

RGM PRODUCT

PRICING & PROMOTION





NISHANTH ARYA

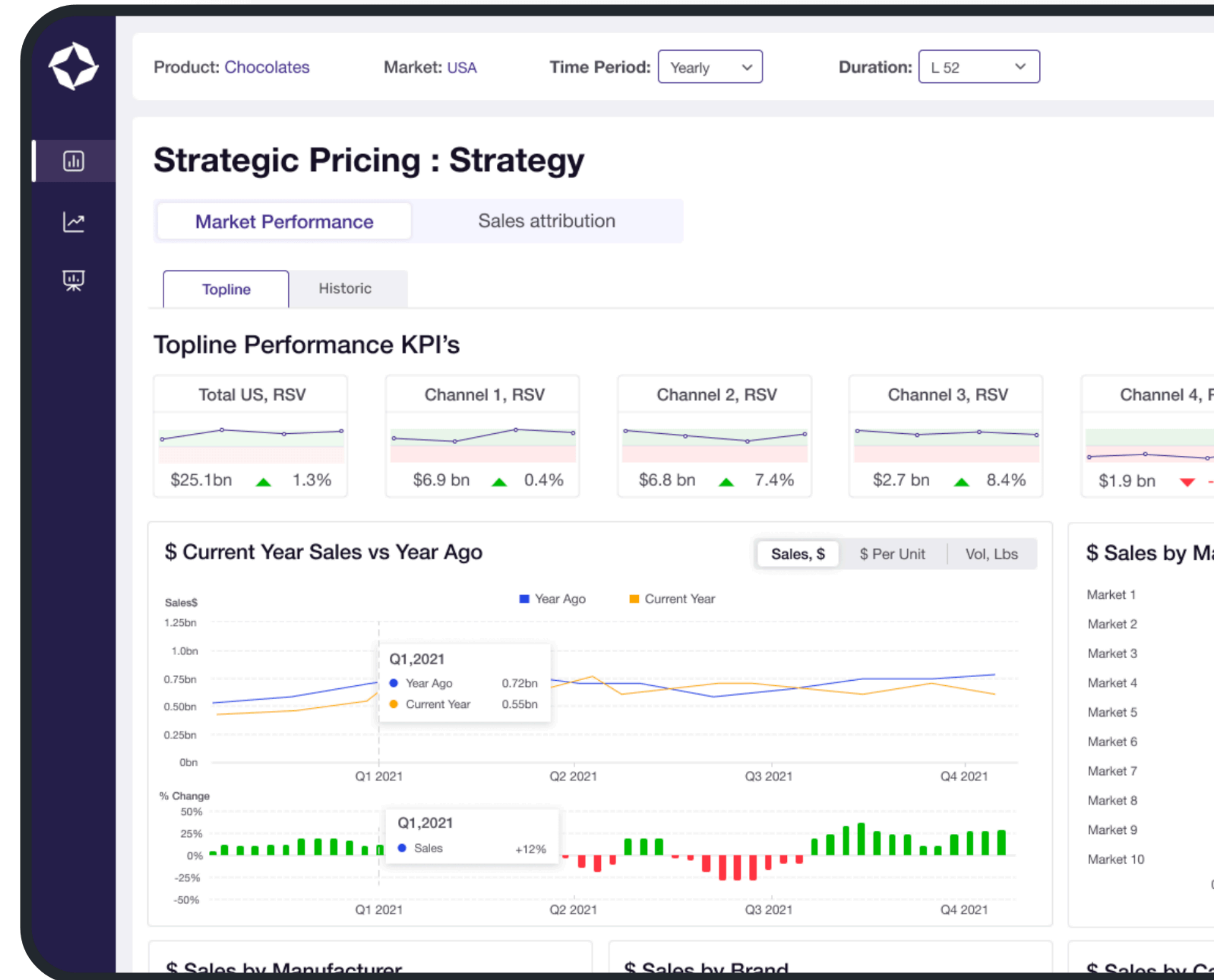
PRODUCT DESIGN LEAD

I am a visionary Lead Product Designer whose creativity and strategic mindset shape the future of product experiences. With a keen eye for detail and a passion for user-centric design, Nishanth brings a unique blend of innovation and practicality.

As a leader in the field, Nishanth goes beyond just creating aesthetically pleasing designs; he crafts cohesive and intuitive user journeys that seamlessly integrate with the product's functionality. His approach is rooted in empathy, always considering the end user's needs and pain points to ensure a user-friendly experience.

PRODUCT DETAILS

Get deep insights on strategic pricing and promotional investments to drive greater returns. Our AI driven insights enhance revenue management by improving strategic pricing and promotional capabilities.



PROBLEM STATEMENT

- We are planning to redesign the complete application as per the user-centric design process.

