

The Tellus Guide to AI Analytics for CPG Companies



Accelerate your CPG analytics journey with the power of AI

Consumer packaged goods (CPG) companies operate in a highly competitive market. With shelf space at a premium, increasing market share is a top concern for all CPG companies. In addition, the pandemic and inflation challenges have led to a plethora of changes in consumer behavior. Meanwhile, rapid demographic changes are shifting the leading norms of the industry, necessitating broad changes in approaches to category management, consumer research, and more. To address these challenges, CPG companies need to provide broad access to analytics for all of their teams.

Tellius helps to democratize data for CPG organizations by providing a self-service way to explore and analyze data for shopper insights, marketing, and category management teams. Leveraging the Tellius AI-powered analytics platform, CPG companies can accelerate their journey to becoming truly data-driven by asking questions using natural language and getting answers with powerful automated insights. AI-powered analytics can help to increase organizational analytical agility, improving decisions related to pricing, assortment strategy, personalization, and much more.

Top use cases for AI analytics for CPG

Category Management

Understand what's driving changes in your categories faster and easier than ever

Shopper Insights

Understand evolving shopper behavior faster by leveraging the power of AI

Omnichannel Analysis

Analyze data from every interaction your customer has across the company

Self-Service Analytics

Eliminate organizational bottlenecks and increase analytics agility

Supply Chain Optimization

Gain a holistic view of your supply chain for greater efficiency and reduced cost

Category Management

Understand what's driving changes in your categories faster and easier than ever

Answer questions like:

“Why is Category X in Region Y underperforming compared to Region Z? How can we leverage these insights to optimize assortment, pricing, and promotional strategies for each region and retail channel?”

Understand market share simply by asking a question



Automated insights highlight anomalies in the data

Keeping up with the pace of change in category management can be overwhelming without timely and correct data backing every decision. Assortment ranking, shelf-space optimization, and personalization are daunting tasks, especially when it takes a week to turn around a report. Vendor partners are looking for the most up-to-date information infused with the latest information from syndicated data providers like IRI and NielsenIQ.

Tellius makes it easy to leverage data to answer critical category questions. Using visual data preparation tools on the platform, category managers can combine data from customers, internal sources, and syndicated data providers. Tellius also comes with automated insights so category managers can understand key drivers

around why a promotion was successful, recognize key segments within their data, and track anomalies as they occur. Tellius helps category managers become better partners to their customers and improve business outcomes for all parties.

Automated customer segmentation

Leverage automated insights to segment customers to better understand preferences, buying behaviors, and demographics.

Seasonality and trends derived with a click

Trend insight capabilities allow category managers to understand seasonal patterns with ML-based techniques.

Category Management

Success Story

A leading global CPG firm's category development team lacked a single source of truth and a self-service way to determine sales drivers to help them optimize promotion, planning, and pricing. Category analysts were reliant on other teams to provide/validate data from multiple sources (e.g., POS, market, shipment, or marketing data) upon which they performed analysis to determine root causes (e.g., "Did promotions increase on feature/displays drive sales?" or "Did stockouts cause drops?") in order to identify promotions, shopper profiles, and stores/areas with high ROI.

The firm's category development center of excellence team tackled this problem by utilizing Tellius' natural language query and ad hoc exploration capabilities to provide the category team with a holistic view of sales drivers. This resulted in more optimized promotions spending, new growth opportunities (such as new store locations based on ideal customer profiles), better inventory allocation (to avoid stockouts, optimize supply chain costs, and reduce inventory clawbacks), and ultimately, better positioning for market share growth.



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With Tellius at our fingertips, we can just ask the question and get it ourselves. That's a lot easier than ad hoc requests going up and down the funnel.

