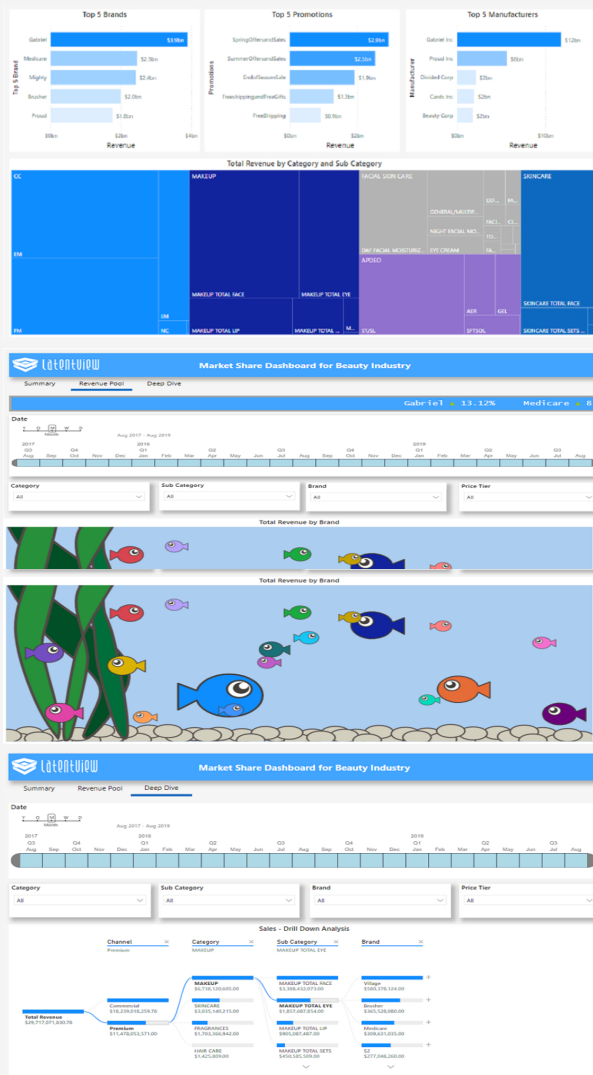
LatentView Analytics - Market Share Analysis & Dashboard for Beauty Industry - The Power BI Market Share dashboard is developed for Brand Managers and Campaign Managers to understand the overall performance of various brands across categories and subcategories by LatentView Visualisation CoE Team. This also includes the promotions component and helps businesses to understand the best performing promotions and offer campaigns. With the integration of Power BI's NLP and NLG features, users can now do deep dive analysis, drill downs and driver analysis on-the-go.

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Target Audience - This Market Share Dashboard is developed for Brand Managers and Campaign Managers to understand the overall performance of various brands across categories and subcategories.

Data Considered - Syndicated data sourced from multiple retailers is used here and this data is generally utilized by CPG business users to understand the trend of sales, market share by categories / channels and YoY% change calculations among others

Business Problem - Brand Managers would like to run campaigns for the upcoming holiday season and they would like to know the categories they should focus on and the competitors to watch out for. It is known that sales are increasing significantly during the holiday season (especially in December) but should focus on and the competitors to watch out for. It is known that sales are increasing significantly during the holiday season (especially in December) but what is driving it, is always a bigger question to be answered. With multiple data points, it is difficult to handpick the top drivers at an overall market level or for any particular cohort.

Business Solution - With Power BI, LatentView has created a framework to do end-to-end analytics for the Market Share use case. We have developed an executive summary with drill down and deep dive enabled which can now enable Business Users to get actionable insights on the go.

- We can now help Business Users to understand "why the sales went down" and "which categories had a spike in sales" via integrating features like "Analyze", "Drill Down" and "Drill Through". Brand Managers can now do driver analysis on the go
- With the integration of "Smart Narrative", brand level summaries are generated dynamically for various scenarios
- With Q&A integration, business users can now slice and dice the data as it acts as a self-supporting platform

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