Decision Point
Covid19
Business
Recovery
Simulator

Agenda

1	About Decision Point
2	The Sales Curve in COVID Times
3	CBRS – COVID-19 Recovery Simulator

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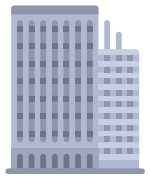
About Decision Point

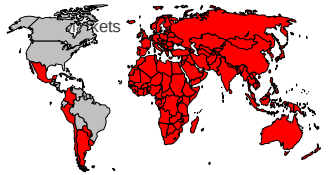
We are a global **analytics consulting** and **big data** solutions provider, working with a broad mix of multinational companies in **CPG**, **Retail**, **Electronics** and **Healthcare.**

WHO WE ARE



Founded in **2012**

Fortune **500** Clients



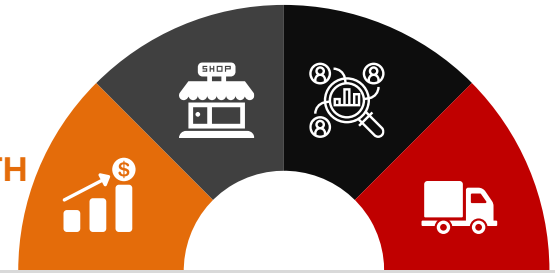
Experience across **90+** Markets

100+ members team based out of New Delhi

ANALYTICAL SOLUTIONS

RETAIL *Analytics*

CONSUMER *Analytics*

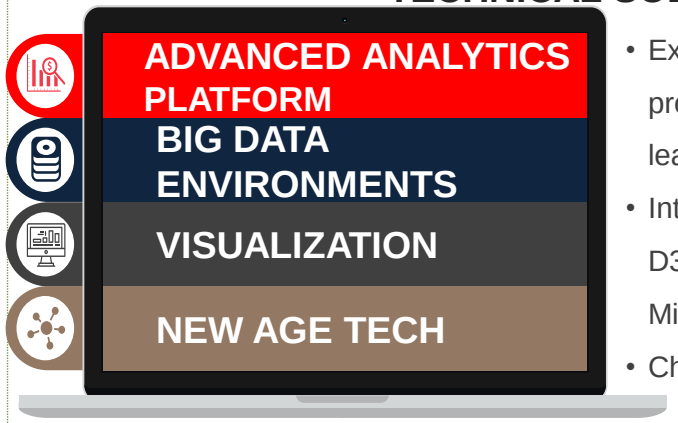


REVENUE GROWTH *Analytics*

OPERATIONAL *Analytics*

Statistical Modelling | Machine Learning | Ingenious Algorithms | Innovative Framework

TECHNICAL SOLUTIONS



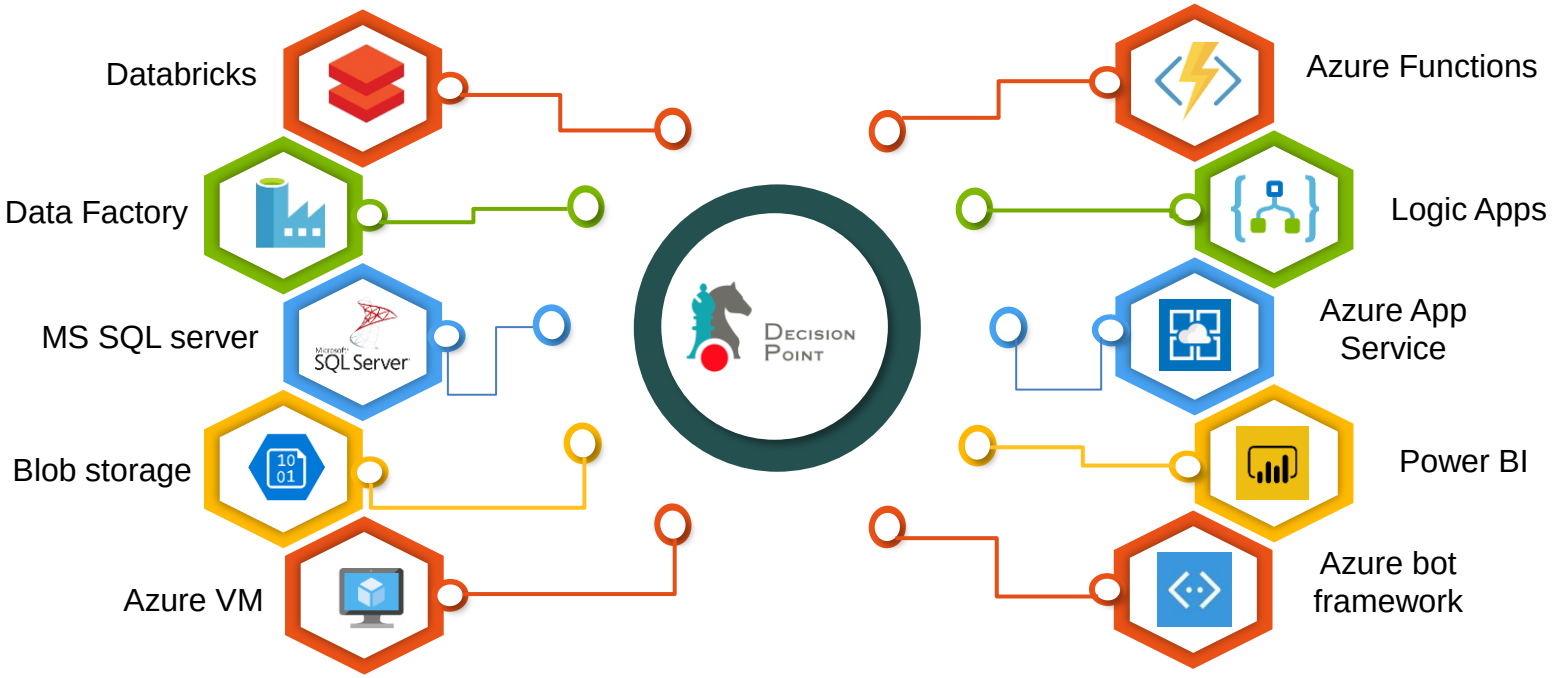
- Experience in building big data based products and platforms with machine learning and deep learning capabilities
- Intuitive visualization Solutions using D3.js, Tableau, Power BI and MicroStrategy
- Chatbots and IoT platforms

