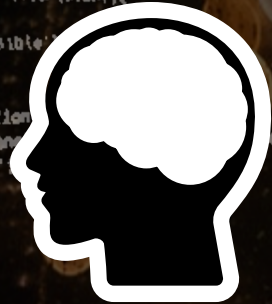


HELLO, FROM THE OTHER SIDE

A Look at Artificial Intelligence
in the Consumer-Packaged Goods Industry





We are **XPLAIN**

Strategic A.I. for Business Decisions

XPLAIN.co

who we are. ten+ years of vertical experience.

**We Solve
Business
Challenges
Building A.I.
Platforms.**

And we Offer
Consumer &
Competitive
Intelligence Services
powered by Big-Data.

**Most
Innovative
Digital
Solutions
Firm in the
World**

Awarded
5 Years in a row
from the Internationalists -
American National
Advertisers Association, US.

**Clients in
71 Countries**

We support
Global & Local
Brands
to thrive in a fast-
changing world.

wide glocal expertise.



FMCG



Technology



Retail



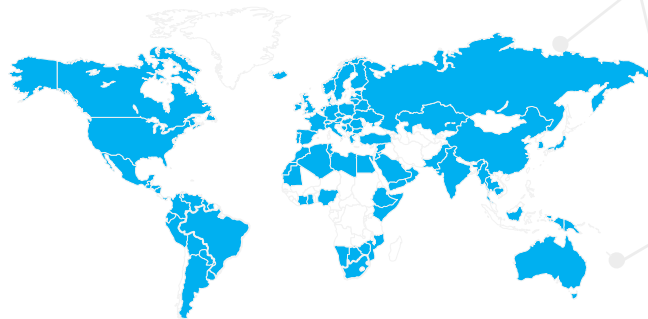
**Finance
& Insurance**



Destinations



Automotive



Indicative Clients:

**AMERICAN
EXPRESS**



MetLife



Microsoft

pepsi

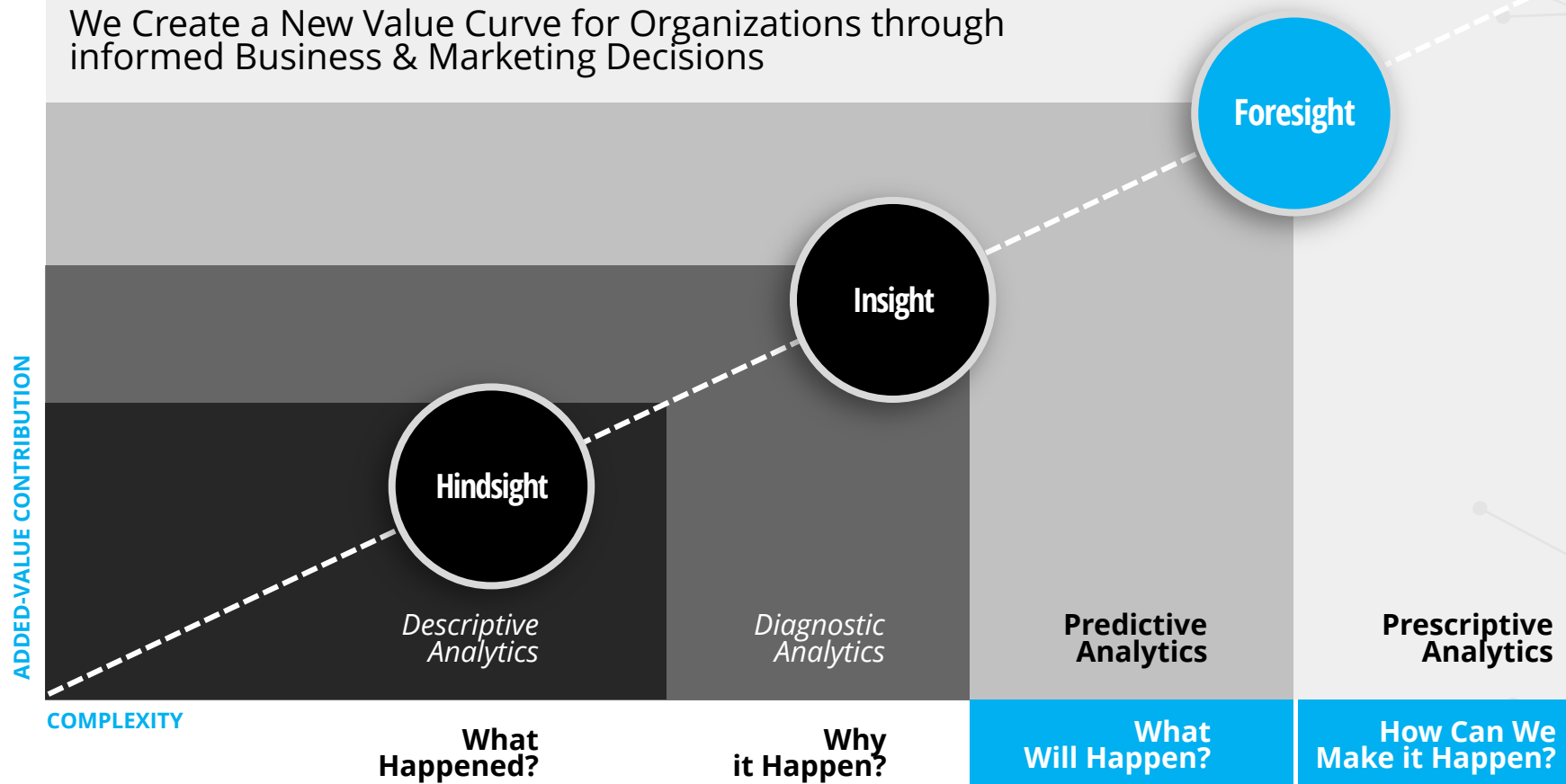


VOLVO



we transform data to decision Intelligence

We Create a New Value Curve for Organizations through informed Business & Marketing Decisions



NO.MORE.SPAM 😊

The background is dark with a bokeh effect of out-of-focus lights in shades of blue, yellow, and red. A network diagram with white lines and dots is visible in the upper right corner.

