Beacon
A d v i s o r y | A n a l y t i c s

QUARTERLY
NEWSLETTER

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Director's Desk

As the Indian economy navigates itself for growth riding on the plethora of reforms and onset of festive season, it becomes imperative for an organization to differentiate itself in reaching the consumer mindset while maintaining its cost competitiveness. These contradictory objectives have made it increasingly complex to design and deliver effective promotions.

Our team responded with an innovative approach that has led to significant benefits for our clients and helped Beacon gain foothold in the international market.

Project Snapshot

New Wins

- Beacon has been engaged by a Food major to re-design its distribution network & operations and improve its market presence.
- Beacon completed an exhaustive diagnostic for an Express Industry major and identified potential cost saving opportunities
- Soon to start the second phase of Public Distribution project for Govt. of Arunachal Pradesh.

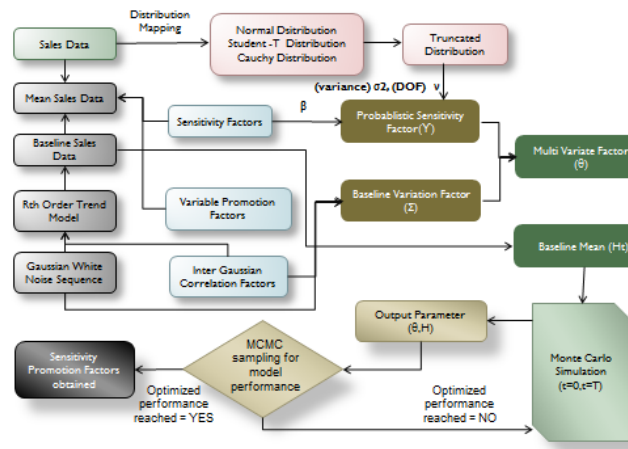To know more about these projects and our other engagements, please contact us

Our Promotion Analytics Engine & Key Features

Promotion Analytics model developed by Beacon amalgamates industry expertise and probabilistic statistics to create a comprehensive promotion analytics toolkit

- Monte Carlo Markov Chain (MCMC) model handling multi-variate time series sales input
- Segregates total sales into baseline sales and variable sales such as promotional effects, marketing mix variables, advertising, seasonality and so on
- Model Incorporates cross-SKU promotional / cannibalization effects from all SKUs
- Considers leads & lags to accommodate the illusive post-promotional dip
- Uses Bayesian State Space modeling process to assess the closeness of model predictions to the true structure of sales

To know more how your organization can benefit from our Promotion Analytics Toolkit or from our other service offerings, please get in touch with us.

Latest from Beacon

Addition to Team

Arjun Raizada has joined Beacon as a Manager recently from PwC Consulting. He has over 6 years of experience in Supply Chain Management which spans across more than 8 industries.

Arjun brings to table invaluable leadership and client management experience and is recipient of prestigious chancellor's gold medal from Symbiosis International University.

New Product Development

Beacon has started developing cutting edge in-house analytical products / algorithms to help clients in their day-to-day decision making process

- Fleet Mix Optimizer
- Stock out Predictor
- PDP Planner
- Network Optimization Model

For an online demo on some of our tools click here

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www.thebeaconservices.com