



# Marketing Promotions Optimization powered by Azure Services



Gold Data Analytics  
Silver Cloud Platform  
Gold Data Platform



# Consumer & Retail Industry: to improve marketing promotions effectiveness

Consumer & Retail sectors are looking for solution to improve marketing promotions effectiveness by incorporating seasonal variation, demand elasticity and competitive insights into the existing promotional framework



## CHALLENGES

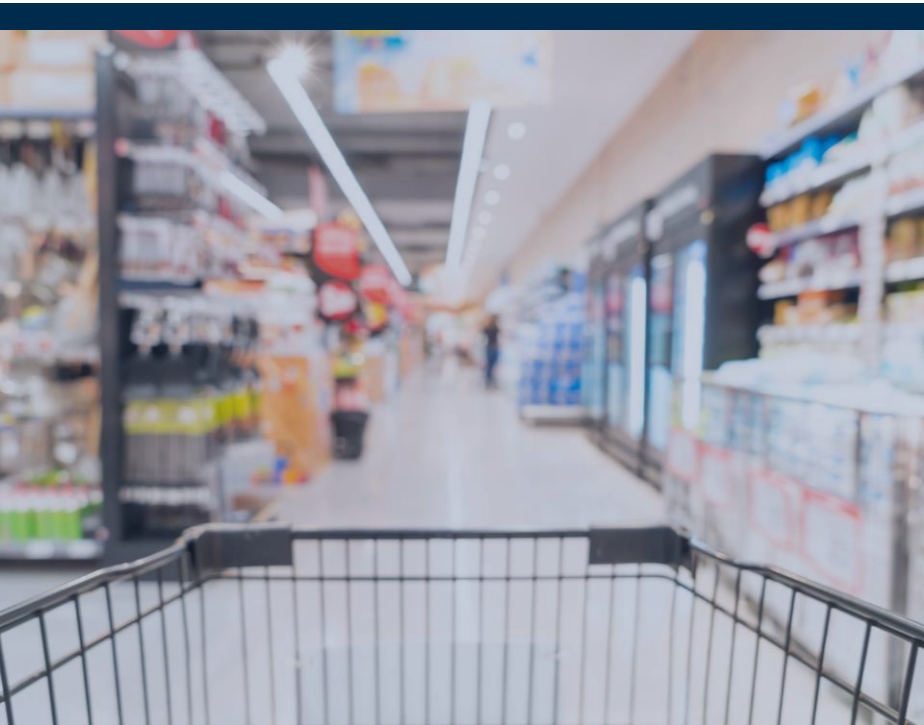
Challenges in current promotional activities are seasonality not accounted, lack of intelligence on competitor and market trends, inaccurate inventory management and missing a holistic promotions design and tracking system

## IDEAL SOLUTION

Leveraged advanced Azure Services to create a holistic promotional design and tracking system by considering social media and seasonal data into current data.

## DESIRED OUTCOMES

Automated dashboard suite to monitor campaign performance and inventory stock levels



# AFFINE

COMMAND THE NEW

## Marketing Promotions Optimization powered by Azure Services

Affine has developed Marketing promotions optimization solutions using Azure Services for robust marketing campaign designing & management with inventory optimization for Consumer and Retail industry



Improved ROI on  
promotional campaigns



Improved sales and brand  
awareness due to accurate  
seasonal marketing



Reduced stock-outs due to  
inventory optimization

# Affine's Marketing Promotions Optimization Solution powered by Microsoft Azure Services



## Data Profile Creation

Creation of a holistic data profile by including social media and seasonal data into current data



## Seasonal Forecasting & Campaign Design

Seasonal forecasting to custom-design campaigns based on seasonal & market variations



## Social Media Analytics & Campaign Improvement

Social media analytics to design highly competitive and targeted campaigns



## Inventory Planning & Dashboard Consumption

Automated dashboard suite to monitor campaign performance and inventory stock levels



