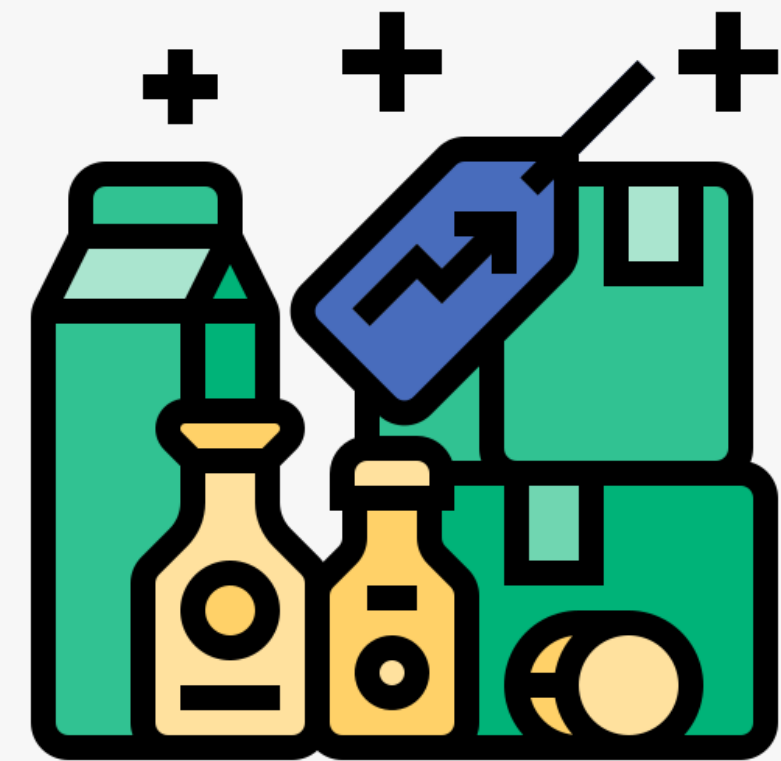# CPG Market Outlook

The Global Consumer Packaged Goods (CPG) industry, expected to be a multi-trillion dollar Business Segment by 2026,

Its trying to capitalize the business opportunities as consumers increasingly embrace health, beauty, convenience, sustainability, and premium products. At the same time the established consumer packaged goods (CPG) brands are fighting to stay relevant, retain their share of wallet and maintain their competitiveness in this unprecedented time of inflation.

Top CPG Challenges

- Not having the ability to redefine consumer expectations and buying behavior patterns

- Ever growing number of sources and trends

- Lack of end-to-end visibility on complex patterns of evolving demands

- Inflation and budget

- Inability to assort products and market timely offers

- Tracking and driving ROI

- Difficulty in quantifying business opportunity and product demand

- Creating a data-driven culture

- Costs of putting models into production and managing large scale bigdata processes.

Loss of Market Share

Lower NPS Score

Negative effect on Brand Perception

Missed Business Opportunities

Customer Churn

Driving CPG Growth with Sparkflows Self-Service Data-Centric AI

Sparkflows is one of the fastest growing platform for Self-Service Multi-Persona No-Code Data-Centric AI Platform, systemizing the use of data for exceptional business results.

Organizations that use Sparkflows empower their employees with the ability to make better day-to-day decisions with data, substantially reduce operational and IT costs, accelerate use case development, boost ROI and fastrack customer acquisitions

A Fortune 500 CPG Brand is using Sparkflows Automated Business Solution Generator Capabilities to bring agility to all parts of the business, from optimizing the supply chain to having better insight on customers and more effectively pricing or targeting products.

CPG Business Scenarios

Consumer Engagement

- Increase marketing ROI by measuring GMV and User metrics across channels.

- Identify different types of Target Audience based on engagement levels and help strategize Marketing actions.

- Analyze Propensity to buy and CLTV.

- Personalize and recommend the most effective products to each individual customer.

- Improve customer satisfaction and NPS Score by analyzing customer and brand sentiments.

- Predict CPI to optimize Marketing Spend. Keyword Recommendations for SEO and SEM.

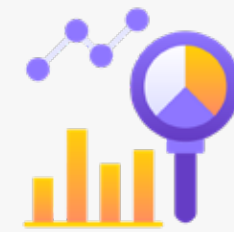- Predict purchase behaviour based on historical purchase data and customer segments

Assortments and Supply Chain

- Minimize Inventory overflow and out-of-stock problems using historical data.

- Predict delivery times for improved operational efficiencies

- Measure effectiveness of product launches using experimentation and uplift modeling.

- Improve on-shelf availability of each assortment SKU and proactively predict and match seasonal demand.

- Minimize the probability of return for every item purchased across multiple channels

- Identify optimal price points influenced by multiple factors such as item, brand, category, and market situation
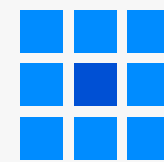
Powerful End-to-End Vertical Solutions Generator

Intelligent
Business Solution
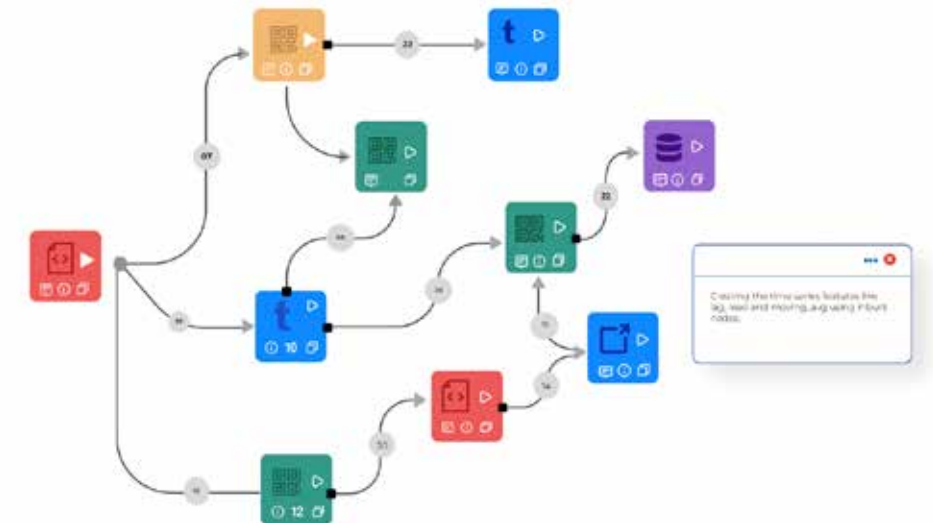Generator

Point and Click
Analytics Report

Analytical Apps

Workflow Orchestation

Self-Service No Code workflows
using 330+ prebuilt nodes and
50+ sample examples

Sparkflows CPG Solutions

Customer Segmentation by RFM

Customer Segmentation drives better campaigning and purchasing predictions based on sales data, campaigns and promotions systems. This solution can help identify the behavioral patterns of various households. The goal is to create useful customer clusters to target with different promos and offers.

Customer Lifetime Value

One of the best ways to mitigate the risk of customer churn is measuring Customer Lifetime Value (CLTV). **CLTV** is a metric that indicates the total revenue a business can reasonably expect from a single customer account throughout the business relationship.

Customer Retention

Identify potential customers who can churn and accelerate business by predicting the target customer groups which are most likely to stay loyal and respond positively to marketing efforts.

Product Recommendation

Consumers more likely to purchase brands that provide relevant offers and personalized recommendations. Recommending the right product to consumers is extremely important to gain market shares and grow loyalty.