DESIGN PROCESS



RESEARCH



DEFINE



IDEATE



DESIGN



TEST

USER RESEARCH

COMPETITOR ANALYSIS

USER PERSONAS

GOALS AND OBJECTIVES

BRAIN STORMING

WIRE FRAMING

PROTO TYPING

VISUAL DESIGN

USABILITY TESTING

ITERATE



DEVELOP



LAUNCH



EVALUATE

COLLABO- RATION

RESPONSIVE DESIGN

ROLLOUT PLAN

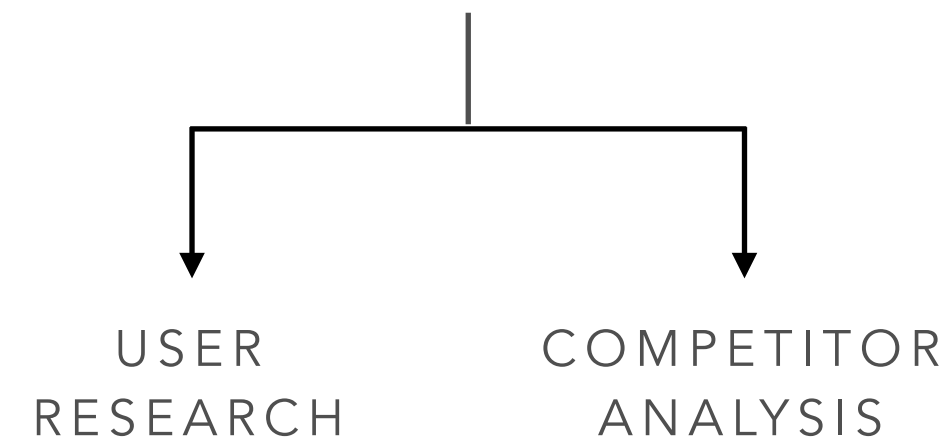
MONITORING

ANALYTICS

FEEDBACK LOOP



RESEARCH



Research:

User Research: Understand the needs, preferences, and pain points of your target users. This might involve interviews, surveys, and analyzing existing data.

Competitor Analysis: Examine other RGM products in the market to identify strengths, weaknesses, and opportunities.

User Research

Expert Panel Synthesis: Eric

Experience and Expertise

Professional experience of the Expert and their areas of expertise

Experience:

Kellog (8 years, 9 months)
Packing Foods (3 years, 1 month)
Mars (8 years, 9 months)

Chahak Agrawal

Expertise:

- Demand Planning
- Supply Chain
- Financial Analyst

Chahak Agrawal

Industries:

- CPG
 - Cereal
 - Pet food, confectionery

Chahak Agrawal

Experience in supply chain and financial analysis helped take up demand planning
Currently Leads demand planning

Chahak Agrawal

Team - 3 Demand planner + 1 Functional Expert

Functional expert = Data science + Data analyst + Data Engineer

Chahak Agrawal

Tools mentioned: PowerBI
Excel

Chahak Agrawal

Main Insights

How does Asper.ai fit into their organizations and the existing pain-points of their current operations that can be addressed by Asper.ai products

Explainability of Forecasts: It is important to emphasize that even with highly accurate forecasts, customer orders can still exhibit significant fluctuations. Therefore, the explainability of the forecasts plays a crucial role in convincing customers and distributors. It also facilitates collaboration with internal stakeholders, enabling data-driven conversations and decision-making processes.

Chahak Agrawal

Data Accessibility and Timeliness: The availability of the right data at the right time from both internal and external stakeholders is a major challenge. Access to accurate and timely data becomes the foundation for an accurate forecasting process. Overcoming this challenge is essential to foster agility and proactivity throughout the demand planning and downstream processes.

Chahak Agrawal

SC Digital Twin: Organizations are increasingly striving to create a supply chain (SC) digital twin. This entails establishing real-time visibility and synchronization across all relevant functions and stakeholders. A digital twin enables holistic insights into the supply chain, facilitating better decision-making and responsiveness to changes in demand.

Chahak Agrawal

Managing Volume Orders: Special attention should be given to building inventory levels to account for major volume orders. These orders often arise during the first week of the forecasting period, which is relatively late in the demand planning process. To address this issue, demand planners should anticipate and proactively adjust inventory levels to meet the expected surge in demand.

Chahak Agrawal

1. The integration of RGM (Price movements & Promo visibility) - Demand forecasts (Accurate and explainable to stake holders) - Supply chain (Inventory visibility) is the need of the hour. This is his definition of agility.
2. Collaboration between teams over one platform is the need of the hour, not just accurate forecasts.
3. New product forecasting is something they need more help with and controlling / forecasting better across different DCs and Product segments is what his team is looking to improve in the coming year.

Chahak Agrawal

Current Process and Pain Points

What has their organization on the cards for the recent future and the effects that may have on their Demand Planning and/or RGM

Current process- Starts with review of the previous cycle - analyse outliers vs trends - touch point with new launches and innovations - validate with SRM

Chahak Agrawal

Each key account manager validates the next period's seasonality and prices/promos and they do not discuss more than 6 periods ahead.

