



Covid19 **B**usiness **R**ecovery **S**imulator





Agenda

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





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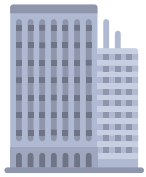


About Decision Point



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

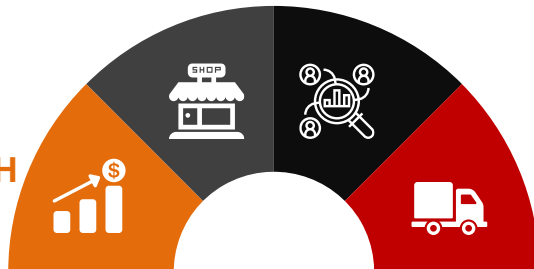
ANALYTICAL SOLUTIONS

RETAIL
Analytics

CONSUMER
Analytics

REVENUE GROWTH
Analytics

OPERATIONAL
Analytics



Statistical Modelling



Machine Learning



Ingenious Algorithms



Innovative Framework

TECHNICAL SOLUTIONS



**ADVANCED ANALYTICS
PLATFORM**



**BIG DATA
ENVIRONMENTS**

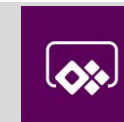


VISUALIZATION



NEW AGE TECH

- 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

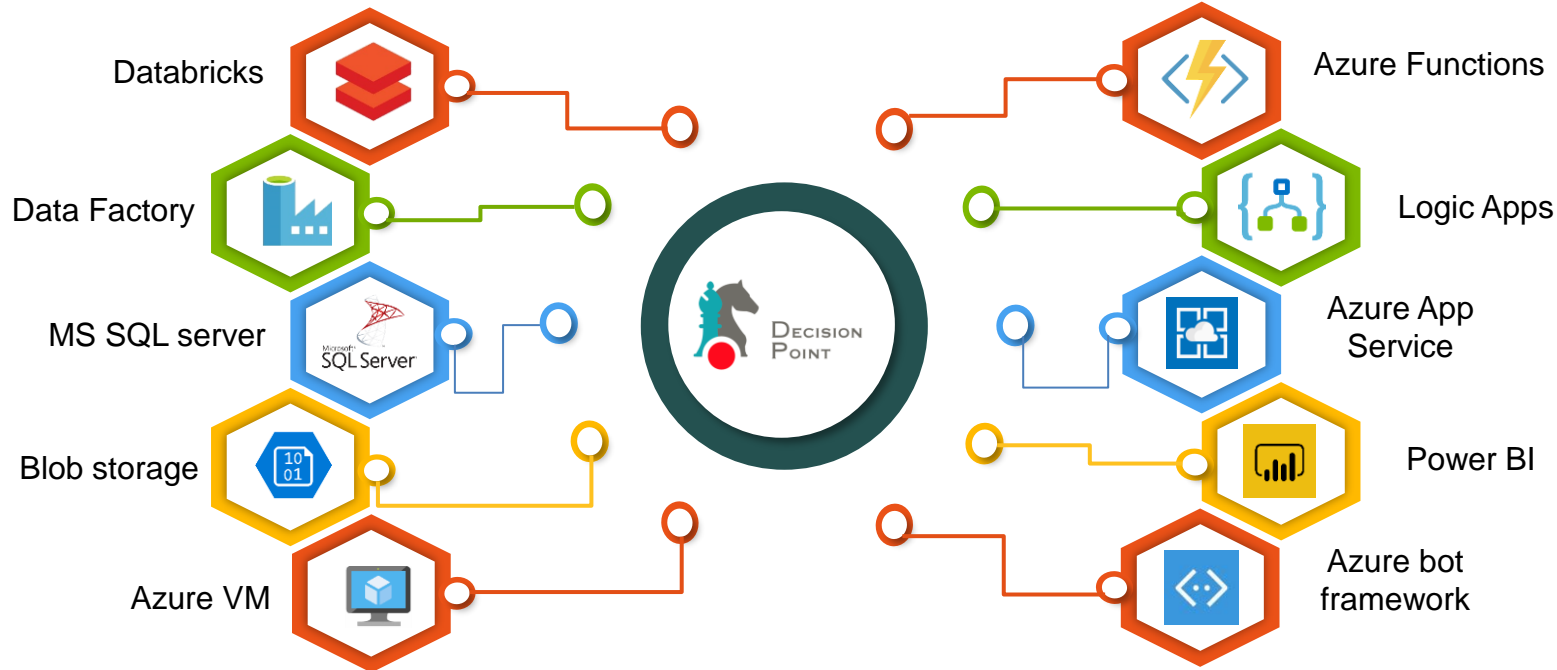


Microsoft Partnership



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:



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.