In an era, where **change is the only constant** and best practices are redefined in unbelievable speed...

Recent Research has found that **34 of the world's top 50 consumer goods companies experienced a decline in revenues, profits or both in recent years.**

The background is a dark, textured surface with a bokeh effect of out-of-focus light circles in shades of blue, yellow, and red. A network of white lines with small dots at the intersections is visible, particularly on the right side of the image.

The definition of insanity is **doing the same thing** over and over again, but **expecting different results.**

Albert Einstein

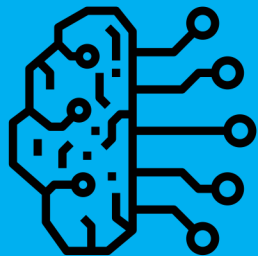


ARTIFICIAL INTELLIGENCE CAN MAKE THE DIFFERENCE

Friend or Foe?

BS or Necessity?

WHAT IS A.I.? – JARGON BUSTER



Artificial Intelligence (AI)

is intelligence demonstrated by machines, as opposed to the natural intelligence displayed by humans or animals.

Machine Learning

A form of A.I. that enables a system to **learn from data** rather than through explicit programming. Using a variety of algorithms, incrementally learns from data to improve & predict outcomes.

Deep Learning

A specific method of machine learning that incorporates **neural networks** in successive layers in order to learn from data in an iterative manner.

THE ROLE OF A.I. IN FMCG OPERATIONS

A.I. in the FMCG industry will not take over any jobs completely. It will rather play an assistive role to help businesses make decisions based on fact-based information and insights.

Artificial Intelligence's Impact is Likely to be Most Substantial in

**Marketing
& Sales**

**Supply-chain Management
& Manufacturing**

McKinsey's Research:

An examination of more than 400 A.I. use cases revealed the two areas where A.I. can have the greatest impact.

Indicative Areas of Challenges where A.I. Can make the Difference

Decision Intelligence is the new El Dorado

Optimized Promotions

Competitive Intelligence

Logistics Optimization

Product Portfolio and Assortment

New Product Development

Predictive Maintenance

Pricing Optimization

Demand Prediction

Account Inventory Optimization

Consumer Behavior

Brand Exposure & Perception

Communication Efficiencies & Impact

...

TWO REAL CASES – HARD CHALLENGES

Predictive Analytics on SKU Assortment
Super Bowl Campaign Optimization

PREDICTIVE ANALYTICS ON SKU ASSORTMENT

Secure Sales Under Covid's Impact





Predictive Analytics on
Ordering and SKU
Assortment optimization
per store per day.

The Challenge:

**One of the world's biggest
CPG Organizations**

India

1.000 SKUs

1.000.000 Stores

How to take the right SKUs to
the right store at the right time,
every day.



Predictive Analytics on Ordering and SKU Assortment optimization per store per day.

The Data Layers:

Client Data

i.e.

Sales
Product Master
Store Master
Returns
Distribution
Location/Geography

Consumer Data

i.e.

Category Conversations
Related Reactions
Search Related Behavior
Search Related Trends
Category Key Topics &
Themes of Narratives

Macro Data

i.e.

Weather
Socio-Economic
Consumer Spending Power
GDP
Illiteracy



Predictive Analytics on
Ordering and SKU
Assortment optimization
per store per day.

The A.I. Platform:

A Decision system of Multilayered Algorithmic
Models for Store Level Assortment
Recommendations & Demand Forecasting:

- **An “ideal” assortment recommendation on a per store level** (ideal: the SKU mix that will maximize unique SKUs sold)
- **A dynamically rolling 14-day Demand Forecasting** (on a daily, per-store and SKU level)



Predictive Analytics on
Ordering and SKU
Assortment optimization
per store per day.

The Results

83-94% Accuracy

on Predictions per Store per Day for the Next 14 Days.

SUPER BOWL CAMPAIGN OPTIMIZATION

Secure Advertising Investment





Securing a 10M Campaign Investment

The Challenge

How to Optimize a Video Ad for maximum performance during Super Bowl game, across all the Media Channels (Off and Online)



Securing a 10M Campaign Investment

What we Did?

Predictive Emotional and Brain Impact via EEG-trained A.I. Algorithm to get closer to the truth.
1.2M Assets Classified Data set.



Predictive Emotional and Brain Impact via EEG*-Trained A.I.

Predictive Analytics analyzing every pixel/second of your content & campaigns in Real Time

Get closer to the truth

Bypass traditional methods of market research that rely on what people tell you and **go straight to the source – the brain.**

Understand emotions behind behavior

Find out how consumers actually feel about your product/campaign/content!

Validate ideas & concepts

Make bolder business decisions by using brain data as part of your Capabilities Building. Test prototypes, validate ideas and more.

**An electroencephalogram (EEG) is a test that detects electrical activity in your brain*



Securing a 10M Campaign
Investment

The Result

One of Best Ever Performed TVC on Superbowl

Where the Human Eye
will Focus and the
Probability on Brain's
Understanding,



ADOPT OR ABORT

My five cents



DO YOU REMEMBER NAPSTER?

It was the first indicator of the Music Industry Disruption.
(No? I suppose you know Netflix)

The next is Retail FMCG.





What are your challenges today?

THANK YOU!

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