Distributor Channel Visibility

Who is selling your products more? Where and Why?

Why is your competitor doing better in a specific location?

Where should you focus more of your marketing efforts?

Manufacturers are putting efforts and investments to manage dealer partnerships, irrespective of whether they are strategic or tactical. This permits producers to address the unique needs and requirements of different markets. It is critical for a manufacturer to track, on a micro scale, the inward and outward movement of their own product within their distribution channels.

Data on sales, markets, customers is already available with the dealers. Collating this data, evaluation and comparing dealers' performance are activities that most manufacturers already engage in. AI automates this process. It can make complex comparisons and analysis and visualise the results in real time. The analysis and visualisations can be customised to suit a wide range of requirements of floor managers to C-suite decision makers.

Understand your distribution channels better with AI

What can the channel visibility tool do for you?

If you are a steel manufacturer, cement or other manufacturing unit or simply a business that relies on distribution networks, the tool can give you a better look into your distributor channels. You can compare, rate, reward performers. You can also understand how your products are performing against competition in specific location, identify bottlenecks and evaluate options.

Leverage data accumulated over the years to predict the performance of your dealers. Forecast variations in sales of your products in all your markets. All this in a user-friendly, visual dashboard with customisable KPIs.

Customised, analytical dashboard to visualise and rate; compare distributors, competitors across geographies
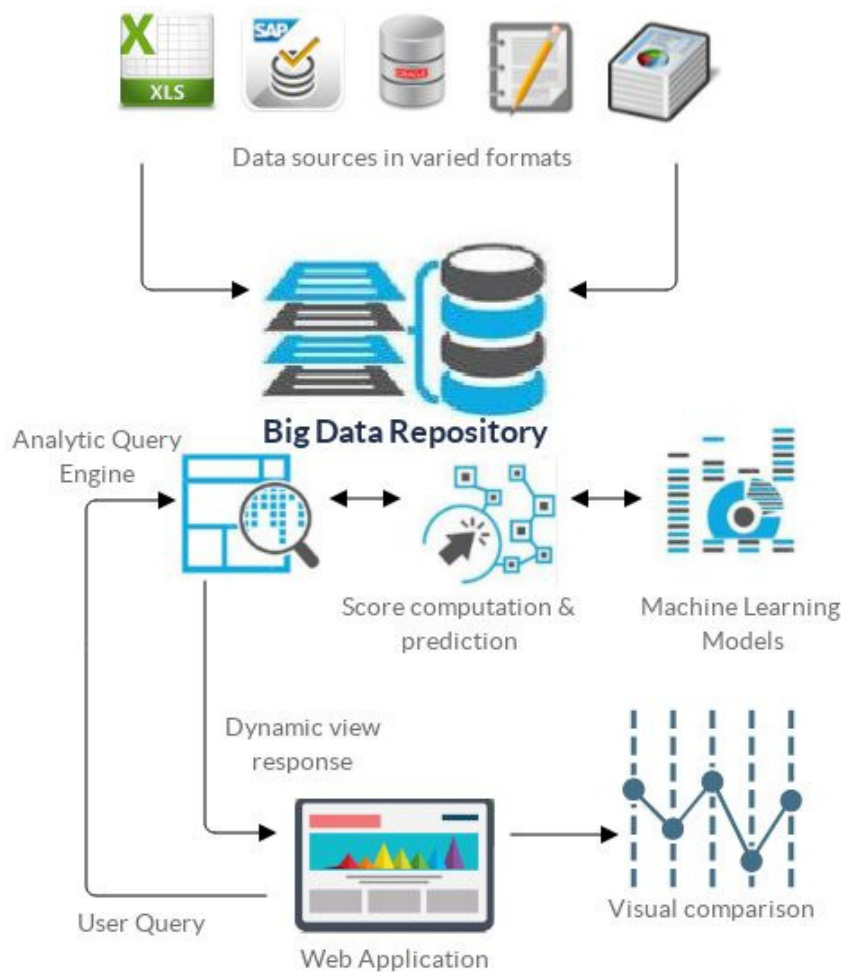
Sentiment Analysis

Competitor Analysis

Quadratyx developed a customised solution for one of India's largest steel manufacturers. The AI system for channel visibility and dealer retention allows the huge group of dealers to be rated and compared. It also analyses and predicts dealer performance in the future, based on data submitted in the past. Analysis and rating is done for specific and multiple KPIs.

The system also allows for sentiment analysis through text analytics of comments and reviews given by end customers. The tool can also be used to understand competition in specific geographies through analytics of the data and text collected from distributor.

A view into the architecture of our solution

- A uniform data architecture on No-SQL database to standardise data at each distributor-dealer level.
- Data is collected on a monthly basis and evaluation is done automatically on the set KPIs
- Data-driven models are used to assess dealer performance
- An open source based user interface framework is utilised to ease business user operations

AI can converge data collected in different formats and methods

 The single bottleneck that most enterprises face, when embarking on the data analytics path, is the format of data. Not all dealers are digitally enabled and data produced is not particularly in any specific format. Quadratyx offers a range of solutions including Scanalityx, a customisable, domain agnostic, insights-extraction and indexing solution that can automate your various business processes.

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