Azure | Azure Machine Learning | Power BI

Microsoft Partnership

Decision Point is a Microsoft Digital Transformation Partner. We are the winners of Microsoft AI awards 2.0 in two categories, **Best AI application in Manufacturing** and **Best Application of AI in Empowering Employees**

Some Microsoft Technologies that we work with:



Forbes India Presents Microsoft AI AWARDS 2.0

Celebrating Innovation

Best AI Application in Manufacturing

Built an advance analytics engine to suggest personalized and dynamic DRCP (Daily Route Coverage Plan) for each sales executive. System defines the optimum number of visits per dealer and is focused on increasing the sales productivity of the organization.

Best Application of AI in Empowering Employees

Built a product recommendation engine which suggests the product to be sold to the dealer during a sales visit. It enables product range expansion and revenue growth. The recommendations to the dealers/retailers is based on various parameters like geography, historical purchase data, month etc.

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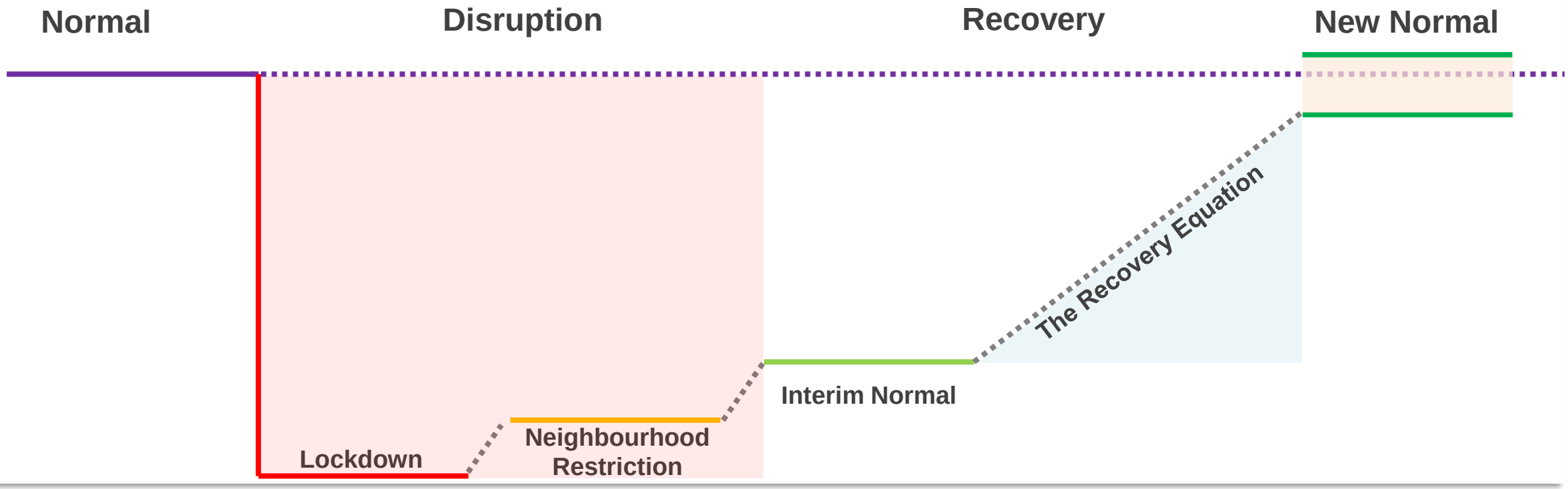
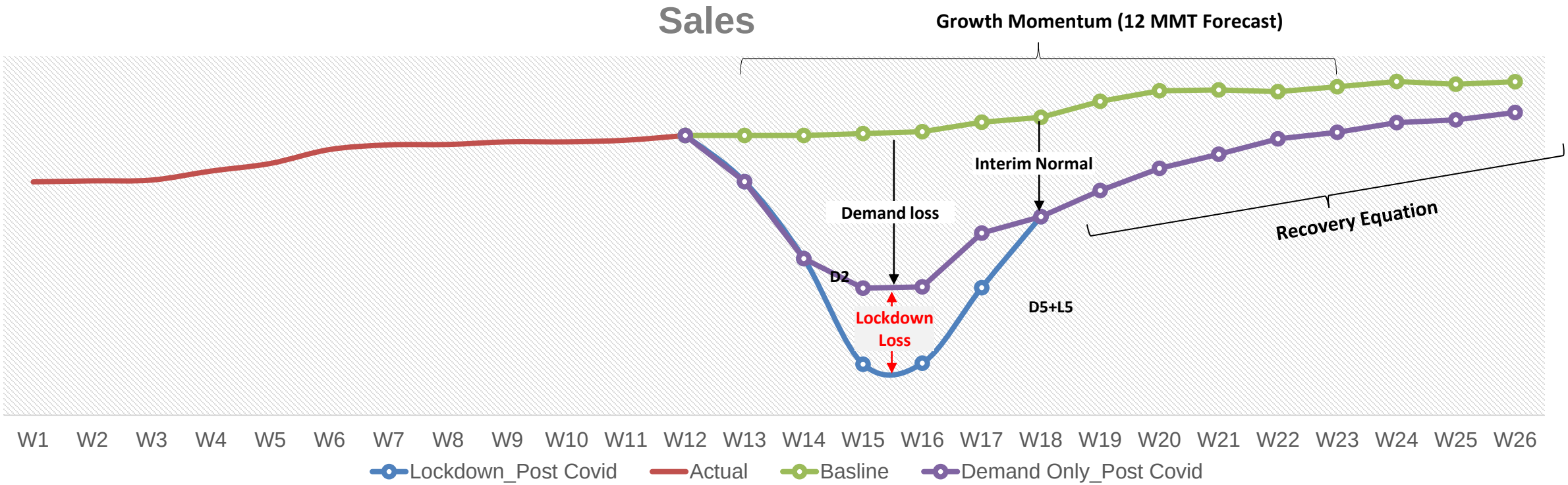
Covid19 Business Phases