Chahak Agrawal

"every channel has its own seasonality and we have include it and validate it manually. we do not have a robust baseline forecast"

Chahak Agrawal

New product forecasting (new launches)- They are actively trying to improve upon by establishing processes

Chahak Agrawal

"there are so many variables in DP that you cannot control that even with AI, numbers don't always match. To better plan the supply chain, it is important to analyze how the order is being placed"

Chahak Agrawal

KPIs:
COMAPRISON BETWEEN LAST YEAR & YEAR BEFORE
NO OF PROMO EVENTS
TOTAL SPEND
NET SALES IMPACT
NET PROFIT IMPACT
ROI

KPIs:
KIND TOTAL PROFIT LAST YEAR VS THE YEAR BEFORE
RETAILER TOTAL PROFIT LAST YEAR VS YEAR BEFORE

CHARTS:
HOW THE PROFIT POOL COMAPRES FOR KIND & THE RETAILER
HOW THE PROFIT COMPARES FOR THE LAST TWO YEARS FOR BOTH KIND & RETAILER

Competitor Analysis





DEFINE



Define:

Personas: Create user personas based on research findings to guide design decisions.

Goals and Objectives: Clearly define what the redesign aims to achieve and the problems it needs to address.

Personas

Demmand Planner:

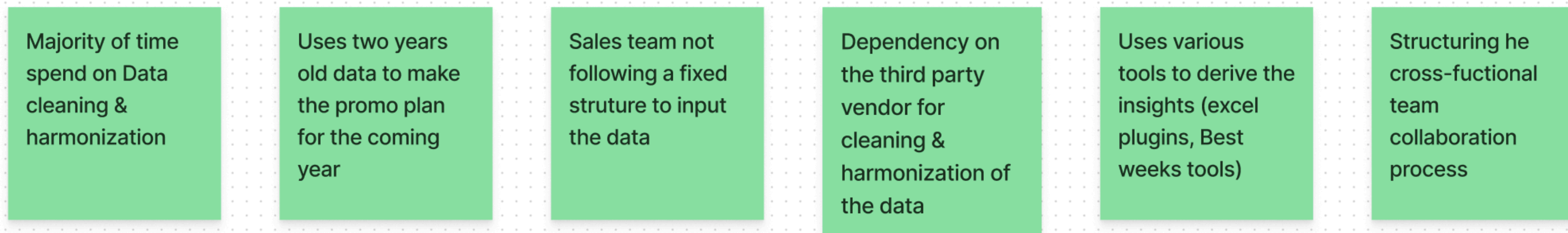
Personas: Demmand plannners or the Marketing managers who makes the desicion what needs more money to make sales in the present market.

Goals and Objectives

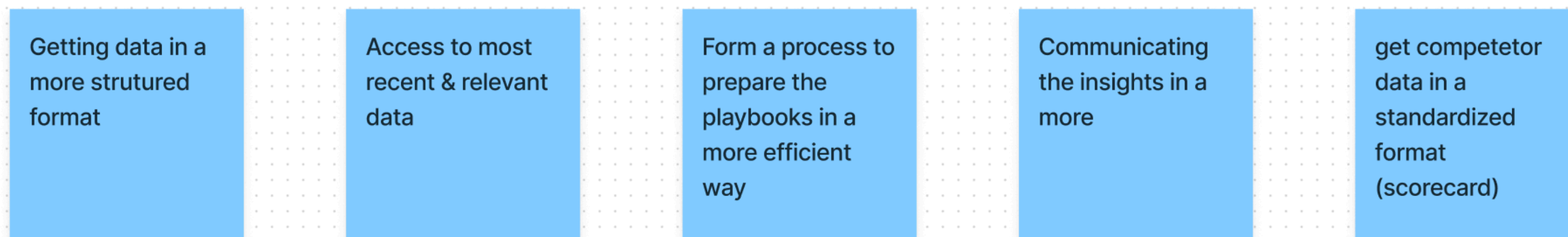
What they Do?



What they think are the roadblocks?

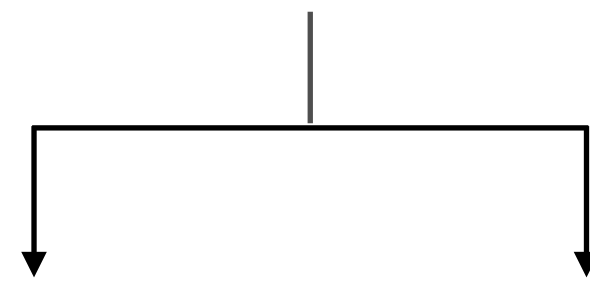


What are their Goals?