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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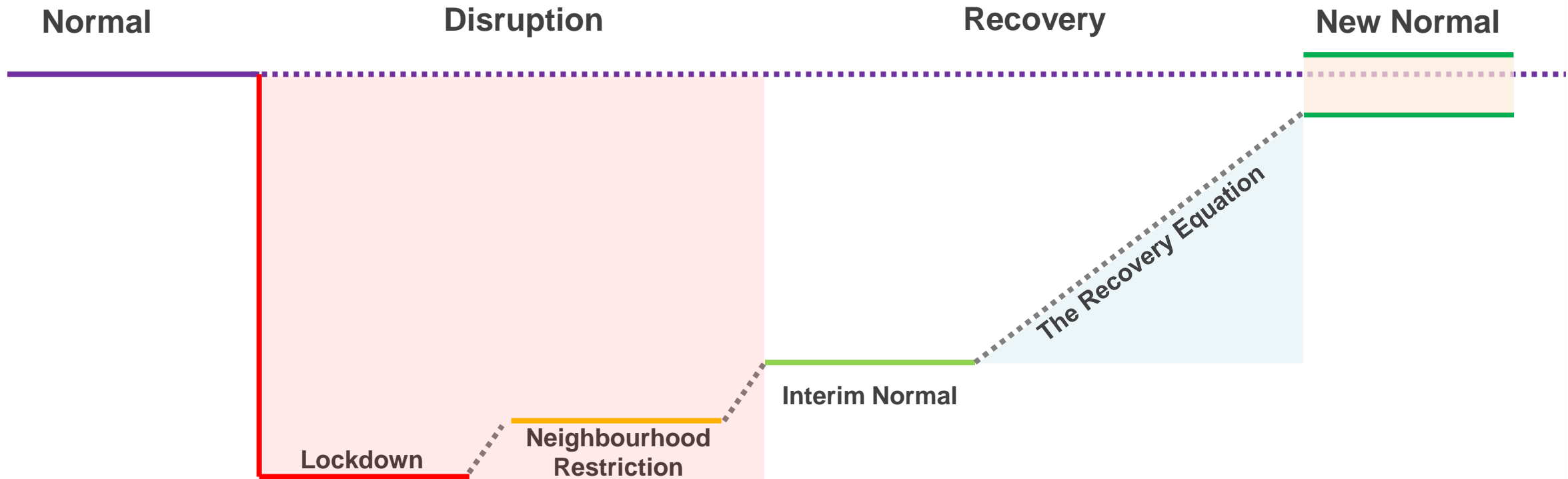