The simulator considers three phases of the business impact and recovery :

- **Disruption phase** which has two possible levels - Lockdown (with or without production), Neighborhood restriction (Limited movements and closure of many Away from home consumption channels (Non Essential Retail/ On-premise restaurants/Entertainment etc.)
- **Recovery Phase:** The phase starts with the interim normal (immediately after the restrictions are lifted) and the phase where volume recovers and builds up as life kicks back to normalcy
- **New Normal:** The point at which the recovery equation terminates, and a new normalcy is reached with structural changes based on the economic, consumer and social dynamics



Modelling the Sales Curve during and post Covid19



Predicting the Interim Normal of a business segment

Decision Point

PRODUCTION DISRUPTION	SUPPLY DISRUPTION	COVID19 FEAR LEVELS	DECLINE IN DISPOSABLE INCOME	PANIC STOCKING
Complete shut down of production facilities or highly limited operations	Limited or no operation in distribution of products/services	Negative Impact on majority of categories and positive on a select few categories	Level of essentialness of the category post lock-down	Probability to stockup due to the fear of recurring supply disruption

Recovery Equation Library

SARS Pandemic
China
Feb' 2003

MERS Pandemic
Saudi Arabia
Q3' 2014

US Korea War Recession
US and Korea
Q3' 1953

US Nixon Shock recession
US
1973

Zika Virus Pandemic
Brazil, Latin America
2015

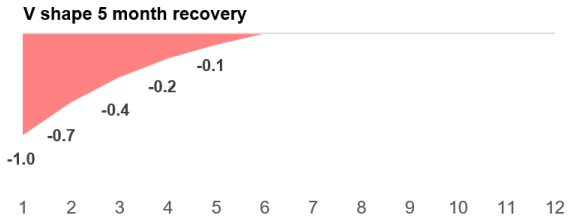
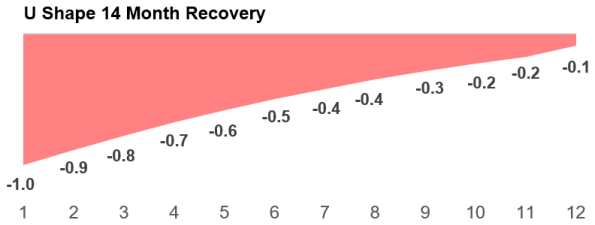
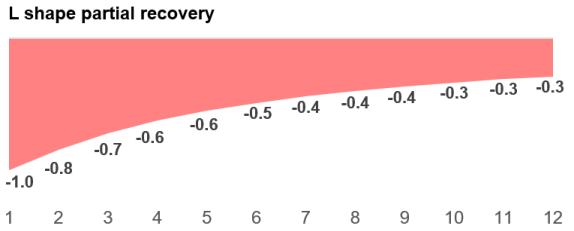
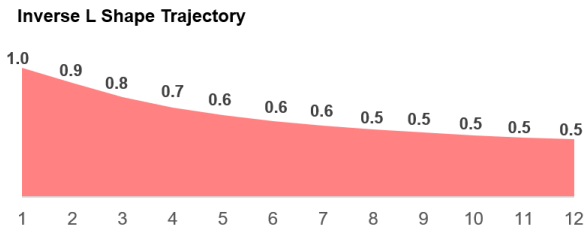
Avian Flu World Wide Pollutry Export
East and Southeast Asia
Nov'2003