IDEATE



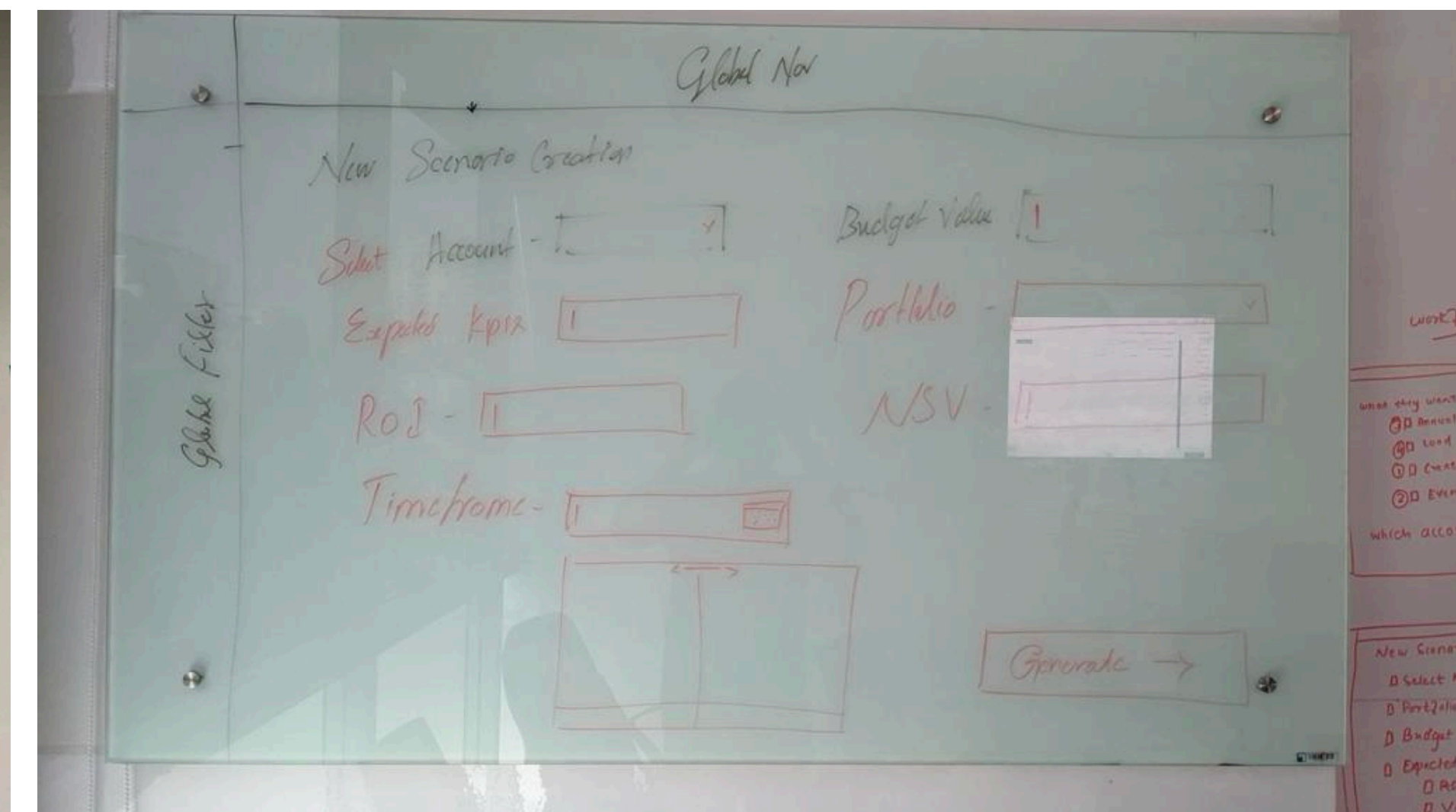
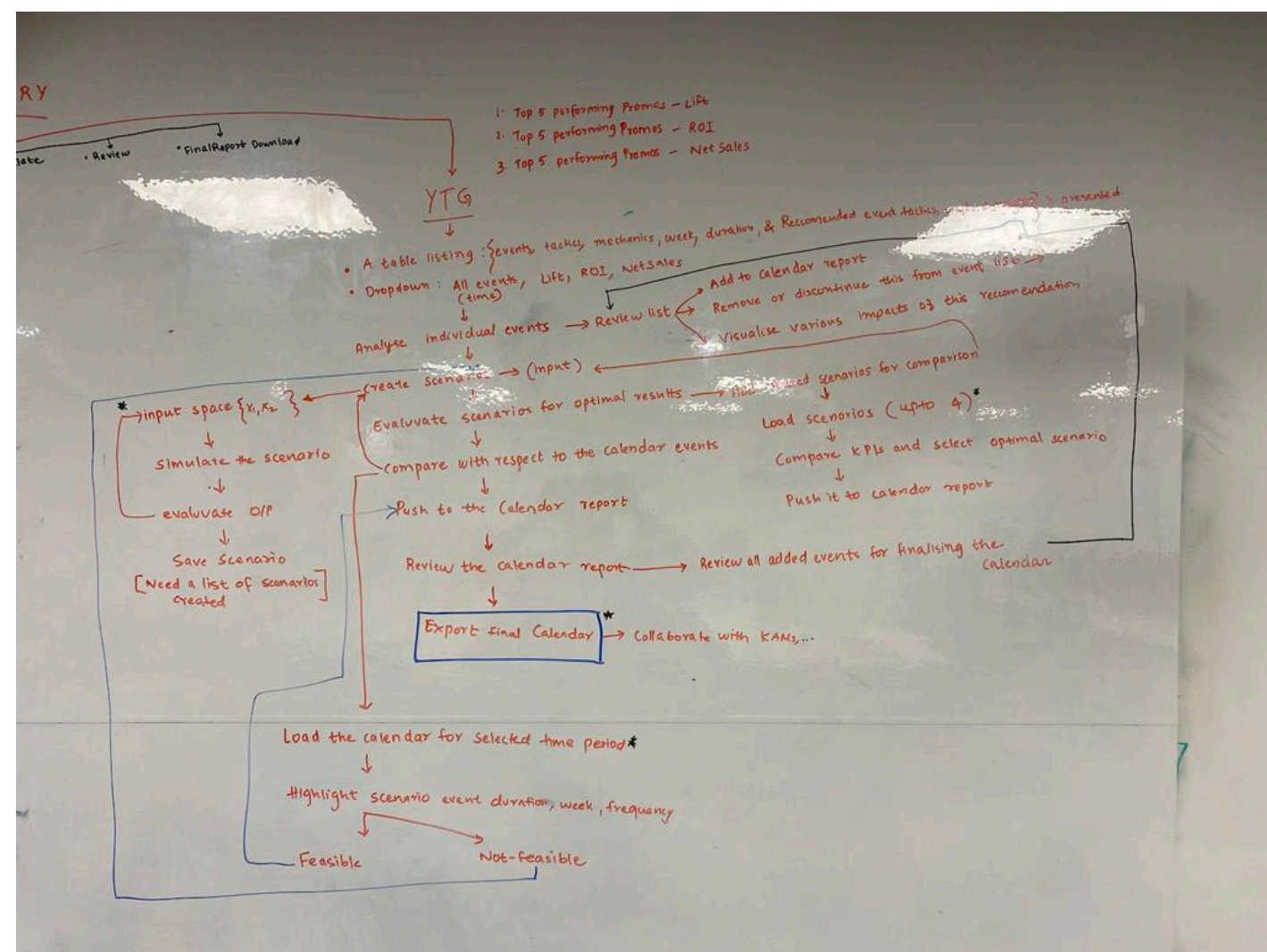
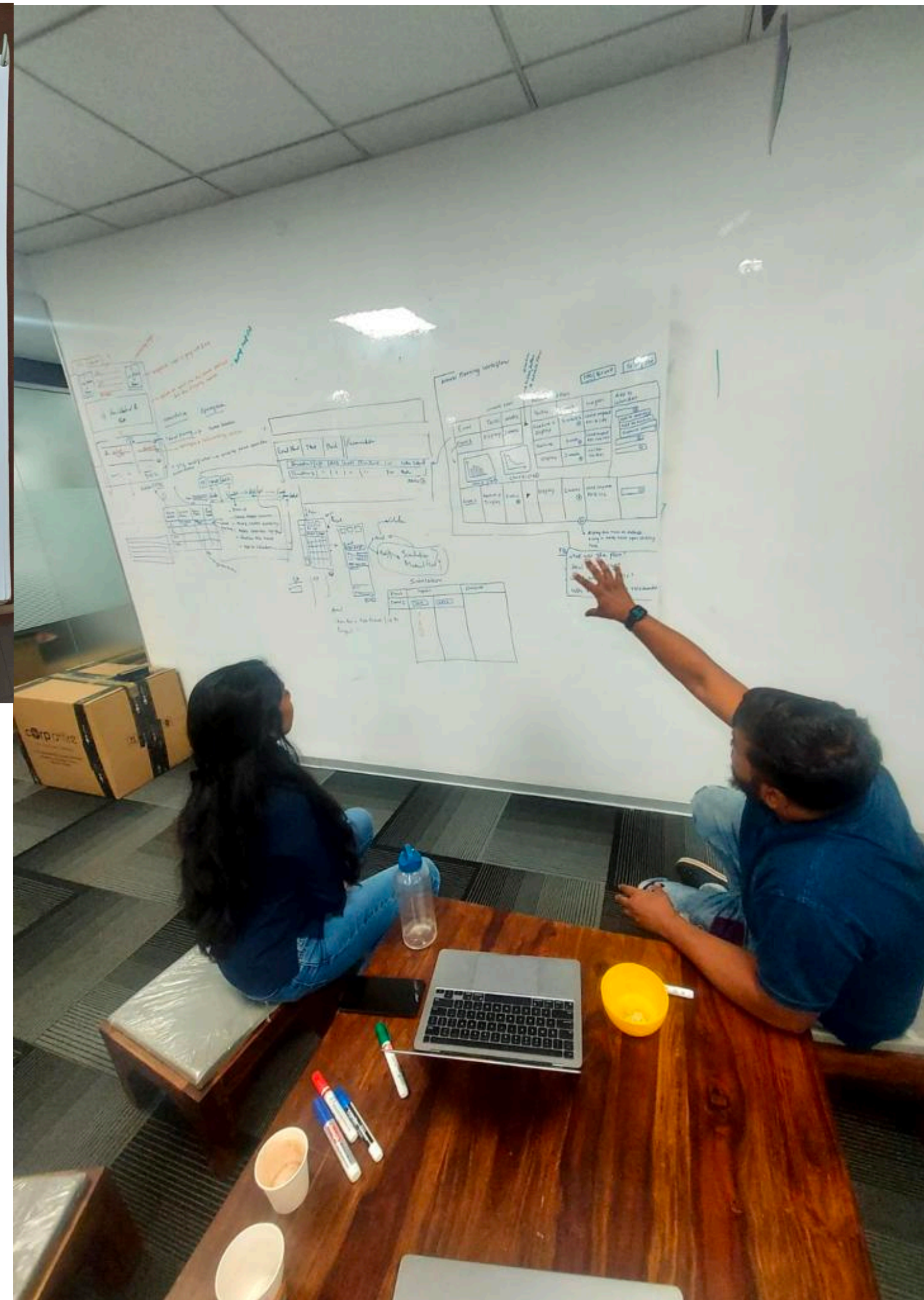
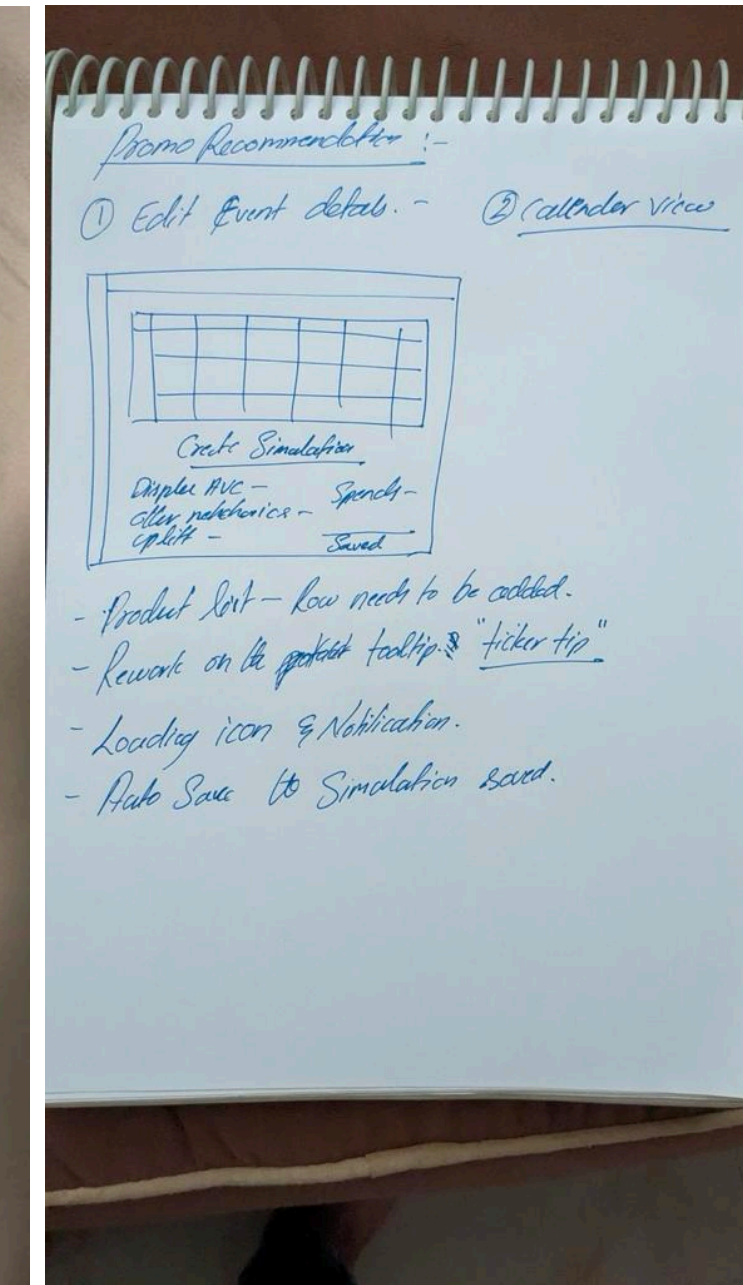
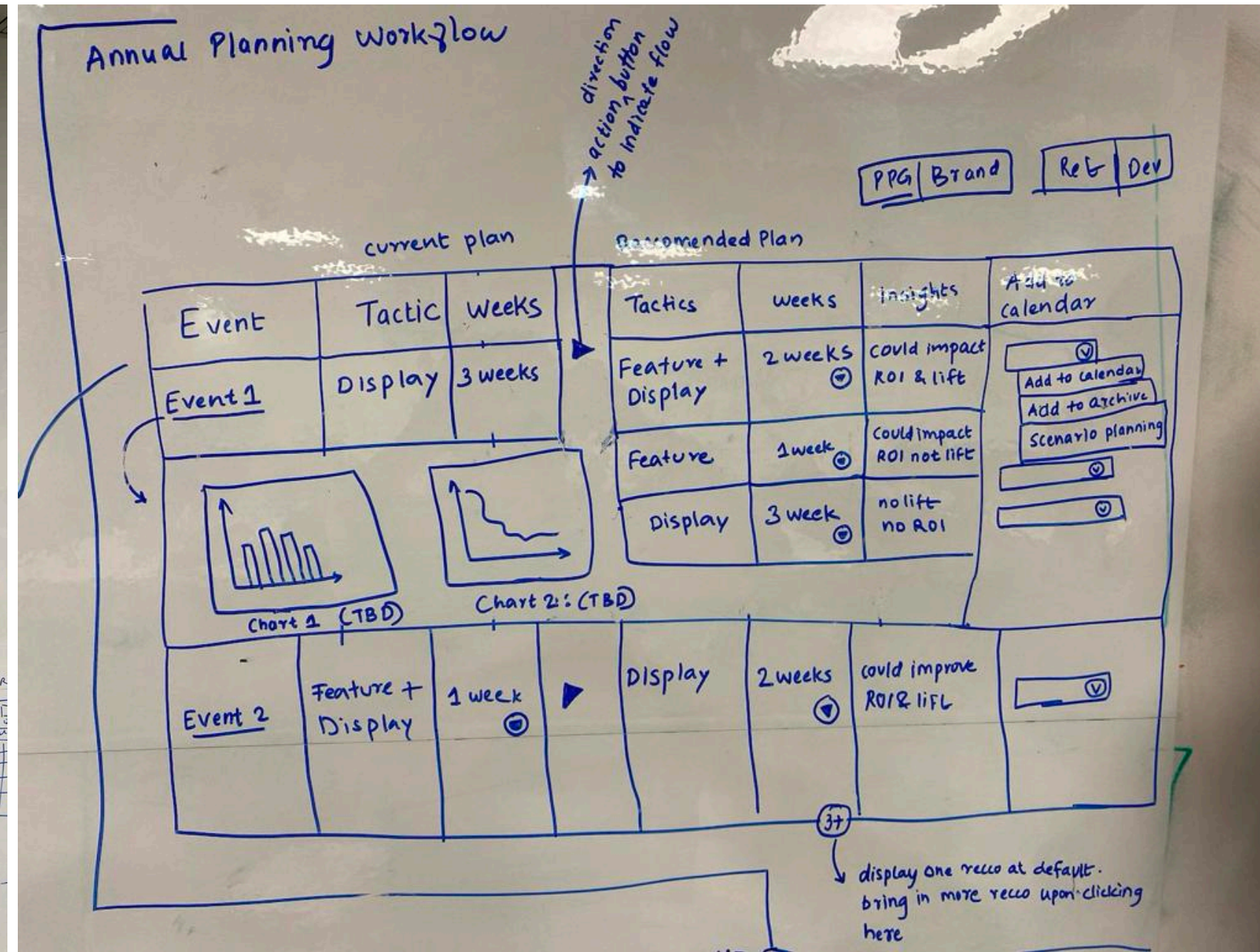
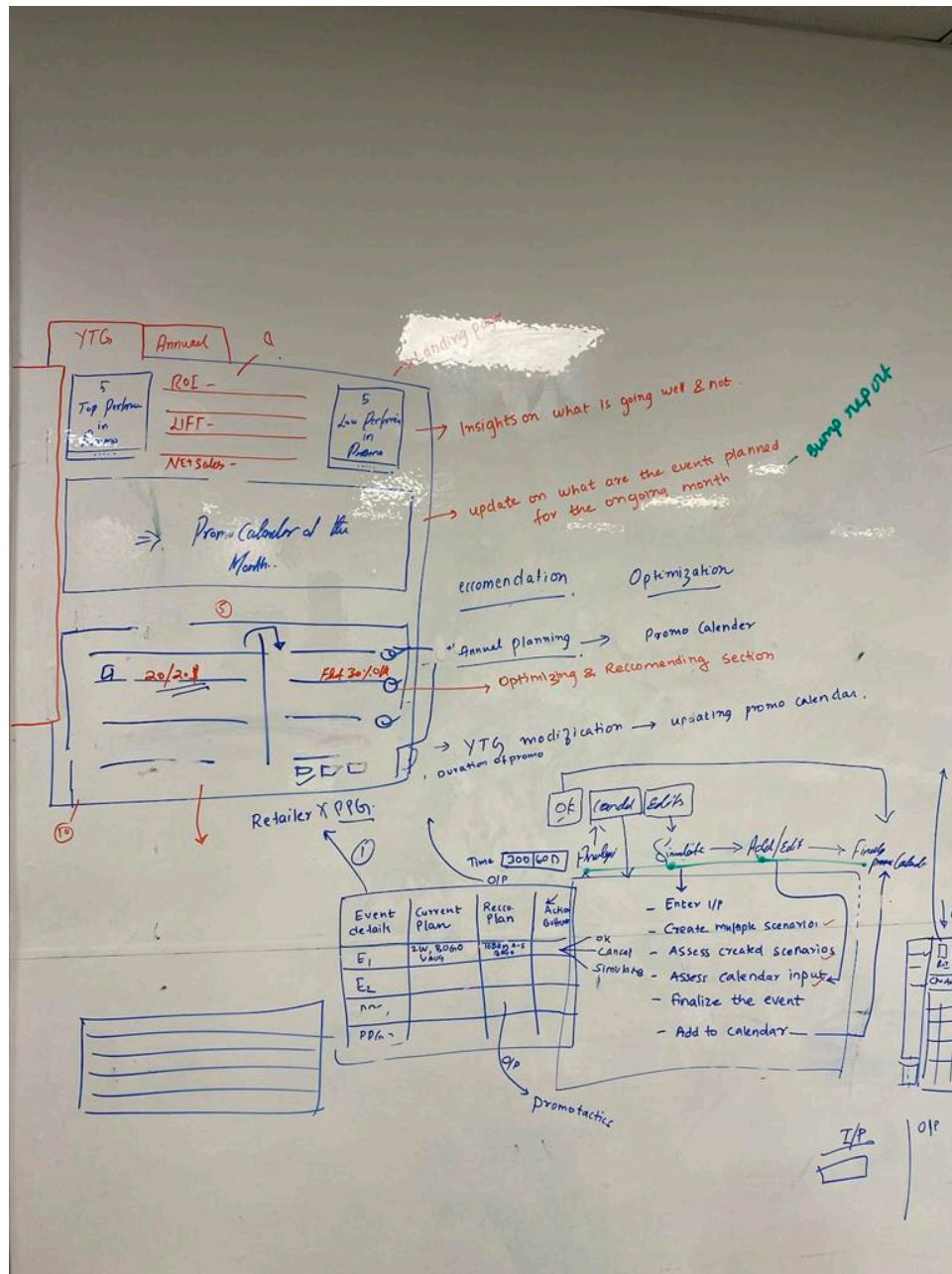
BRAINSTORMING WIREFRAMING

