P&G improves efficiency in process by 75% with RackSmart

OPPORTUNITY

P&G is one of the largest consumer goods corporations in the world. They have over 200 brands and sell all over the world. P&G India has the most diverse set of store formats - local mom and pop stores (Kirana stores) which are largely unorganized, to very organized large hypermarket chains, in its stores network. In each of these store types, P&G displays its products on shelves. Hence, share of shelf (number of products belonging to P&G to the total number of products on the shelf) is a key metric to determine the commissions paid to outsourced merchandisers. This process to calculate the share of shelf has traditionally been manual, with merchandisers measuring the shelf space manually with a tape measure and then calculating the share of shelf metric.
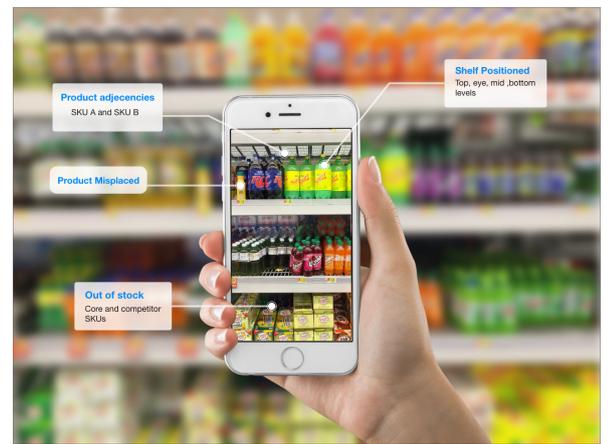
ACTION

P&G partnered with Impact Analytics and adopted RackSmart, an image recognition product backed by AI, to determine on shelf availability and thereby calculate share of shelf for P&G branded products in each store. RackSmart is IA's revolutionary retail shelf monitoring software that digitizes retail shelves and generates insights with a smartphone-based, image processing app.

RackSmart detected P&G's key brands and SKUs from images and provided a count of items present on the shelf. This became a powerful tool in the hands of the merchandiser.

This shelf monitoring through images had additional benefits as well, as it enabled:

- Calculation of the competitive share of shelf
- Generation of store forecasts at a SKU-week level
- Recommendations for ordering and stocking quantities week on week

OUTCOME

P&G merchandisers now spend very little time measuring the share of shelves at stores. The output from RackSmart has also been used to determine the ordering and stocking quantities week on week. All of this has enabled:

75%
improvement in process efficiencies

<1min
To calculate share of shelf

WHAT'S NEXT?

RackSmart solution can be used to calculate other metrics such as share of display, planogram compliance and gather competitive intelligence.
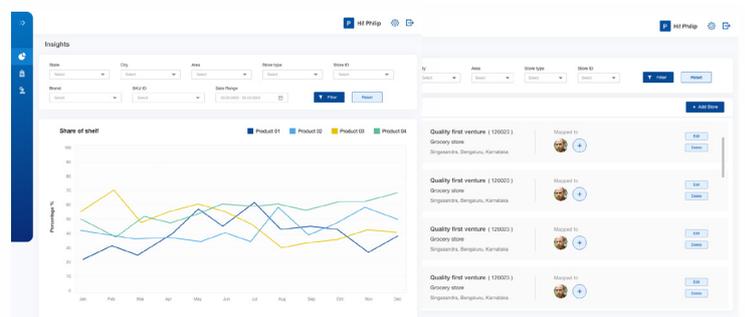
About Impact Analytics

Impact Analytics is a fast-growing, AI-powered software solutions company. A leading provider of planning, merchandising and forecasting tools for the retail, CPG and grocery sectors. Its suite of products for Assortment Planning, Allocation Optimization, Markdown Optimization and Promotion Planning is empowering leading retailers to make smart data-based decisions and transform their businesses and achieve substantial business benefits. To learn more, visit www.impactanalytics.co