Avian Flu China Pollutry Export
China
2003-04

Avian Flu US Eggs Production
US
May-Dec'2015

Post Demonetisation
India
Mar-Apr'2017

Recovery Equation Library

Event	Business Parameter	Recovery Trajectory	Key Drivers
SARS Pandemic China Feb' 2003	CHINA PRIVATE CONSUMPTION EXPENDITURE		Strong political interventions & limited shift in consumer confidence led to a rapid recovery post SARS
Avian Flu USA May-Dec'2015	USA POULTRY TRADE EXPORT		Direct hit on the confidence of producing & consuming the product led to a very prolonged recovery over 14 months
Zika Virus Pandemic Brazil, Latin America 2015	BRAZIL GDP		Unstable political environment coupled with ineffective economic stimulus (marred by corruption) led to a dented recovery
Post Demonetisation India Mar-Apr'2017	INDIA DIGITAL TRANSACTIONS		Demonetization led to a surge in digital POS & Wallet transactions that sustained long after the event

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3	CBRS

CBRS Overview

Covid Business Recovery Simulator

PowerApps

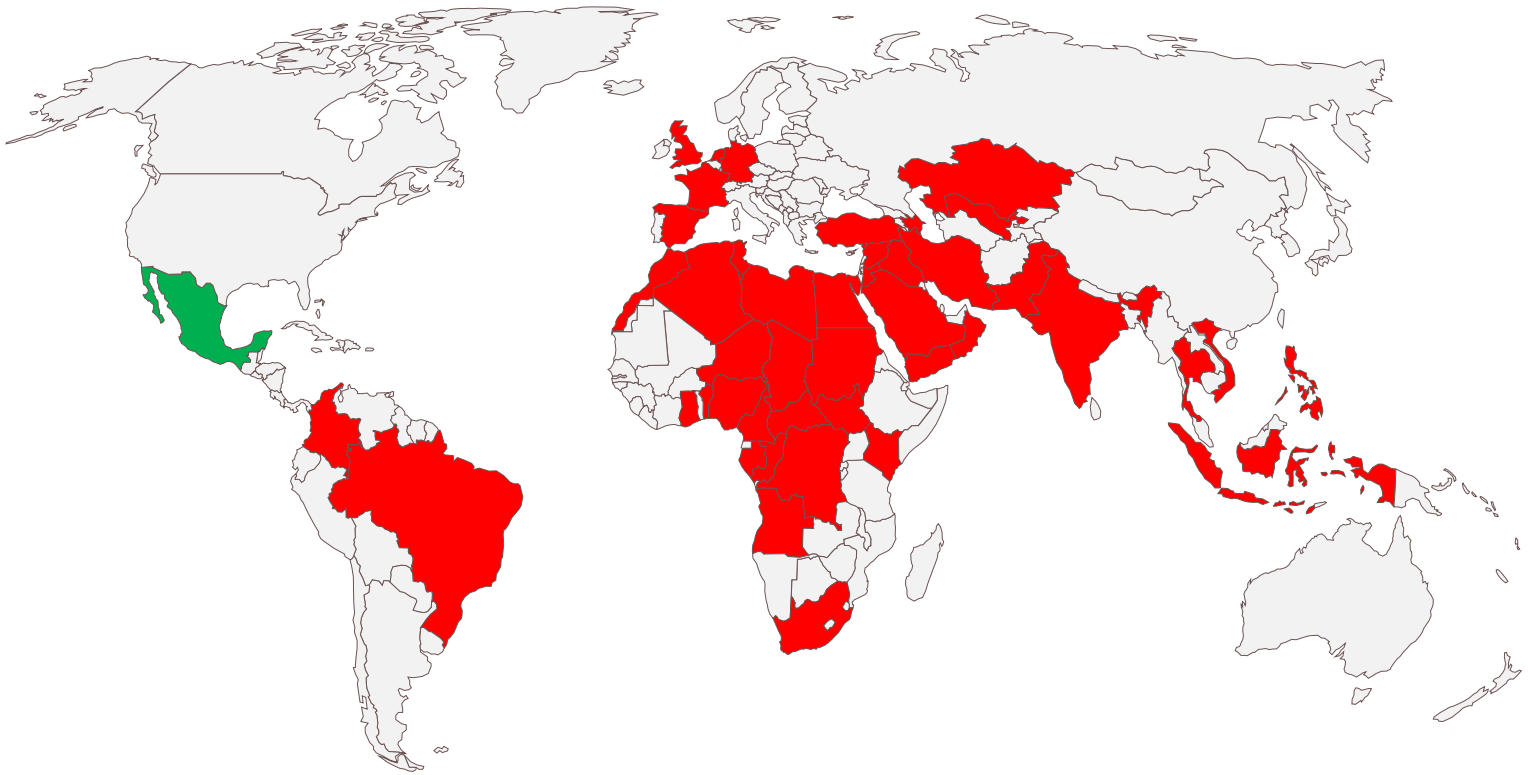
Azure Machine Learning

- Dynamically update Lockdown situational impact
- Most likely recovery curves – based on ML Model
- Plan recoveries across different channels, categories & regions
- Build & Compare business scenarios

The Covid Sales Simulator is being used by sales teams across multiple markets and clients

