

Business Analytics for Multi-Channel Sales Performance

INDUSTRY

Food & CPG

CLIENT

A rapidly growing food brand expanding across grocery, supermarket, convenience, wholesale, foodservice, and online channels

OVERVIEW

A rapidly growing food brand was expanding its presence across multiple sales channels. As the business grew, tracking performance across these diverse channels became increasingly complex.

APPROACH**Consolidate**

- Unify grocery, wholesale, foodservice, and online sales sources

Model

- Build channel, product, retailer, and regional performance measures

Visualize

- Interactive dashboards for revenue, volume, margins, and growth

Act

- Support promotions, distribution, and channel prioritization

THE PROBLEM

The client relied on multiple reporting sources, making it difficult to obtain a unified view of business performance. Without a centralized analytics solution, planning promotions, optimizing product distribution, and identifying growth opportunities required significant effort.

- Limited visibility into channel-wise revenue and profitability
- Difficulty comparing sales volume, margins, and growth across channels
- Fragmented product, customer, retailer, distributor, and online sales data
- Inability to identify high-performing and underperforming sales channels
- Delayed decision-making due to manual reporting and scattered data

SOLUTION OFFERED

Certainty Infotech designed and implemented a comprehensive Business Analytics Framework that consolidated sales data from all major channels into a single analytical platform. Interactive dashboards enabled stakeholders to monitor revenue, volume, margins, growth, product performance, customer demand, regional comparisons, and retailer and distributor effectiveness.

- Sales channel data
- Customer analytics
- Retailer performance
- Online sales metrics
- Product performance
- Regional sales
- Distributor performance

KEY FEATURES

- Centralized multi-channel sales reporting
- Product performance tracking across channels
- Regional performance comparison
- Online sales monitoring
- Performance trend analysis
- Channel-wise revenue and profitability analysis
- Customer demand analysis
- Retailer and distributor analytics
- Interactive dashboards with actionable insights
- Data-driven decision support

BUSINESS IMPACT

The analytics framework empowered the sales and marketing teams with real-time business insights.

- Improved visibility across all sales channels
- Better product planning and inventory decisions
- Optimized distribution strategy
- Data-driven sales and marketing decisions
- Faster identification of high-performing and underutilized channels
- More effective promotional planning
- Enhanced channel prioritization
- Improved ability to identify new growth opportunities

OUTCOME

By transforming fragmented sales information into a centralized analytics platform, the client gained a clear understanding of channel performance and customer demand. The solution enabled informed strategic planning, stronger execution, and sustainable business growth across grocery, supermarket, convenience, wholesale, foodservice, and online channels.

TECHNOLOGIES & EXPERTISE

Business Analytics

Sales Analytics

Data Visualization

Interactive Dashboards

Channel Performance Analysis

Customer Analytics

Product Analytics

Regional Analytics

Retail Analytics

Business Intelligence (BI)