

Geographical coverage expansion through AI and Data for a Global CPG giant in Traditional trade markets

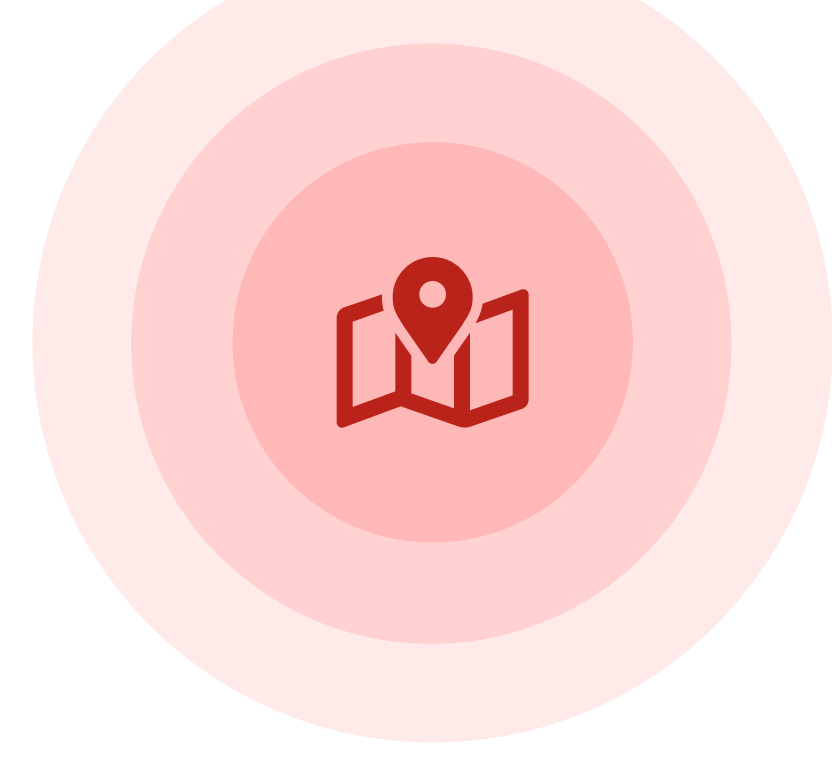
Client's Journey with Fractal

Successful penetration of new opportunities and improved coverage, leading to 1-2% sales contribution.

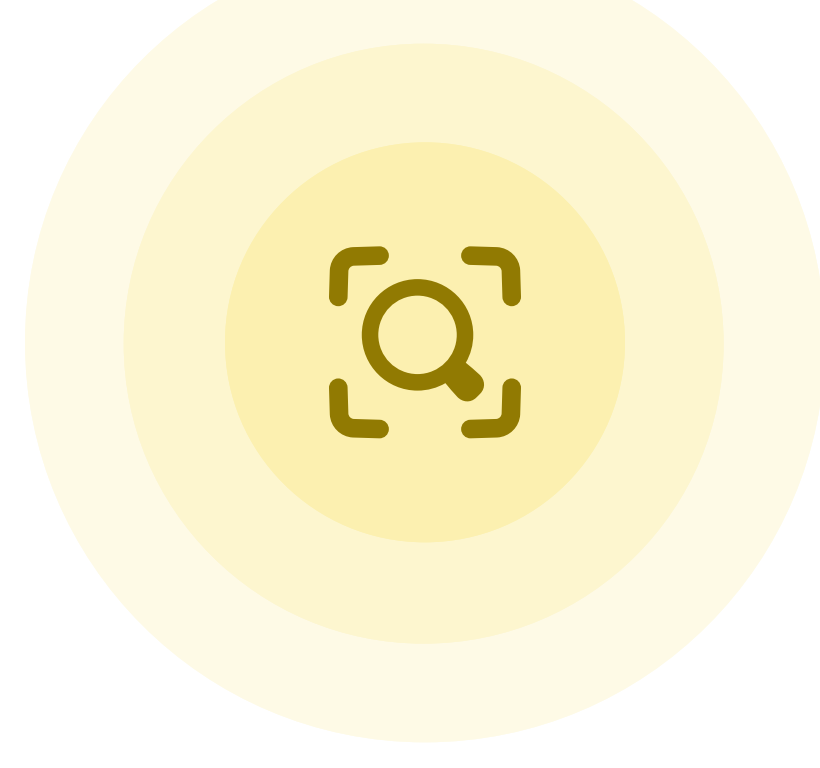
- The coverage expansion process was entirely manual, relying on Excel sheets with no standard approach for identifying new store leads.
- Limited data science capabilities and heuristic-based methods constrained sales teams from effective coverage planning.
- The client required a next-gen coverage optimization tool to boost operational efficiency and fully capitalize on growth opportunities.

