

Key Customer Success Stories



Client



TA Solution



Value Delivered

Fortune 50 F&B Conglomerate .



- Identified emerging claims at Category x Region x Channel level and the size of business opportunity
- Identified key growth drivers influencing the claims and provided model driven recommendations



- Estimated an overall business opportunity of **\$228 Million** across **3 salty snacks categories**
- Recommended model driven, actionable levers to realize the business opportunity

Large F&B Company



- Derived Insights by analyzing forward looking consumer comments from social media & Google search
- Estimated market potential for different product claims/flavors/positioning
- Provided an integrated view of sales trends and consumer insights



- Identified opportunities worth USD 3 Billion of incremental sales over the next 5 years for US market