Covid19 Business Phases

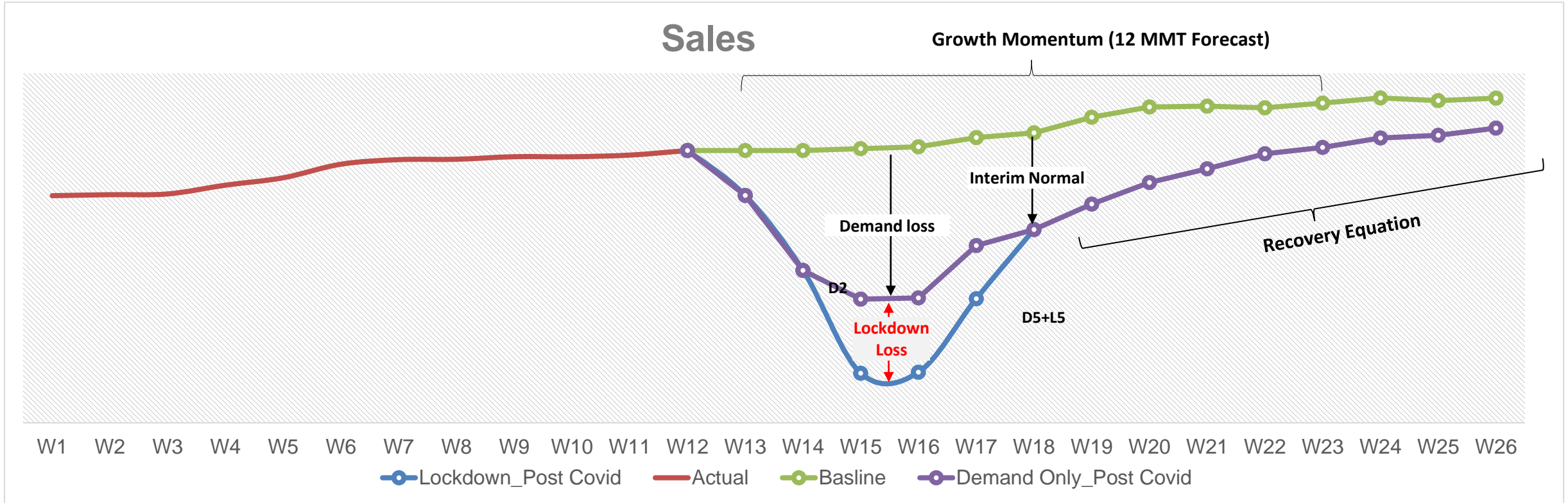


The simulator considers three phases of the business impact and recovery :

- **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

PRODUCTION DISRUPTION



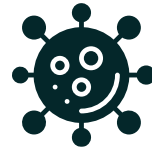
Complete shut down
of production
facilities or highly
limited operations

SUPPLY DISRUPTION



Limited or no
operation in
distribution of
products/services

COVID19 FEAR LEVELS



Negative Impact on
majority of
categories and
positive on a select
few categories

DECLINE IN DISPOSABLE INCOME



Level of
essentialness of the
category post lock-
down

PANIC STOCKING



Probability to
stockup due to the
fear of recurring
supply disruption



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



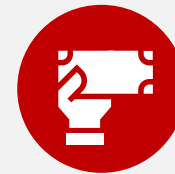
**Avian Flu World Wide
Pollutry Export**
East and Southeast Asia
Nov'2003



**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

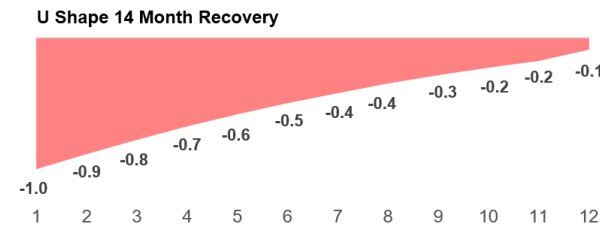


Strong political interventions & limited shift in consumer confidence led to a rapid recovery post SARS



Avian Flu
USA
May-Dec'2015

USA POULTRY TRADE EXPORT

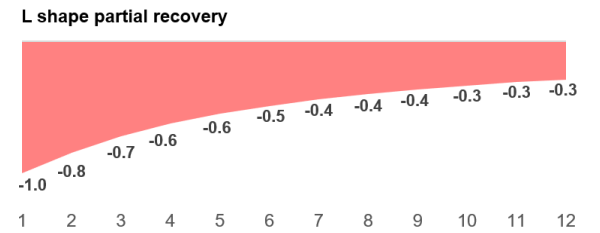


Direct hit on the confidence of producing & consuming the product led to a very prolonged recovery over 14 months

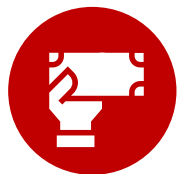


Zika Virus Pandemic
Brazil, Latin America
2015

BRAZIL GDP

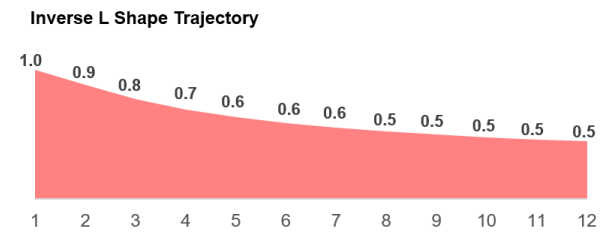


Unstable political environment coupled with ineffective economic stimulus (marred by corruption) led to a dented recovery



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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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**