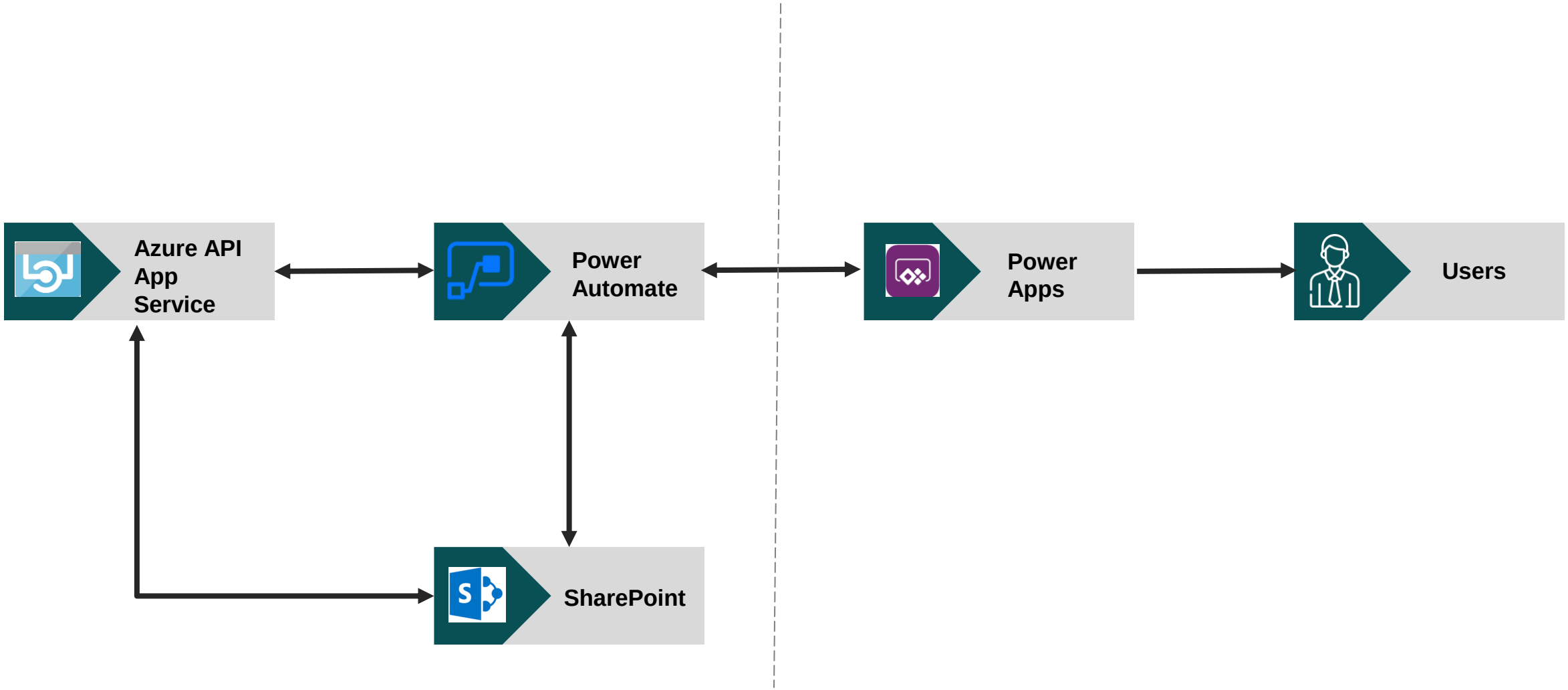
COVID-19 BUSINESS RECOVERY SIMULATOR

We are currently supporting clients in more than 30 markets on Covid19 Sales Simulations & Planning



- **Fortune 500 Beverage Company in Asia, Europe, Africa & Latin America including India**
- **Food Multi national in Latin America**

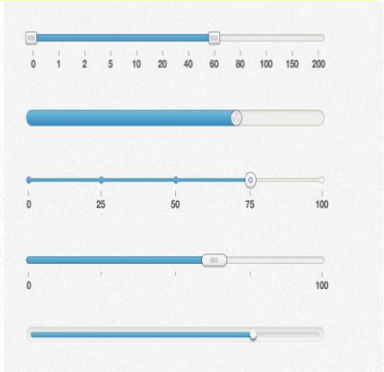
High Level Architecture



Features of Simulator

Custom Input data

Tool provides option to enter input data customized according to time period, product segments and channels



Disruption Phase Simulation

Set number of scenarios with mix of different type of restrictions and their impact on business

ML Based Recovery Equations

User will have option to choose different from a set of recovery eqns. and apply it to specific business segment (channel X product)

Use Previous Growth Momentum

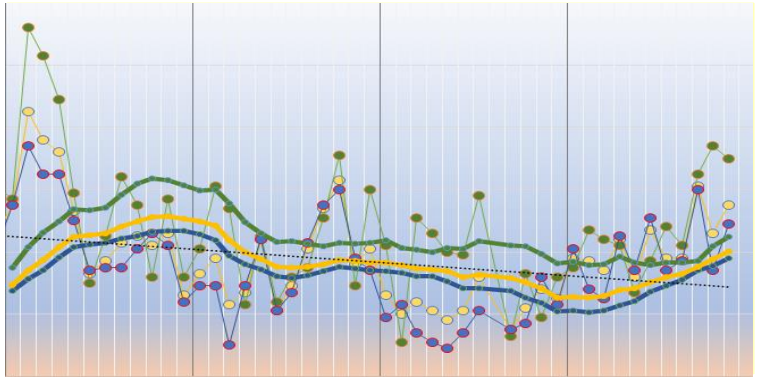
User will have option to choose different from a set of recovery eqns. and apply it to specific business segment (channel X product)