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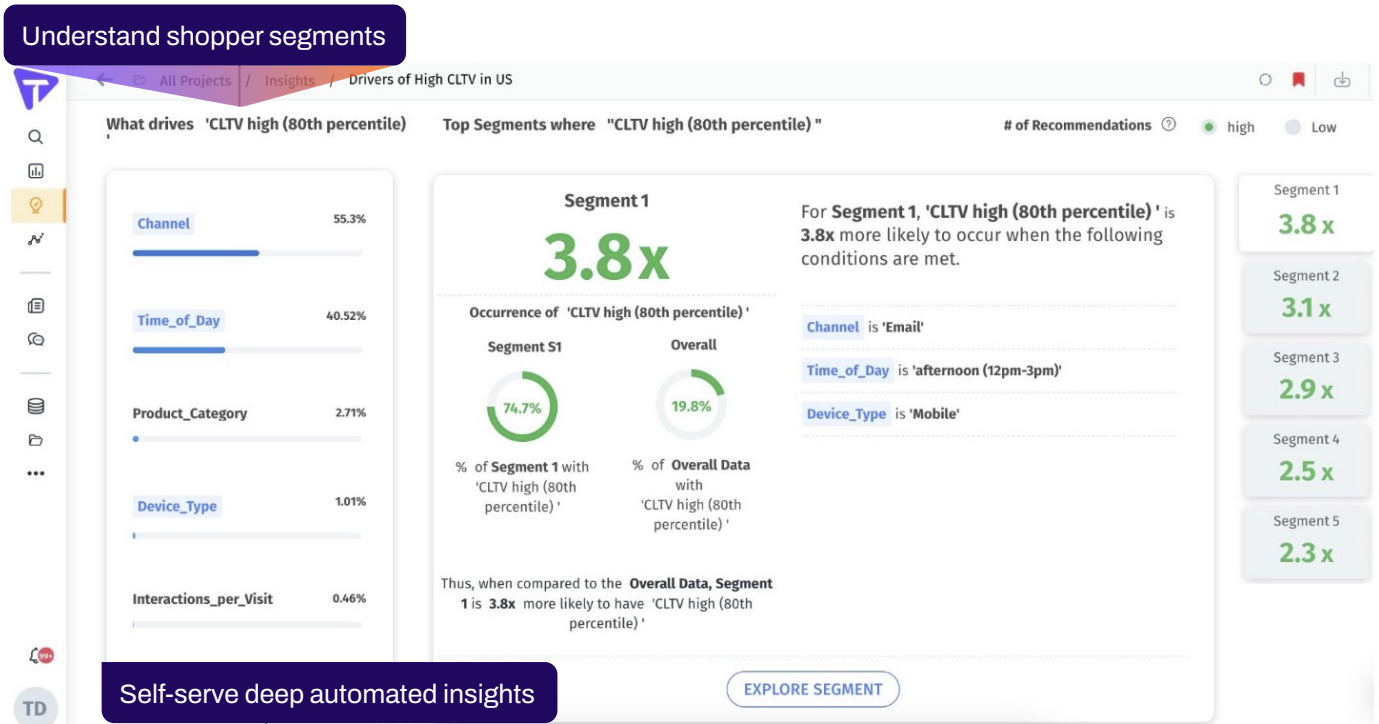
Director of Category Development and Capability

Shopper Insights

Understand evolving shopper behavior faster by leveraging the power of AI

Answer questions like:

“What are the underlying factors driving consumer purchasing behavior and product preferences for Product X across different demographics and regions? How can these factors be used to inform targeted marketing strategies designed to increase market share and brand loyalty?”



Shopper insights teams are at the frontlines of evolving consumer sentiment in the face of rapid changes in demographics and world events. They need to understand shoppers' attitudes, behaviors, and preferences. Armed with the right insights, retailers can successfully differentiate themselves while improving the shopper experience. However, these teams are bottlenecked by their data team's ability to turn around dashboards and reports in a timely manner.

With Tellius, shopper insights teams can access all of the data available to them with a simple, intuitive user experience designed to maximize productivity and unlock key insights. The Tellius AI analytics platform provides natural language search, automated insights, and AutoML capabilities, reducing organizational bottlenecks by putting powerful analytics tools directly into the hands of shopper insights teams.

Understand what's driving market share trends

Analyze market trends, consumer sentiment, and competitor activities with diagnostic and proactive analytics.