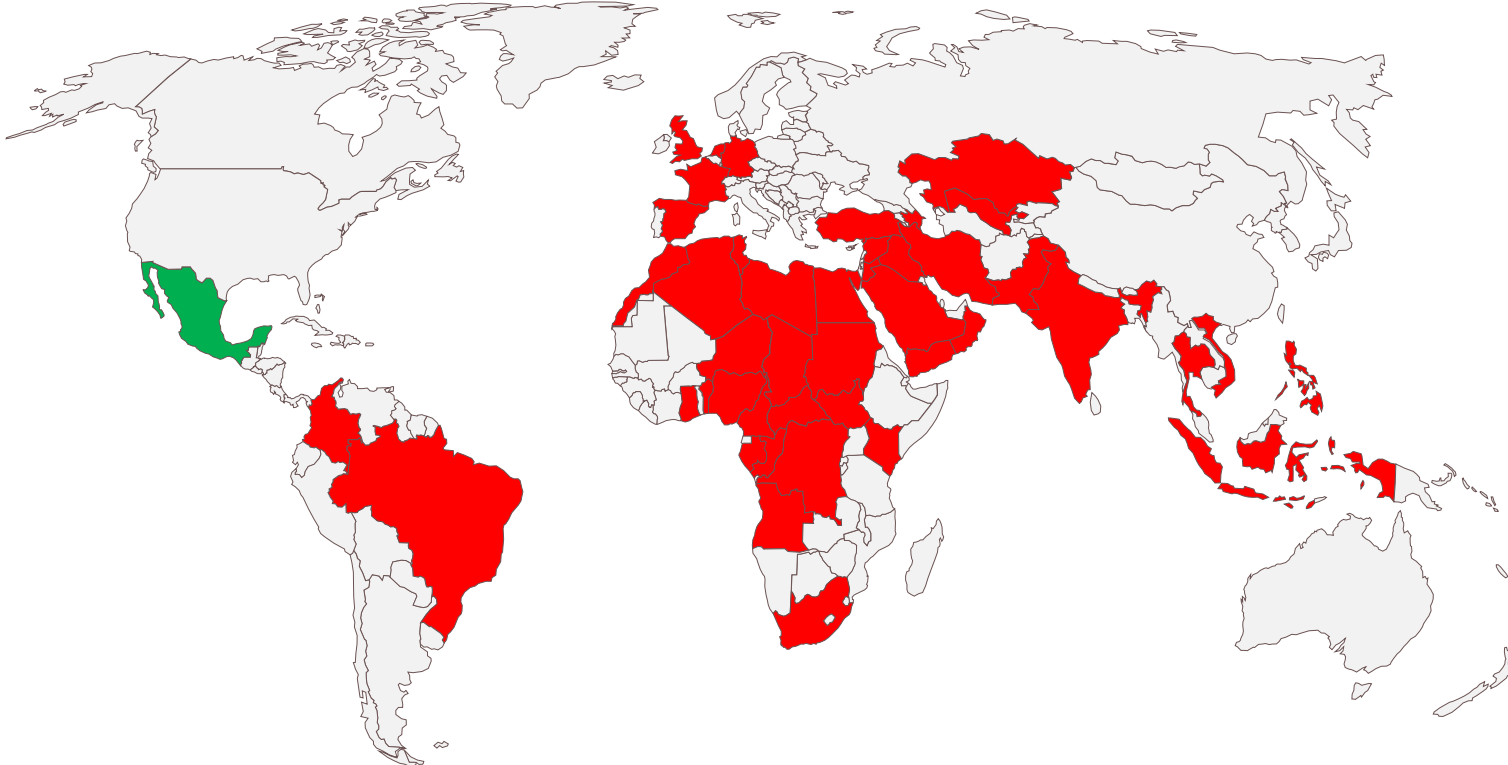


**Build & Compare
business scenarios**



COVID-19 BUSINESS RECOVERY SIMULATOR

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

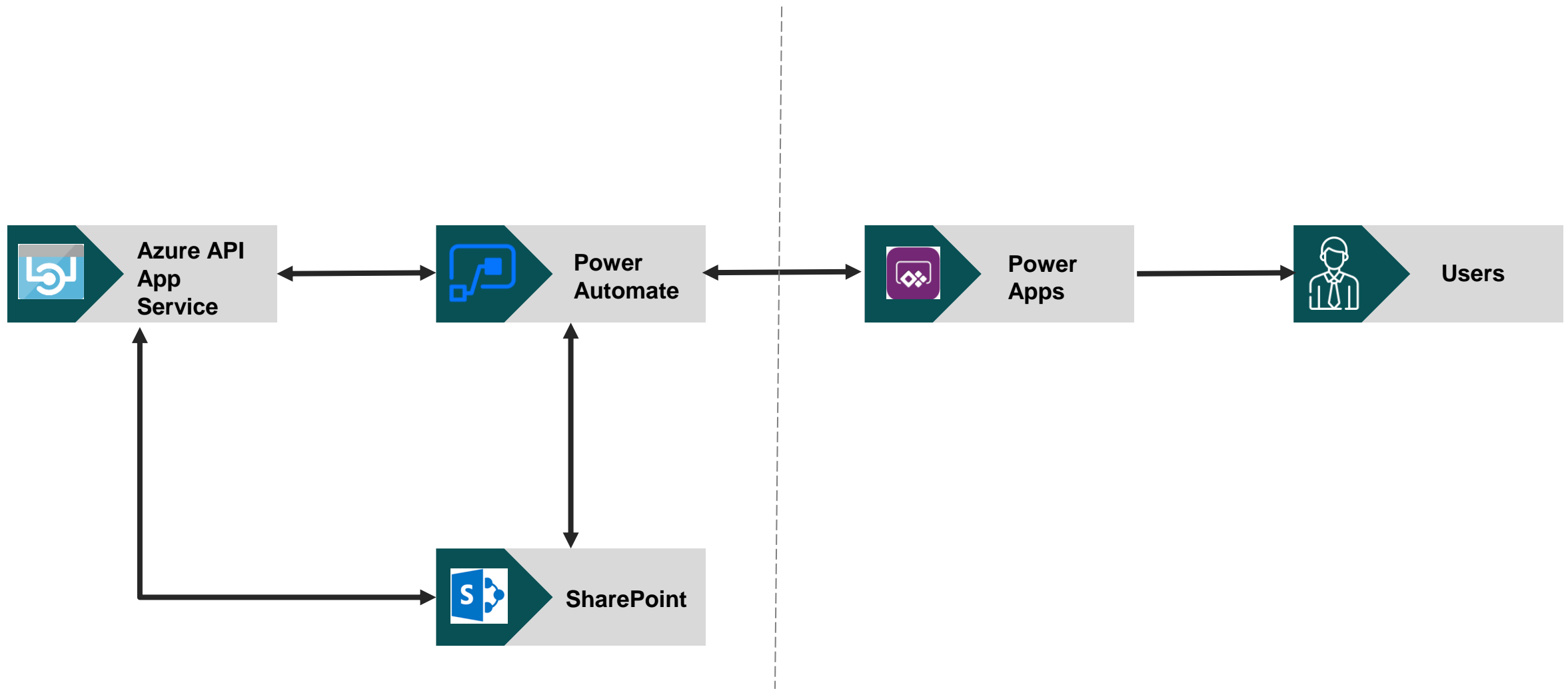


Fortune 500 Beverage
Company in Asia,
Europe, Africa & Latin
America including
India



Food Multi national in
Latin America

High Level Architecture





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)



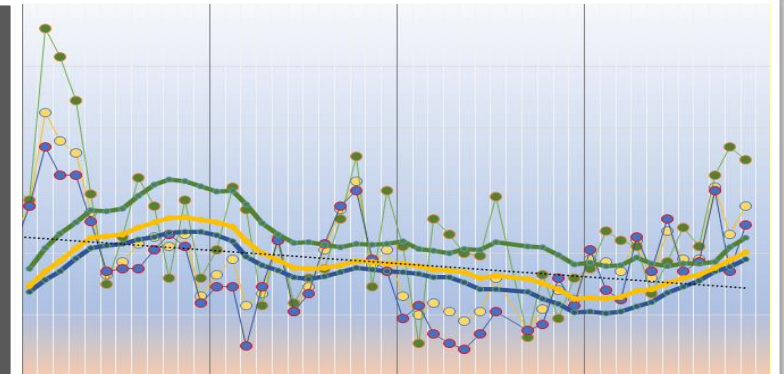
Override Final Month Output

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



COVID-19 BUSINESS RECOVERY SIMULATOR

Market: BE DE ES FR GB

Actual Data till week W17: **Market YTD (Vs. PY): -4.8%**

Create Fetch Name of Scenario: SAVE RUN DOWNLOAD

Disruption Phase

Period	Start	End	Strict	Lockdown with	Neighbourhood
			Lockdown	Distribution	Restrictions
W-26			0	0	0
W-25			100	0	0
W-24			0	100	0
W-23			0	100	0
W-22			0	100	0
W-21			0	0	100
W-20			0	0	100
W-19			0	0	0
W-18			0	0	0
W-17			0	0	0

