



Market and Category Intelligence Platform – Personal & Beauty Care Company

Client achieved an impressive 90% accuracy in oil classification and calculation, our insights have been instrumental in shaping their market strategies. Deep visibility into retail sales and oil market estimation supported by real-time news intelligence on news provided invaluable insights, while a user-friendly Qlik Sense dashboard empowered to make informed decisions swiftly. With structured data and consistent segmentation, the client's analytical capabilities were elevated.



STATXO's accuracy in oil classification, deep insights into retail sales, effective segmentation strategies have been invaluable. Their user-friendly dashboard streamlined decision-making, while their structured data approach and impact assessment ensured ongoing analysis."

- Director, Strategy

Q CASE FOR CHANGE

- A Beauty Care company sought comprehensive insights into the Retail and Oil market sizes, aiming for a deep understanding backed by diverse data sources, their goal was to attain complete visibility, accompanied by detailed analytics and continuous updates on market prices of oil to inform strategic decisions and enhance their market position
- The client encountered several key challenges, including dealing with disparate data sources with varying structures, lack of standardization in internal insights from sales & marketing teams, overlapping coverage between NPD, Kantar, & Euromonitor data; complications arising from currency conversion issues during analysis; and lack of updates on oil prices. These challenges hindered efficient data management, analysis, and decision-making processes, highlighting the need for streamlined and standardized data practices

🚲 SHARED VISION

- To enable better visibility into the market, our goals included enhancing retail sales visibility, estimating oil market size accurately, implementing process improvements for efficiency, and developing an interactive dashboard/ platform providing regular internal and market insights
- Empower the client to optimize decision-making and operational processes, fostering growth and competitiveness in both retail and oil markets, through standardized procedures and accessible data visualization

Source 1 Sales (USD) 14.39B	Source 2 Sales (USD) 61.06B	Source 3 Sales (USD) 3.1B	Source 1 Quantity 711.6M ^{+12%}	Source 2 Quantity 537.5M	# Key Customers 384	# Brand Variants 2606	# Brand Groups 869	# Suppliers 8
Total Oil Sales at 2.1B ^{9%}	Average Oil Sale Price (USD) 97.08	Average Oil Usage % (USD) 13.35%	# Key Customers 384	# Brand Variants 2087	# Brand Groups 869	# Suppliers 8		



🚶 FEASIBLE PLAN

- Integrated data from various external sources into one master dataset containing over 100K rows and 75+ variables
- Restructured sales data from Euromonitor and Kantar at brand group, brand variant, country, and sub-region levels for enhanced visibility
- Conducted data sanitization and enrichment processes to address gaps and inconsistencies
- Enriched master data according to client taxonomy, filling gaps at different levels
- Created a web-based template for gathering internal insights (from Sales & marketing stakeholders) and developed an automated oil market size estimation model using both bottom-up and top-down approaches
- Designed interactive Qlik Sense dashboards for retail sales and oil market estimation; and integrated an AI-powered news monitoring, tagging, & impact assessment system for oil market updates (geopolitical, OPEC, OPEC+, and IEA)

✅ CAPABILITY TO DELIVER

- Data Accuracy:** Achieved 90% accuracy in oil classification and calculation
- Data Management Excellence:** Created structured data for ongoing analysis and dashboard updates, ensuring data integrity and accessibility
- API Integration:** Fetched data from 3rd party databases using API
- Comprehensive Market Insights:** Provided deep visibility into retail sales and oil market estimation with real-time news tracking, tagging, & impact assessment of oil market activity
- Enhanced Segmentation Strategies:** Improving and consistently segmenting categories at market segment, FF Category, supplier, and division/brand group levels
- User-Friendly Tools:** Implemented a user-friendly Qlik Sense dashboard for streamlined decision-making