Azure SQL



Azure ML Studio



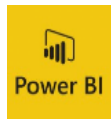
Azure Data Factory



Event Hub



Blob Storage



Power BI



Azure Functions



Azure Resource Manager

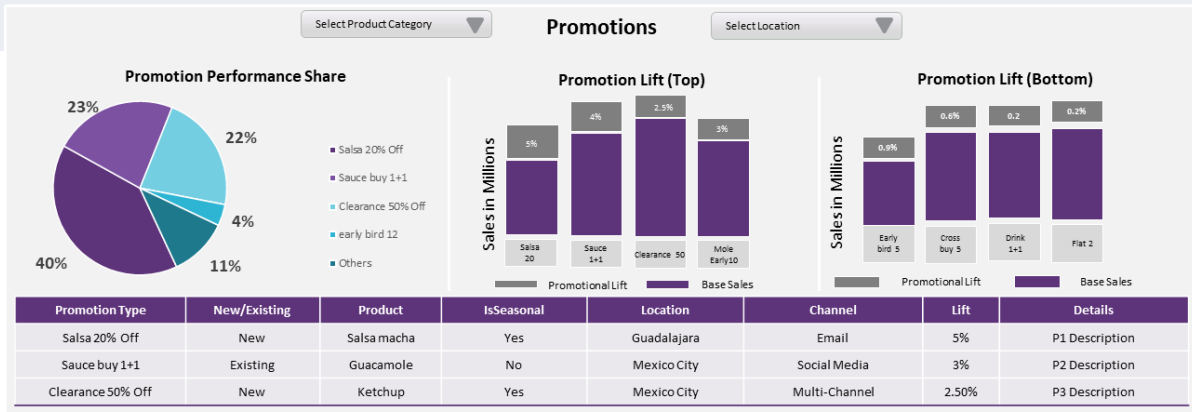
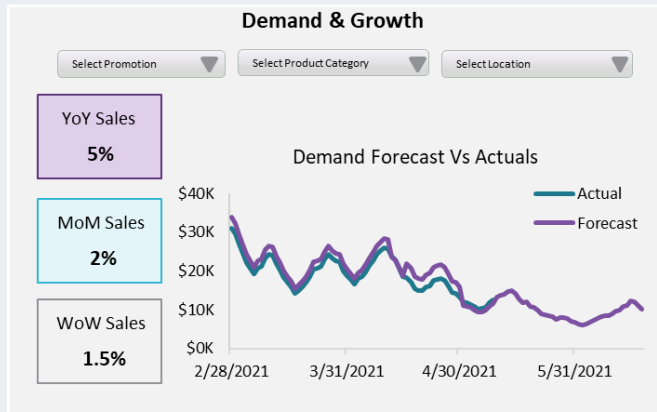


Azure Kubernetes Service



Azure Container Instances

# Market Intelligence & Promotions Tracking Dashboard



### Products & Inventory

Select Product Category | Select Location

Product Category	Sales	Units Sold	Promotion	Product	Levels	Threshold	Critical	Reorder
Sauce	\$50,190	75,285	Sauce buy 1+1	Salsa macha	1502	602	No	No
Packed Drink	\$34,161	11,387	25% off	Guacamole	2055	2000	Yes	No
Ketchup	\$44,117	55,146	Clearance 50	Ketchup	9523	9500	Yes	Yes

### Market & Competitor Insights

Trending Products	Client Presence	Competitor Presence	Live Campaign	Trending Topic	Client Product	Sentiment Type	Query/Grievance	Product	Campaign Available	Influencer	Existing	Potential	Product Category
Salsa macha	High	High	Yes	Sauce	Gaucamole	Positive	Expired product	NA	NA	Influencer 1	No	High	Sauce
Gaucamole	High	High	No	Ranch dressing	NA	Positive	No cashback	Ketchup	Clearance 50	Influencer 2	Yes	Medium	Packed drink
Ketchup	Medium	High	Yes	Mole expired	Gaucamole	Negative	Overpriced	Multi-Product	buy 1+1				

## Analytics Head , Fortune 100

*“The Affine team shows incredible diligence and have uncovered gaps in data that will greatly help us improve Promotional Campaigns. The team’s depth in understanding of analytics techniques is commendable.”*



Microsoft  
Partner  


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Silver Cloud Platform  
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# Want to know more?



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