Actual/Estimated Impact on Volume (Vs. PY) -90 -80 -50

Recovery Path

Growth Momentum Input: MMT Save as Default

Channel	Category	Mix	RSI	Suggested Recovery	Confidence	Recovery Equation	BOY Total GR%	BOY Total Momentum
		0.18%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-2.97%	
		0.36%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-24.42%	
		0.37%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-26.77%	-5.5%
		4.08%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	9.56%	7.02%
		1.89%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	18.31%	24.53%
		7.03%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-6.37%	-3.65%
		0.09%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-53.14%	-42.57%
		5.45%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-30.79%	3.00%
		0.50%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-32.34%	-4.57%

Scenario Output

Aggregate Output

	YTD	BOY	FY
Revenue	0.32M	0.71M	1.02M
BP	0.00M	0.00M	0.00M
GR(vs PY)	-30.34%	-19.53%	-23.21%
Delta Vs BP	0.32M	0.71M	1.02M

Trended Output

Channel: Product:

WEEKLY Monthly Quaterly | Chart Table

Rev Projected vs PY

● Vol Act ● Vol Projected ● Vol PY

User can either create or fetch a scenario

Restart Index for a Channel X Category

User can Download a scenario

Various types of Lockdown phases that impacted the business

ML based recovery eqns.

Aggregated and Trended output of the scenario

Scenario Builder – Input



COVID-19 BUSINESS RECOVERY SIMULATOR



DECISION POINT

User enter the Growth Momentum

Disruption Phase

Disruption Time Period	Start		Strict Lockdown	Lockdown with Distribution	Neighbourhood Restriction
	Start	End			
W-28			0	0	0
W-27			0	0	0
W-26			0	0	0
			100	0	0
			0	100	0
			0	100	0
W-22			0	100	0
W-21			0	0	100
W-20			0	0	100
W-19			0	0	0
W-18			0	0	0
W-17			0	0	0
			-90	-80	-50

User can set the time period of lockdown

User entered percentage volume in the three Lockdown Stages

User enters the estimated impact of each lockdown

Recovery Path

Category	Mix	RSI	Suggested Recovery	Confidence	Recovery Equation	BOY Total GR%	BOY Total Momentum
	0.18%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-2.97%	16.19%
			V shape 7 month recovery	53%	V shape 5m recovery	-24.42%	1.72%
	0.37%	-1.00	V shape 7 month recovery		V shape 5m recovery	-26.77%	-5.56%
	4.08%	-1.00	V shape 7 month recovery		V shape 5m recovery	9.56%	7.02%
	1.89%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	18.31%	24.53%
	7.03%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-6.37%	-3.65%
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	5.45%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-30.79%	3.00%
	0.50%	-1.00	V shape 7 month recovery	53%	V shape 5m recovery	-32.34%	-4.57%

Tool Suggested recovery equ.

Historical Contribution of a Channel X Category to the total

Level of Confidence of the suggested recovery

User enters the recovery equation path that he wish to follow

Momentum Input: MMT

Save as Default

Scenario Output

Channel:

Product:

Aggregated output (ROY forecast) based on selected recovery eqns.

Aggregate Output

	YTD	BOY	FY
Revenue	0.32M	0.71M	1.02M
BP	0.00M	0.00M	0.00M
GR(vs PY)	-30.34%	-19.53%	-23.21%
Delta Vs BP	0.32M	0.71M	1.02M