Optimize promotion effectiveness

Assess various promotions and marketing campaigns more effectively by combining the data with sales and customer sentiment data.

Unlock higher customer lifetime value (CLTV)

Derive churn prevention techniques and build better customer-centric strategies by giving domain experts access to automated insight capabilities.

Shopper Insights

Success Story

A leading food and beverage CPG firm's shopper insights (SI) team—a small team of data scientists—couldn't keep up with demands for customer analytics from the firm's 100+ internal brands. SI was bottlenecked by manual exploratory data analysis, feature engineering, and ML modeling/tuning in Python/Azure ML. This productivity drag threatened customer retention and sales volume growth goals, forcing brand managers to make critical promotion decisions via heuristics rather than data.

Tellius now enables brand leaders to perform their own ad hoc exploration and analysis; quickly pinpoint customer/brand trends for faster course

correction; and augment large parts of the data science team's manual ML modeling process in an explainable way. Shopper profile models are now generated 10x faster, with a 90% effectiveness rating—powering the brand team's pricing optimization and targeted promotions and resulting in multimillion-dollar revenue growth and marketing impact. Additionally, the newfound analytics agility/speed has repaired disconnects between SI and brand teams, leading to a virtuous cycle of more business-informed models, higher-quality shopper profiles, and in turn, better targeting and more revenue.



Tellius continuously analyzes data coming from multiple source applications, giving us an early warning of issues that require particular attention so we can take decisive actions faster.

