ECR COMMUNITY
EFFICIENT CONSUMER RESPONSE

ADVISE

A Journey from Data to Insights

ECR Community #CatmanNetwork Webinar

TOOLS, TECHNOLOGY & AI in CATEGORY MANAGEMENT

“Illustrate technologies to assist with ways to combine all market data (external, internal, customers) to create actionable insights.”

THE PROBLEM

Complex Ecosystem

nielsen

KANTAR

Talysis™

Circana.

symphony

dunnhumby

IFS

SAP

Data & Tools

DATA

KNOW-
LEDGE

INSIGHTS

ACTIONS

DATA

multiple sources
& formats

automatic
ingestion &
harmonisation

layers

- market
- product
- store
- customer

lightning fast
retrieval

Appropriate Data Model

KNOWLEDGE

pre-configured automatic analyses

visualised & linked

weave your data narrative

intuitive interface with great UX

Automatic Visualisation Platform

INSIGHTS

multi-layered trend analysis

significant changes scored and ranked

understand impact

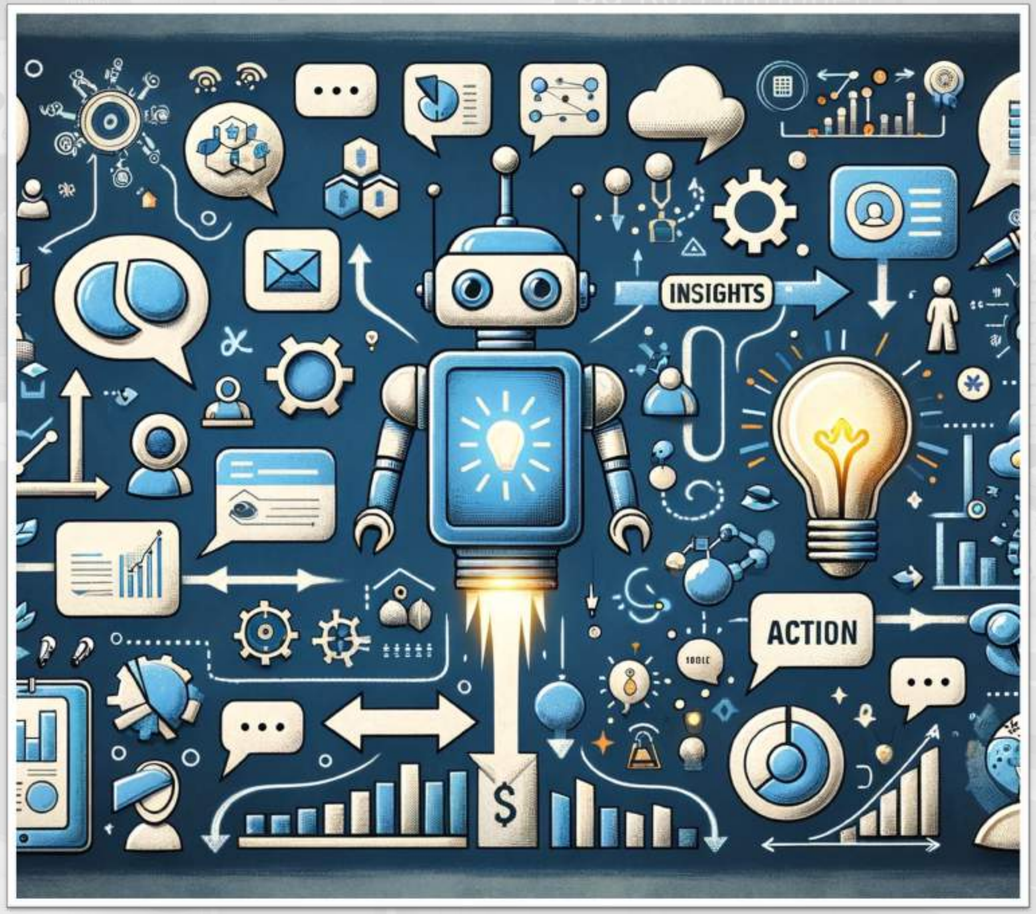
personalised & proactive

Automatic Insight Discovery

ACTIONS

democratised access

lost sales, range reviews, store opportunities



pricing & promotion simulation

ChatGPT AI agents

Automatic Action Recommendation

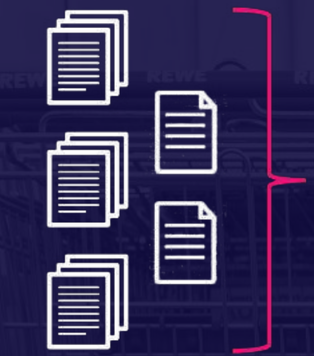
DATA

KNOW-
LEDGE

INSIGHTS

ACTIONS

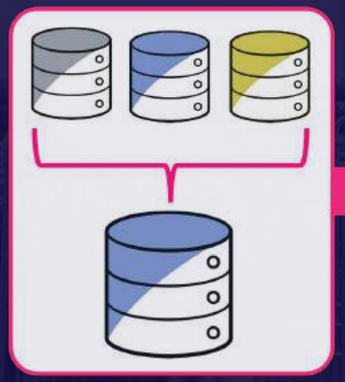
ADVISE



Raw Data Sources

Data ingestion

Harmonisation



Data Model

Analysis

Modules

- Category Intelligence
- Pricing & Promotion
- Intelligent Field Sales
- Financial Performance

Departments

- Category Management
- Marketing
- Sales
- Finance

richmond | O'BRIEN FINE FOODS | Keelings | Red Bull | DENNY | FEVER-TREE | VIT-HIT

Pilgrim's | GREEN ISLE FOODS | LIPTON Teas and Infusions | PURKA | Donegal Catch | BRADY FAMILY | FULFIL VITAMIN & PROTEIN BAR

Thank You

Kevin McCarthy, PhD.
CEO & Co-Founder
kevin@advisecpg.com
https://advisecpg.com

ADVISE
by RecommenderX