Override Final Month Output

User will have option to choose different from a set of recovery eqns. and apply it to specific business segment (channel X product)

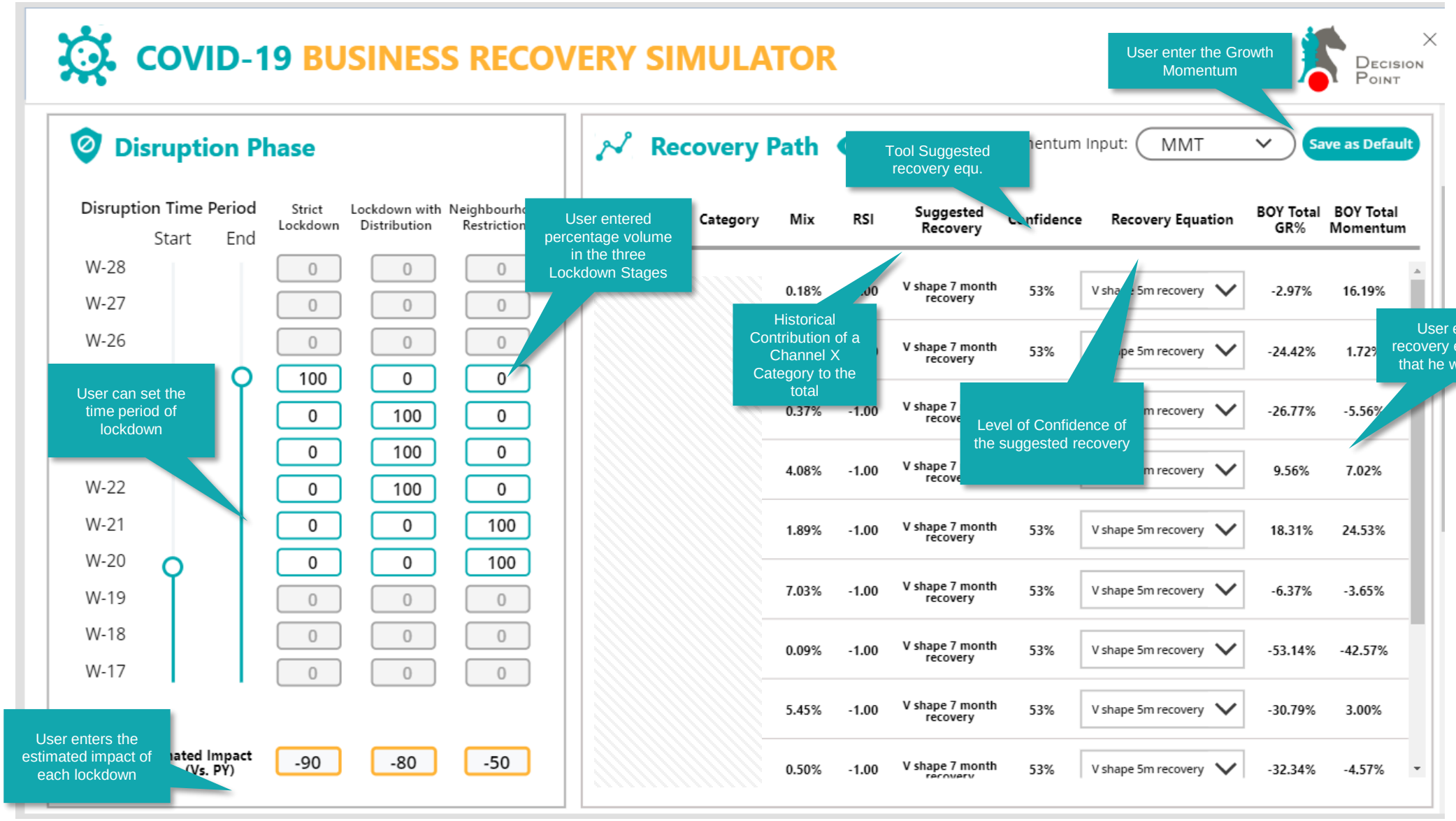
Compare Scenarios

User will have option to choose different from a set of recovery eqns. and apply it to specific business segment (channel X product)