Director, IT Operations

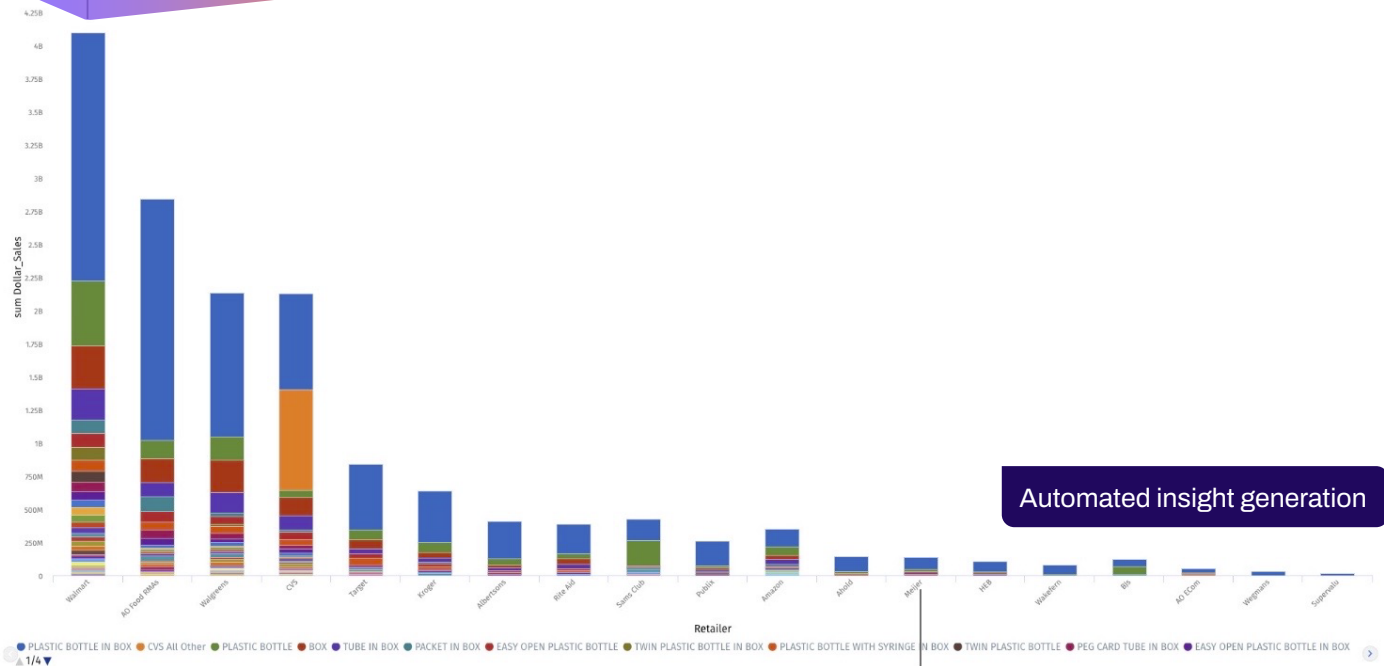
Omnichannel Analysis

Analyze data from every interaction your customer has across the company

Answer questions like:

“How are our products performing across different channels (online, offline, e-commerce, brick-and-mortar)? What pricing strategies are effective for different products and channels? How well is each channel contributing to overall sales and profitability?”

Analyze data across all channels



Gaining a comprehensive understanding of customer behavior across all channels and touchpoints can be a difficult challenge for many CPG companies. Integrating data from various sources, such as online and offline sales, social media, mobile apps, and in-store interactions, can be highly complex. Meanwhile, understanding how various channels interact and influence each other in the customer journey can be intricate. Implementing and maintaining omnichannel analytics requires significant investments in talent, as well as ongoing support.

Tellius helps to bypass many of the problems typically associated with omnichannel analytics. The platform is designed from the ground up to broaden analytics access to a wide community in your organization. Tellius comes with a suite of solutions designed to make data preparation from multiple sources easier than ever.

In addition, with automated insights capabilities, you can easily spot trends across channels. Tellius allows your organization to do more with omnichannel analytics than ever before.

Quickly understand demand forecasting

Intuitive augmented analytics provide senior stakeholders with the tools to easily understand demand patterns and trends.

Optimize inventory more effectively

Meet demand across all channels efficiently with AutoML capabilities.

Easy channel performance analysis at your fingertips

Understand how each channel is performing in terms of KPIs like sales, customer engagement, profitability, etc., to bring together with collaborative Vizpads.

Omnichannel Analysis

Success Story

A multinational consumer healthcare company leveraged Tellius to optimize promotions spend, inventory allocation, and pricing while improving forecasting and market share growth. Prior to Tellius, the company could not conduct a thorough analysis of their channel as they had to use a variety of tools to analyze different channels. Understanding the root cause of why sales were changing was a difficult proposition.

Tellius provided an easy way to bring together data from disparate sources and created a fully featured omnichannel analytics experience for the company. Automated insights capabilities allowed them to understand trends in sales faster and more easily than ever before. This helped the company increase revenue by identifying new growth opportunities. Overall, the company dramatically improved efficiency with their omnichannel analytics program.

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Tellius understands everything that we're asking. It conceptualizes it in a very understandable visualization.

