

CASE STUDY

GIS technology is being used to solve problems or make information sharing easier, and it is becoming integral to a broader range of applications across industry verticals. It uses influx of BIG DATA coming from various sources like Lidars, Real view, Drones, GPS devices and sensors etc, overlaid with rich granular, continuously updated map data . The solutions are being implemented for various major enterprises in India & have helped them in Planning, Expansion & Decision Support System with advanced visualization and predictive analytics.

Geo Analytics provides a single window dashboard for “Solving complex location problems & satisfying adhoc business needs on a strong unified Location Platform”

Introduction

This case study showcases Geo Analytics services implemented at one of India’s large FMCG companies with total Revenues exceeding ₹7,680 Cr. and a market capitalisation of over ₹48,800 Cr.

The present study was undertaken for a leading consumer goods brand with interests in personal and home care products and food. It has a wide distribution network, covering 6 million retail outlets and with high penetration in both urban and rural markets.

Problem Statement

Despite the large sales force and an optimum rural-market reach, the company was unable to convert the evolving rural market vacuum into orders. The management realised that the rural market was growing from its present moderate capacity to a much higher level but were unable to convert this potential into actual growth for the organisation as a whole. They could not understand the geo-market dynamics and were unable to analyse and isolate the growth-driving factors that could help them capture the increased market share.

Information Summary

The challenge was to help the people in the organisation understand:

- The importance of location
- The specific areas of increasing growth from the earlier moderate level to higher growth
- Details of the dynamics responsible for this change
- Isolate areas with high-growth potential
- How to deploy existing resources for optimum coverage growth.

Recommended Solutions and Implementation

The solution was to make a detailed assessment of the existing marketing and sales coverage, identify potential gaps, and work out the penetration strategy. The realignment of business territories to enter the evolving market could then follow. To achieve this objective a robust GIS-based web-application tool was recommended. This would integrate business data with geographical information containing demographic, socio-economic attributes and amenities and facilitate the required geo-analytical analysis.

Business data could then be uploaded on a regular basis to understand the dynamic changes in sales and coverage in different territories.

Safety constraints demanded that data on business and relevant geographic territories be stored on the client's server while administrative geographic entities, demographic and socio-economic data be stored on MapmyIndia servers. The communication between the servers could be carried out through secure VPNs and access allowed through valid and authorised credentials only.

Monitor & Control

For monitoring and control the following steps were recommended:

- Identify untapped Markets
- Plan/Improve Distribution Strategies
- Plan/Improve Cohesive Sales
- Manage Sales, Marketing & Distribution Operations
- Integrate the Sales, Marketing & Distribution Data at various Levels for Analysis & Planning

Results:

The impacts would support and allow:

- Enabling exploration of rural opportunities
- Help visualise the links between geography and infrastructure
- Market understanding, classification and penetration of untapped markets

The results would also include measurable data as feedback for improvement by:

- Integration of demographic and socio-economic indices in uncovered markets to cover, align and optimize coverage
- Integrate sales, marketing and distribution data for analytics and planning
- Link product wise sales up to village level
- Bring efficiency into operations by prioritizing markets

Benefits:

- These would be:
- New markets explored
- Rural distribution network enhanced
- Increase in sales