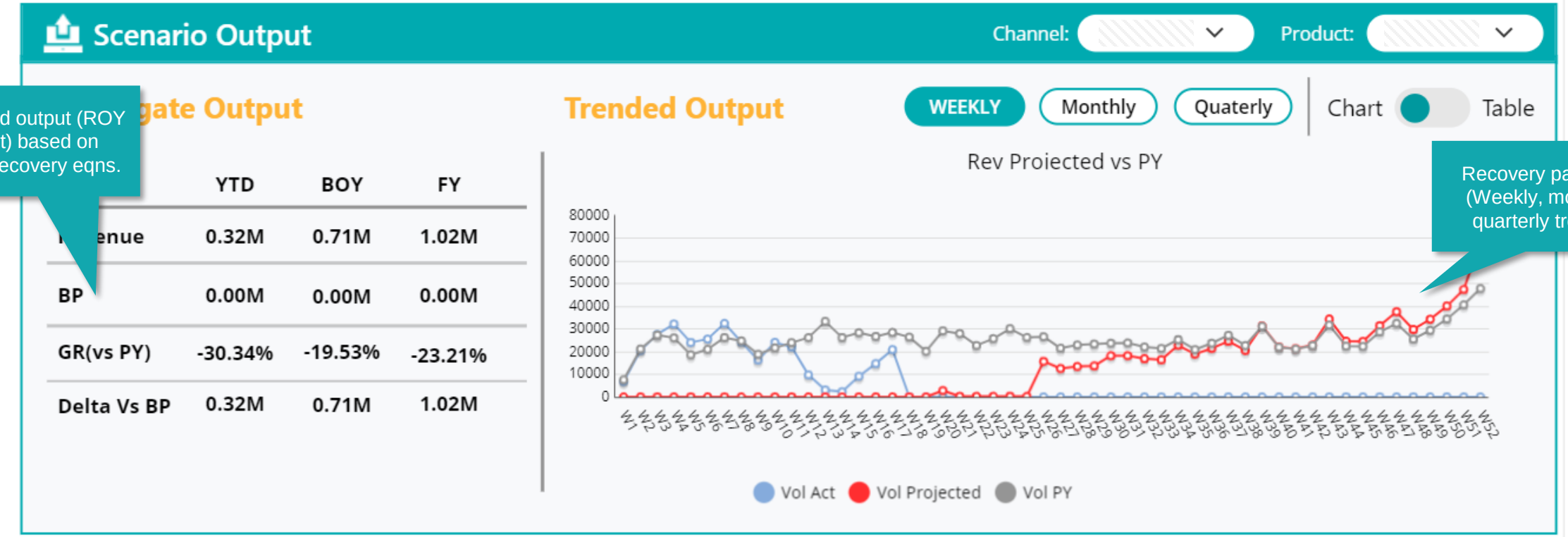


Scenario Builder

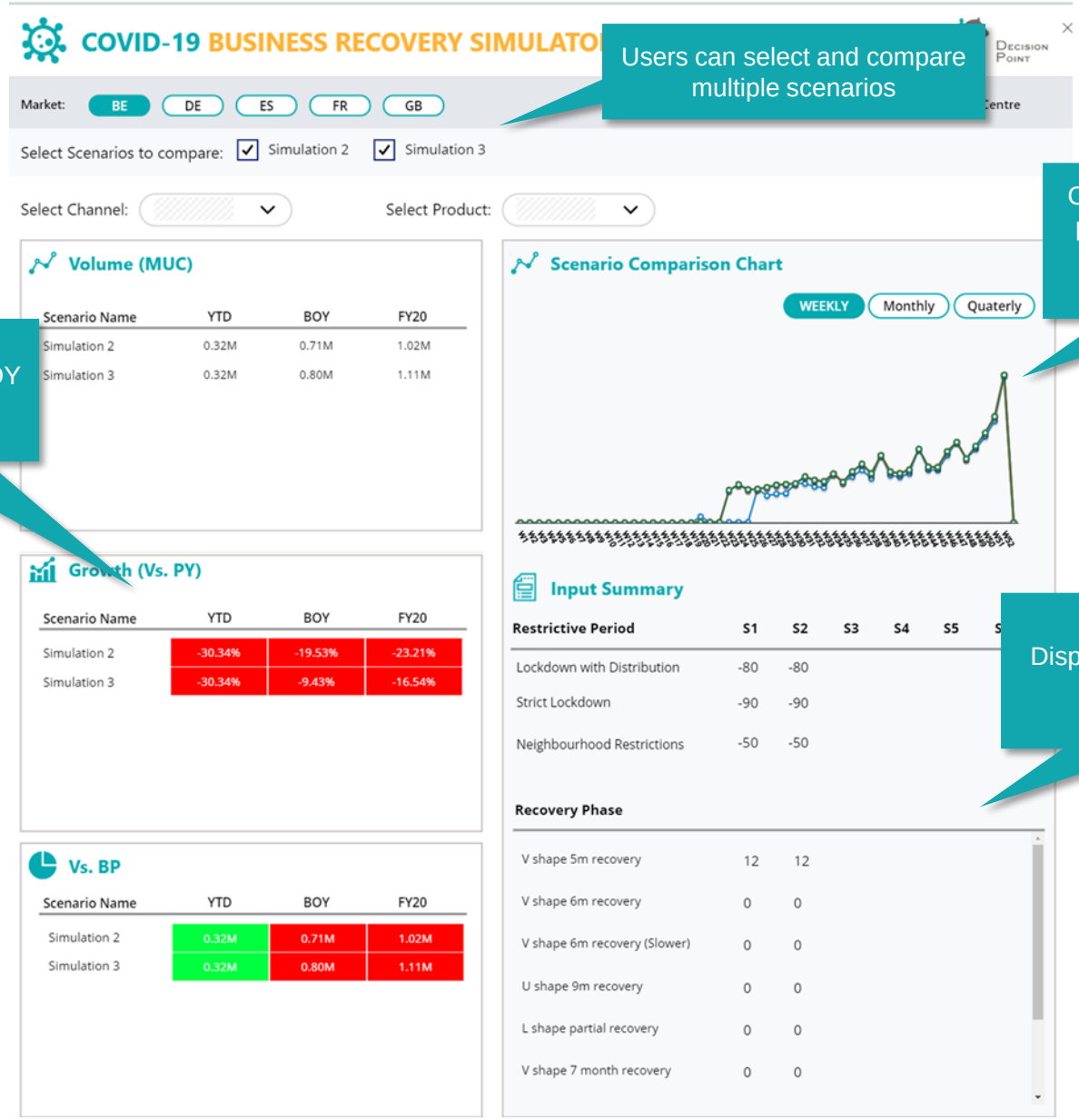
Scenario Builder – Input



Scenario Builder – Output



Scenario Comparison



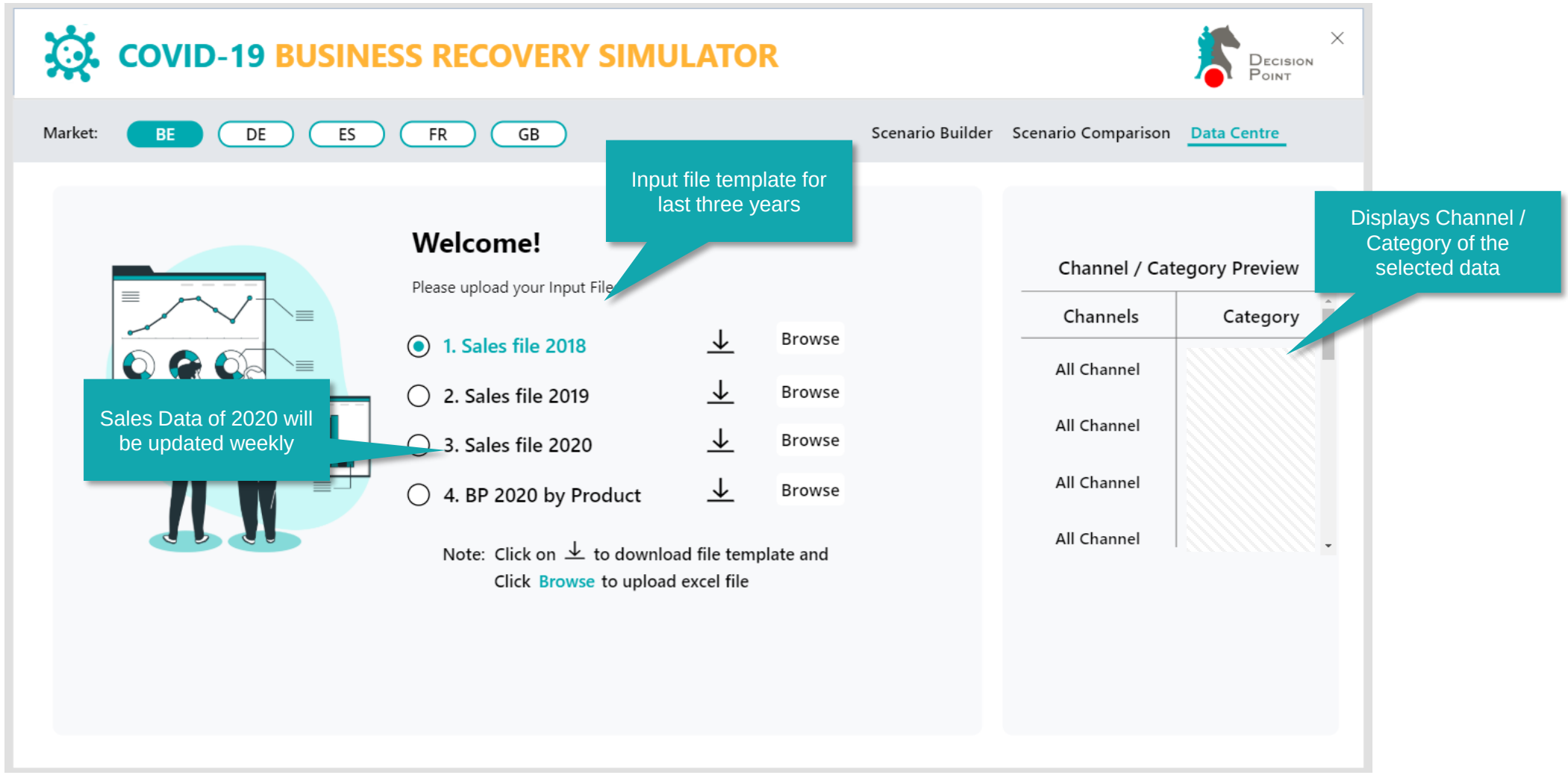
Users can select and compare multiple scenarios

Comparison of the Aggregated output (ROY forecast) for all the selected scenarios.

Comparison of the Recovery path plot (Weekly, monthly, quarterly trends) for all the selected scenarios.

Displays the input summary of all the scenario

Data Centre


COVID-19 BUSINESS RECOVERY SIMULATOR
Decision Point
Market:
BE
DE
ES
FR
GB
Scenario Builder
Scenario Comparison
Data Centre
Input file template for last three years
Displays Channel / Category of the selected data
Welcome!
Please upload your Input File
1. Sales file 2018
2. Sales file 2019
3. Sales file 2020
4. BP 2020 by Product
Browse
Browse
Browse
Browse
Sales Data of 2020 will be updated weekly
Note: Click on to download file template and
Click Browse to upload excel file
Channel / Category Preview
Channels
Category
All Channel
All Channel
All Channel
All Channel

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