Enabled a large CPG player with Sancus' AI-ML matching and need-based customizations

BACKGROUND

- The CPG Client Food Solutions is looking to enhance the data quality of their Operator and Contact data objects to enable downstream analytics and BI.
- Tredence's ML based matching engine is used to cleanse and consolidate Operator and Contact data, identifying and flagging duplicates and creating a golden record that is propagated forward

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BUSINESS NEED

Client wanted an intelligent automated solution to tackle multiple Data Quality challenges that exists, including duplicate and inconsistent data entries. Scope – 75 markets; 12-17 objects per market (including Operator and Contacts)

SOLUTION APPROACH

Tredence's solution created immediate ROI for the client

- ➢ Design, build and deliver data pipelines for 75 markets
- ➢ Implement data quality, measure and optimize quality for 15 objects for each of the markets
- ➢ Read Operator and Contact datasets from UDL ,perform DQ check , process and harmonize the datasets for Sancus consumption
- ➢ Implement better data profiling, quality and enrichment in the pipeline to improve adoption
- ➢ Orchestrate end to end pipelines on ADF. Optimize performance & cost. Operationalize logging across pipelines.

OUTCOME

Sancus acts on **100%** of the source data and adapts to unique scenarios within each market

21% increase in accuracy over existing engine

Results provided within **24 hours** of dataset being made available

Proven the effectiveness of Sancus' AI ML matching model for scaling up across all **75 markets** with need-based customizations

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Connect the Dots

Top-tier Retailer Servicing +100M Households was Challenged to Develop Platform to Provide Omnichannel Customer Visibility & Insights

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BACKGROUND

- CPG company has global operations, the current project was focused on the United Kingdom geography for Haircare and Skincare categories
- The absence of a central data creation and management framework creates challenges like tracing the changes and error in downstream analytics. Multiple online retail channels across various geographies add complexity to the data

BUSINESS NEED

Client wanted to develop a central SKU master for Haircare and Skincare categories to enable tracing the changes and downstream insights.

OUTCOME

SOLUTION APPROACH

Tredence's solution created immediate ROI for the client

➤ AI powered tool, Helped automate the mapping process and provided Category managers and data stewards with better visibility in product tagging by creating a hierarchy for all SKU

➤ Single tool to identify issues, enabled business to streamline downstream analytics and get better revenue visibility by Retailer, Market and Category

➤ Sancus Tech Stack
  - Backend: Azure Blob
  - Databricks Spark cluster implementation
  - Results summarized in Excel

Sancus was able to create a mapping for

62% RPC back to SKU Master with a contextual algorithm

Active Learning module improves the mapping by **20-25%**

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