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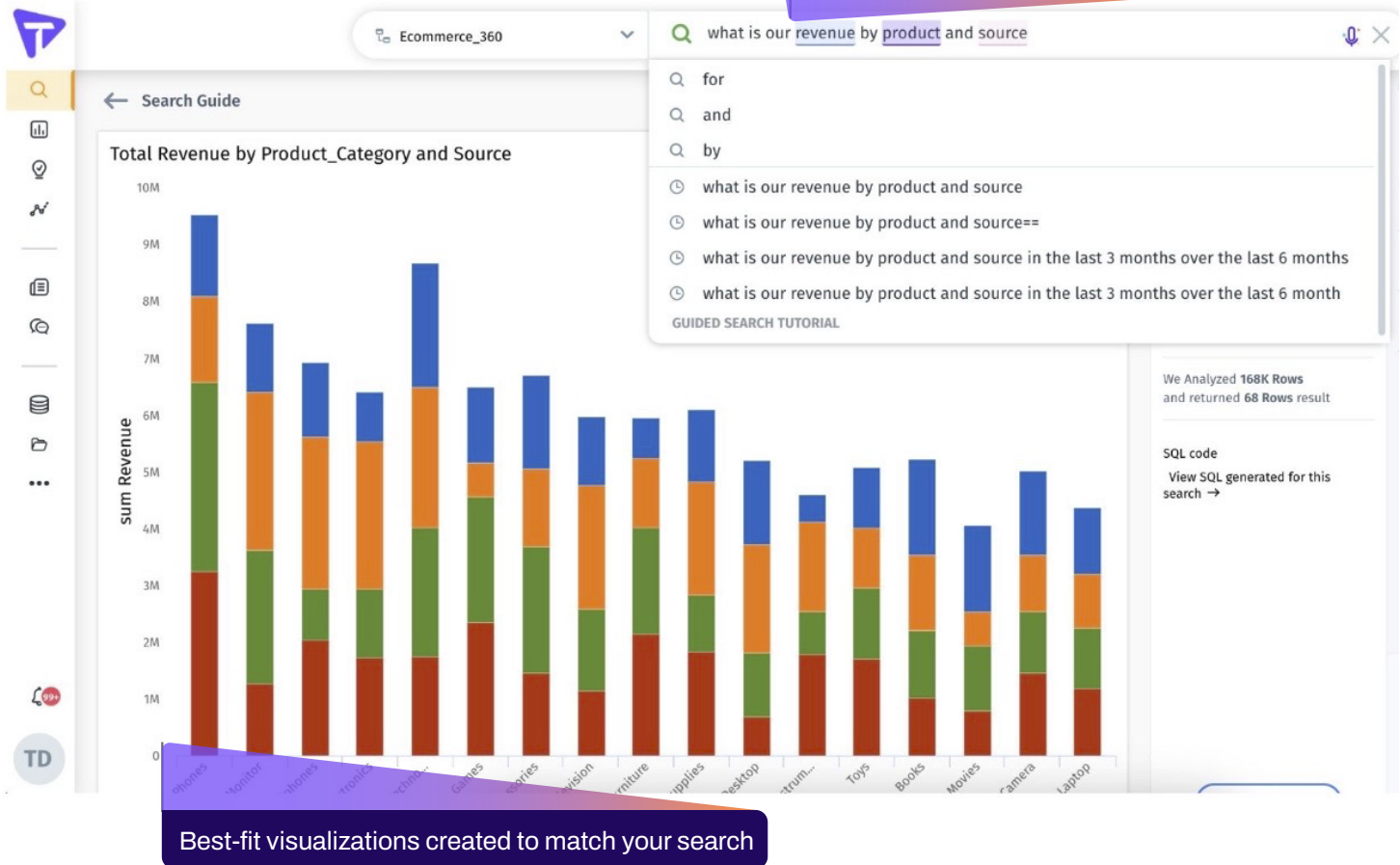
Technical Product Manager



Self-Service Analytics

Leverage the power of AI to eliminate organizational bottlenecks and increase analytics agility

Ask questions in natural language



For the past decade plus, CPG companies have been struggling with how to effectively leverage data at scale to improve decision-making. The problem is manyfold. Typically, the process today involves taking a new request to the company's data team, who will build a dashboard or a report. This dashboard creation can take a week or more depending on the backlog. By the time the shopper insights team or category manager receives the updated dashboard, the data is outdated, leaving them with more questions than answers. This leads back to the beginning of the cycle and a new request to the data team.

Tellius breaks the analytics cycle with AI-powered self-service analytics for all. CPG companies enable their domain experts with access to the platform, allowing them to ask questions in natural language. Charts and data visualizations are built automatically based on your question, and automated insights highlight areas to explore in your charts. There's no need to ask your data team for a new report or dashboard because it's all available at your fingertips. Tellius helps to improve decision-making by putting data in the hands of experts in the field and increases analytics agility by eliminating the wait time for the latest dashboard.

Supply Chain Optimization

Improve demand forecasting accuracy, inventory optimization, supply chain efficiency, and risk management

With world-changing events happening more frequently, supply chain analytics has come to the forefront of importance for CPG companies in recent years. However, ensuring data from multiple source systems is being correctly integrated and updated can be a challenge. In addition, using specialized analytics tools can require weeks of training to understand how to leverage the data effectively. Finally, with the complexity of supply chains rising, analyzing and optimizing these networks can be troublesome for the largest CPG companies.