Trended Output

WEEKLY

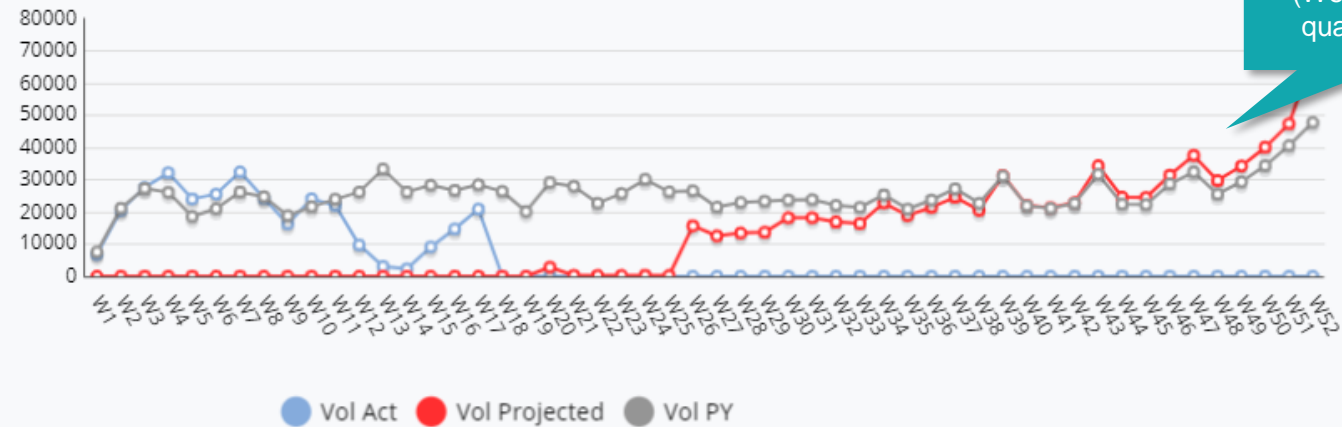
Monthly

Quarterly

Chart

Table

Rev Projected vs PY



Recovery path plot (Weekly, monthly, quarterly trends)

Scenario Comparison

COVID-19 BUSINESS RECOVERY SIMULATOR

Market: **BE** DE ES FR GB

Select Scenarios to compare: Simulation 2 Simulation 3

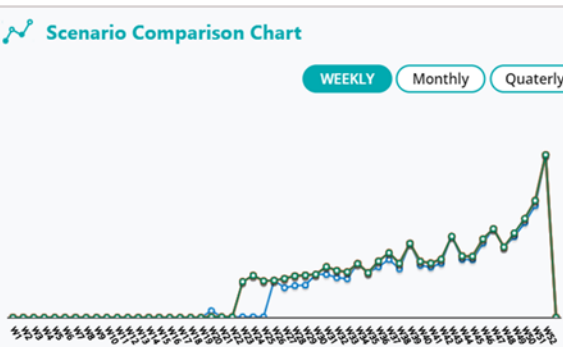
Select Channel: Select Product:

Volume (MUC)

Scenario Name	YTD	BOY	FY20
Simulation 2	0.32M	0.71M	1.02M
Simulation 3	0.32M	0.80M	1.11M

Scenario Comparison Chart

WEEKLY Monthly Quaterly



Input Summary

Restrictive Period	S1	S2	S3	S4	S5	S6
Lockdown with Distribution	-80	-80				
Strict Lockdown	-90	-90				
Neighbourhood Restrictions	-50	-50				

Recovery Phase

V shape 5m recovery	12	12
V shape 6m recovery	0	0
V shape 6m recovery (Slower)	0	0
U shape 9m recovery	0	0
L shape partial recovery	0	0
V shape 7 month recovery	0	0

Growth (Vs. PY)

Scenario Name	YTD	BOY	FY20
Simulation 2	-30.34%	-19.53%	-23.21%
Simulation 3	-30.34%	-9.43%	-16.54%

Vs. BP

Scenario Name	YTD	BOY	FY20
Simulation 2	0.32M	0.71M	1.02M
Simulation 3	0.32M	0.80M	1.11M

Users can select and compare multiple scenarios

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

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

Displays the input summary of all the scenario

COVID-19 BUSINESS RECOVERY SIMULATOR

Market: **BE** DE ES FR GB

Scenario Builder Scenario Comparison **Data Centre**

Welcome!

Please upload your Input File

- 1. Sales file 2018 [↓](#) Browse
- 2. Sales file 2019 [↓](#) Browse
- 3. Sales file 2020 [↓](#) Browse
- 4. BP 2020 by Product [↓](#) Browse

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	

Input file template for last three years

Sales Data of 2020 will be updated weekly

Displays Channel / Category of the selected data



DECISION
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