UNLEASH POTENTIAL

Advanced Analytics

Beyond understanding past performance, Advanced Analytics takes information a leap further and provides statistical practices and tools to enable deep performance analysis and modelling for various business scenarios, both past and future.

Our clients gain a competitive advantage through tailored offerings which predict consumer demand, analyse promotional effectiveness and assist in customised analysis across their businesses.

Decision Inc. has extensive expertise in assisting organisations to unlock opportunities and mitigate risk by:

• Partnering with the market-leading service providers such as Qlik, SAP, Microsoft and Alteryx

• Combining extensive industry knowledge, technical skills and understanding of statistical models

• Working with only the highest calibre consultants in the industry

Decision Inc.'s Advanced Analytics team has developed a variety of solutions to assist our clients in unleashing the potential within their data and their business.

Key Benefits

Forecasting: Financial and demand forecasts provide benchmarks and a decision platform for budgeting and stock planning.

Price Optimisation: By analysing Price Elasticity and Product Affinity, organisations can better understand promotional effectiveness and product bundling. In addition, Brand Loyalty allows retailers to better negotiate promotional offerings with vendors.

Propensity Models: Customer and Product propensity models group customers and baskets into discrete "missions," predicting which customers will buy which product. Customer segmentation models group customers together based on buying behavior and demographical attributes, ensuring that customers are presented with products and services tailored to their needs.

Our Solutions

Promotional Effectiveness and Price Optimisation

Every year, organisations spend large sums of money on ineffective promotions. It is challenging to truly understand the successful outcome of a promotion. Customers buy in and stock-pile products placed on promotion, causing revenue to drop below regular levels when prices return to normal. Decision Inc. has developed a solution which assists in mitigating this behaviour by setting optimal prices and durations for promotions without neglecting stock turn for goods which are held for extended periods. Price optimisation is concerned with how product demand fluctuates in relation to price. Decision Inc. assists organisations to discover pricing strategies that ultimately improve profits and encourage consumer engagement.

Price vs Quantity Sold

Product Bundling and Association

Retailers face the challenge of understanding which products sell well together, and how the sale of certain products impacts others. Decision Inc. overlays promotional schedules on top of these relationships to assists our clients in understanding which products have the propensity to sell more effectively together. Product Association stretches beyond bundling and identifies how promoting one product affects other items through canni-balisation, cherry-picking and high-level customer behaviour. Through analysing basket product combinations, it becomes possible to identify discrete customer missions and tailor retail offerings to their objectives.

Supply Chain and Demand Planning

Decision Inc.'s Demand Planning Solution optimises business operations by accurately predicting product consumption at an appropriate granularity. With a comprehensive understanding of which products are fast, medium and slow moving, organisations are able to develop accurate replenishment strategies and main-tain optimal stock levels. By effectively managing the supply and demand of stock, organisations are able to improve customer satisfaction, reduce inventory costs and increase revenue.

Decision Inc. has created a Supply Chain analytics solution which optimises supply chain management. Through our Just-in-Time supply process (JIT) our clients ensure that they receive supply as they need it and only in amounts required.

Forecast vs Actual