Tellius helps to simplify many aspects of supply chain analytics. The platform provides a simple

More efficient inventory management

Avoid stockouts by analyzing lead times through the combination of supplier data and internal production data.

Gain a holistic view of your supply chain

Identify potential bottlenecks, delays, or disruptions with ML-based predictive analytics techniques.

Answer questions like:

“How can we optimize inventory levels to minimize carrying costs while avoiding stockouts? How can we consolidate shipments to reduce transportation costs? What potential risks and disruptions could impact our supply chain, and how can we mitigate them?”

and intuitive interface to bring together data from syndicated third-party sources, retailers, and internal sources. With natural language search, a supply chain analyst can simply ask a business question and receive an answer instantly. Automated insights highlight interesting data points on your visualizations and allow you to generate insights with a single click. Things like running demand forecasting, optimizing inventory, understanding the effectiveness of promotions, and other supply chain-related analytics have become easier than ever with Tellius.

Intuitive tools for supplier performance analysis

Assess supplier reliability and performance with AI augmented root cause analysis.

Success Story

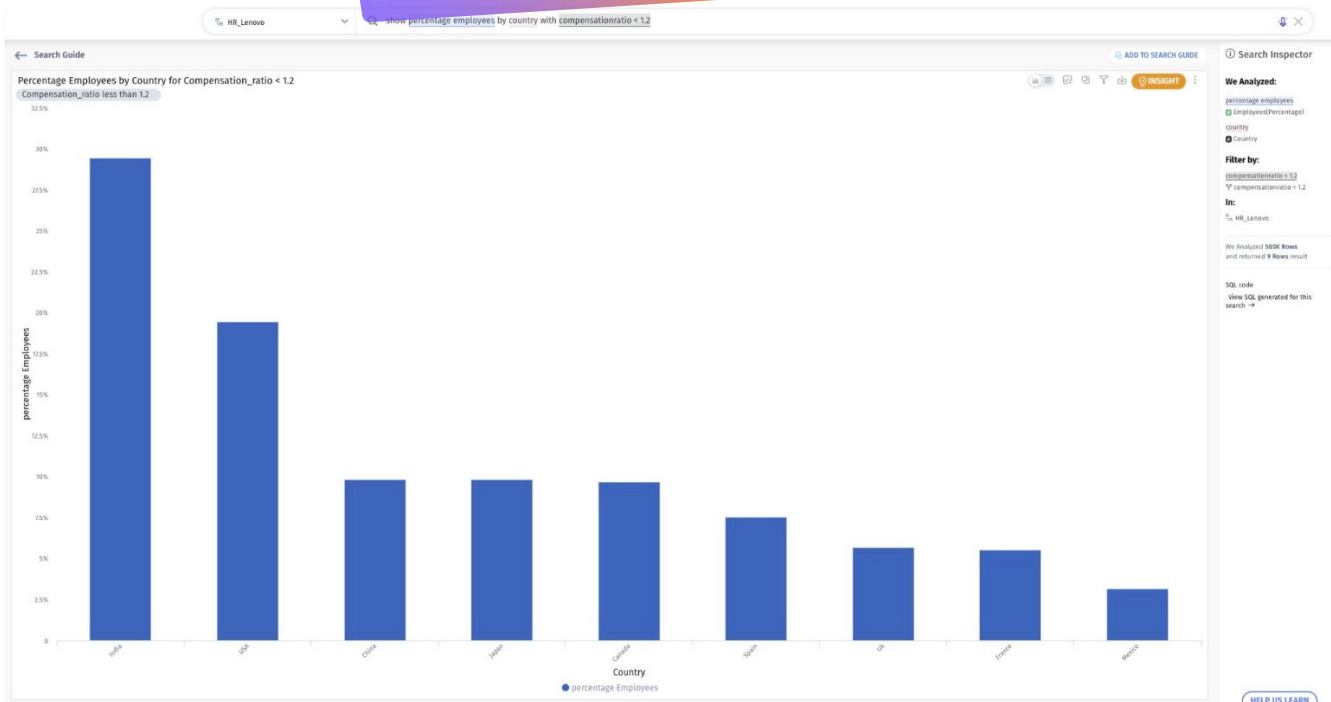
A leading CPG company’s supply chain analytics team was exploring root causes of multimillion-dollar losses from damaged and defective goods by manually quantifying and tracking on a brand- and SKU-level to produce risk scorecards for damaged and defective goods. But scorecards were time-consuming to produce, quickly out of date, and not very actionable.