Objective

Empower sales teams to :



Assess current market coverage



Identify untapped sales potential



Optimize coverage expansion

Business Challenges

Manual Process

The common sales data hub & our 'Store 360' module consolidates sales performance, execution, and external data into one unified view, streamlining operations.

Mitigation

Replaced the current approach for identifying new stores with a **robust, ML-driven algorithm, automating the process** and significantly improving accuracy and efficiency.

Data Gaps

There was a lack of comprehensive universe store data to pinpoint new targets.

Mitigation

The new approach introduced **Store 360, creating a golden record for each store**, using an efficient **fuzzy matching algorithm** to map the internal store database with the external universe extracted via APIs.

SFA Integration

The absence of integration with Sales Force Automation (SFA) systems hindered effective coverage expansion.

Mitigation

Collaborated with the client team to **enhance the NewsPage SFA**, making it compatible with coverage opportunity inputs for seamless data synchronization.

No Success Tracking

The lack of a systematic success tracking process made it difficult to measure outcomes.

Mitigation

Implemented a **performance tracking governance system** to monitor and ensure the effectiveness.

Business Questions Answered

Current Coverage

1. Visualize your current universe?
2. Where are high density areas w.r.t different KPIs like sales, coverage, population density etc?

Gap Analysis

1. Where are priority Whitespace Areas?
2. What are the areas we don't have any distribution point near by?

Opportunities

1. Which covered areas have opportunity for expansion?
2. Which one holds opportunity to increase throughput?

Solution end to end

To address these challenges, the company implemented a four-step process :

1. Data Integration & Leads Identification

Internal Data

- Internal Secondary sales
- Store data including lat long
- Salesman data
- Distributor Geotag

External Data

- POP and POI Data from external Vendor
- Population data

Store 360 | Fuzzy Matching – External with Internal

1. Create golden record for every Store
2. Map internal and external data base with fuzzy match algos
3. New Store leads identification post data validation

↓

2. Potential Identification For Covered Grids & Look Alike Modelling For Uncovered Grids

High & Low potential covered grids

Look alike uncovered grid

Grids Classification

Tree Based ML Models

1. Learn through the Covered grids based on their sales potential/performance
2. Lookalike features modelling for uncovered grids
3. Classification into 4 grids – Covered (High/Low potential) & Uncovered (High/Low potential)

↓

3. Coverage Expansion Planning Tool To Help Sales Team Prioritise For Opportunities

Growth opportunity matrix

Front end Planning tool for designing

1. Planning tool for Sales Ops team to help plan their coverage strategy
2. Focus on outlets closer to existing beats on High potential grids
3. Hiring of Hunters for expansion

↓

4. SFA Integration & Tracking

SFA Integration in Handheld for Field teams

1. Pop-up on new store leads coverage in SFA
2. New leads validated by reps before it goes into OMR reports in DMS system

Impact Created

~1-2%

Sales contribution from New Store leads in a quarter

30-40%

Hit-rate – Store Conversion

Being scaled now as Global product in TT markets to additional markets:

