



Predictive Insights for new brands and products

- Predicted market shares for new brand entrants into the market
- for more than 40 brands, spread across personal care, detergents, foods & beverages business in the FMCG sector
- Simulated shop techniques were used to induce first purchase, with in-home recall for usage and repeat purchase data.

Challenges

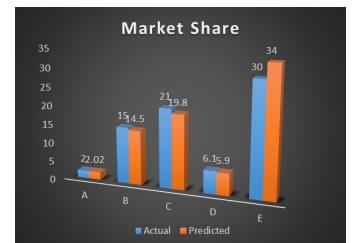
In a dynamic environment brands are continuously created, improvised and launched over a period of time. Some of these brands are successful in the market, some exist with a low market penetration while some fail. Since the cost of production and marketing is high, it is important to know which of the brands are likely to succeed in the market and what is going to be the market share of these brands if launched .

Solution

In order to assess the market

shares prior to the launch, simulated shops were setup and purchases were induced, by stocking the new brand and existing competition brands. The purchaser details were recorded and after a stipulated time period, depending on time required for consumption / usage of the brand, the customer was visited at home for feedback. Feedbacks on the brand usage were recorded and repeat purchase was induced based on feedback. Market shares were predicted for over 40 brands, ranging from low to high market shares. The varia-

tion between actual and pre-



Predicted Market Share

dicted values for medium to high market shares was between 2 to 3 percent point after 6 months of launch.

Predictive Analytics

Our team's demonstrated capabilities are illustrated in these case studies

Our consultants have developed these solutions and related expertise both during current assignments with clients of Ascentra Consulting and also during their previous engagements

Markovian models were used for prediction of the stabilization market share. This technique was used across product categories covering personal products, detergents, foods & beverages. The prediction

models were tweaked as per the varying brand usage patterns of the customers, ranging from low income to high income profiles.

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Ascentra Consulting

We help our clients achieve their identified business outcomes, by providing creative, Predictive Analytics based solutions.

Domain: Supply Chain, Asset Management and Customer Focused solutions for various industries

Analytics: Forecasting & Optimization, Market & Volume Share Predictions, Customer Profiling & Segmentation, Market Basket Analysis, Repeat Buying Behavior Analysis, Credit Scoring, Churn Models & Brand Price Trade Off Models

Technology: SAP : SCM , BI, HANA, Predictive Analytics, SAS, SPSS, Cognos, Hyperion