The supply chain analytics team now uses Tellius to sync the firm's data to continuously monitor damaged and defective goods, as well as perform comprehensive automated analyses of all variables (not just a fraction they were considering in the old scorecards). Now that they can identify underlying drivers of the damaged and defective goods via automated trend driver insights, they can track and make impactful decisions to reduce damaged and defective goods down to product and plant levels.

Analytics for All

Sales, Marketing, HR, Finance,
and other use cases

Ask complex questions in natural language



These examples of leveraging AI analytics to meet business demands are just the beginning of what's possible with Tellius. Within CPG companies, Tellius' capabilities extend to forecasting, promotion planning, purchasing strategies, inventory analysis, and much more. In addition to CPG-specific analytics, the platform is also used within business units to analyze employee churn, marketing campaign effectiveness, and sales forecasting. Tellius sits at the intersection of artificial intelligence and business intelligence, opening data analysis for a broad range of potential business applications. The combination of Tellius' natural language search, automated insights, a lightning-fast dual analytics engine, and commitment to customer success enables organizations to become truly data-driven.

Improve sales performance, optimize strategies, and achieve revenue targets

Monitor performance, track sales numbers, and measure progress against targets with collaborative Vizpads and simple ML-based automated insight capabilities.

Enabling more effective HR analytics

From compensation and benefits analysis to recruitment and talent acquisition effectiveness, Tellius allows HR managers to be more efficient.

Optimize marketing strategies

Give domain experts in marketing the tools they need to measure campaign performance, analyze consumer insights, and optimize digital marketing experiences.

Take your analytics to the next level

Tellius is a leading decision intelligence platform empowering teams to get answers faster, find deep insights more easily, and make better decisions from data.



With its intuitive user interface, Tellius enables self-service for users to quickly answer what happened, uncover why metrics change at a granular level, and decide how to improve business outcomes by analyzing large volumes of complex data across disparate sources.

Tellius allows everyone to easily incorporate descriptive, diagnostic, and predictive analytics into existing workflows. Through natural language querying, automated insights, anomaly detection, and AutoML, it bridges the gap between data consumers and data creators with AI-powered analytics.

True Self-Service

Empower your organization to rapidly gain insights via conversational analytics and automation.

AI-Accelerated Insights

Supercharge analysis with automated insights and accessible advanced analytics.

Unified Analytics Experience

Built with collaboration in mind for all types of users, helping to increase analytics agility.

Natural Language Ease

Easily ask ad hoc questions of your data in the most intuitive manner. Natural language search provides a "Google-like" interface to help democratize data access across your organization.

Automated Insight Generation

With automated insights, quickly understand why metrics are changing. Enable everyone in your organization to run key driver, trend, cohort, and more advanced analysis.

Analytics Agility

One workspace for your business and data teams to collaborate. Simplify analytics workflows, including data preparation, ad hoc analysis, and predictive analytics, with a unified environment.

Accessible Advanced Analytics

Visual and explainable ML modeling opens access to predictive analytics capabilities to more members of your organization. Apply ML models with a single click via AutoML, tune a model with a point-and-click interface, or import your own custom-coded algorithms.

Built for Cloud Scale

Tellius is built for the cloud and available on all major cloud platforms (AWS, Google Cloud, and Microsoft Azure). The Tellius dual analytics engine is purpose-built for performance at scale, allowing you to analyze all of your data faster than ever with sub-second queries.