

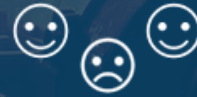
DISTRIBUTOR CHANNEL VISIBILITY



Interactive
Dashboard



Rate and compare
Performance



Sentiment
Analysis



Competitor
Analysis

The Client

A Steel manufacturing plant in India

Industry

Retail

Overview

One of India's largest steel manufacturers, with a huge and complex network of dealers and resellers. Incentivizing good behavior and ensuring that benefits reach to dealers in the network is an important aspect of channel visibility. Many sectors with huge distributor dealer channels face this problem of lack of transparency in this operational model.

Business Challenge

Most of the distribution channel is already rich with data on sales, markets and customers. An AI based solution that can leverage this data to understand the market hold and gain insights into the performance of its dealers and resellers. A simple visualization platform for analysis driven decision making.

Our Approach:

- Built a uniform data architecture on No-SQL database to standardize data at each distributor-dealer level.
- Constructed a custom interactive dashboard to rate, compare distributors and competition across geographies.

Outcomes

- ✓ A consolidated view of the performance metrics / KPI with enhanced visualization.
- ✓ Predictive performance for dealers making corrective and incentive decisions easier.