Ideation:

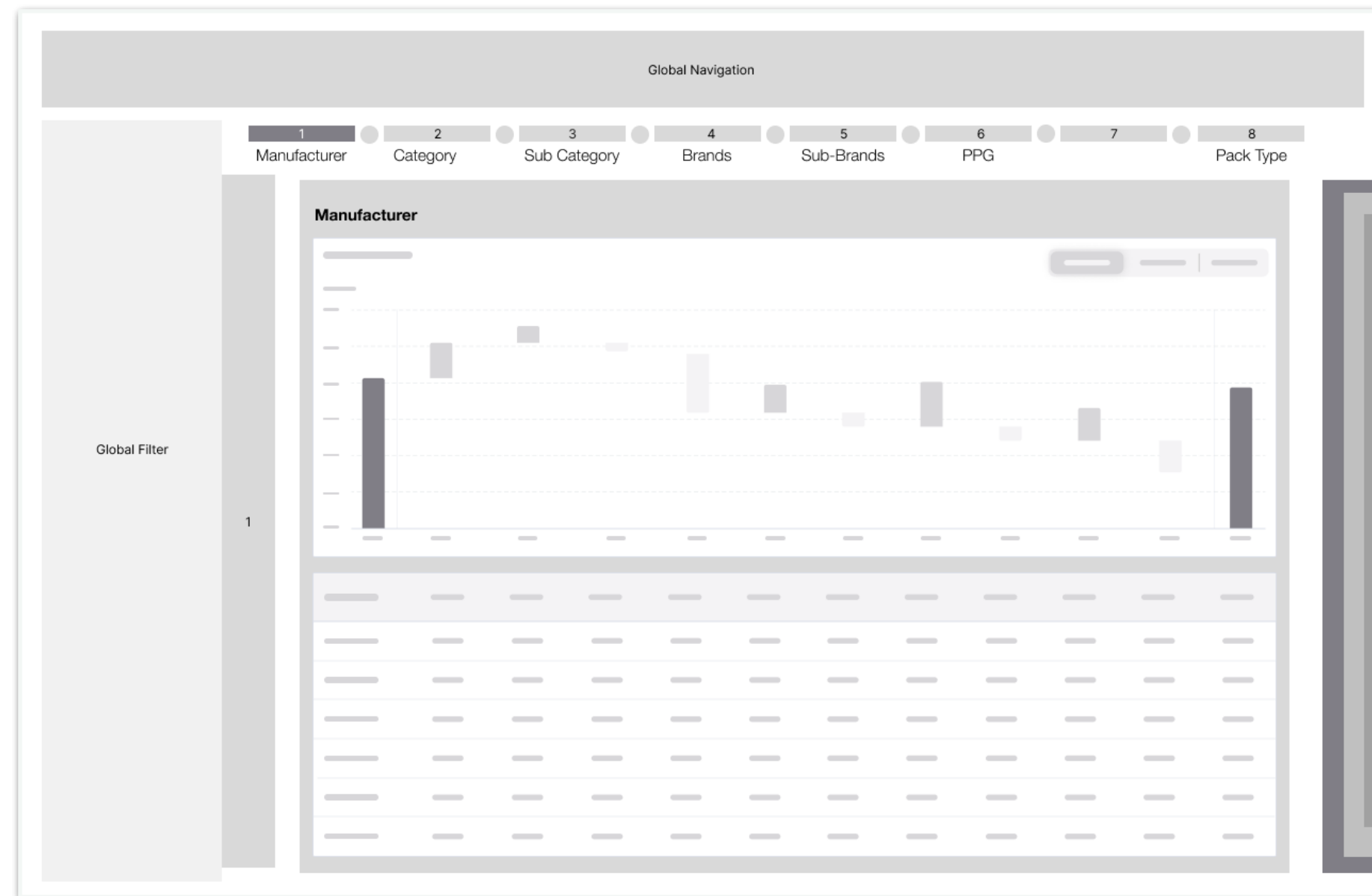
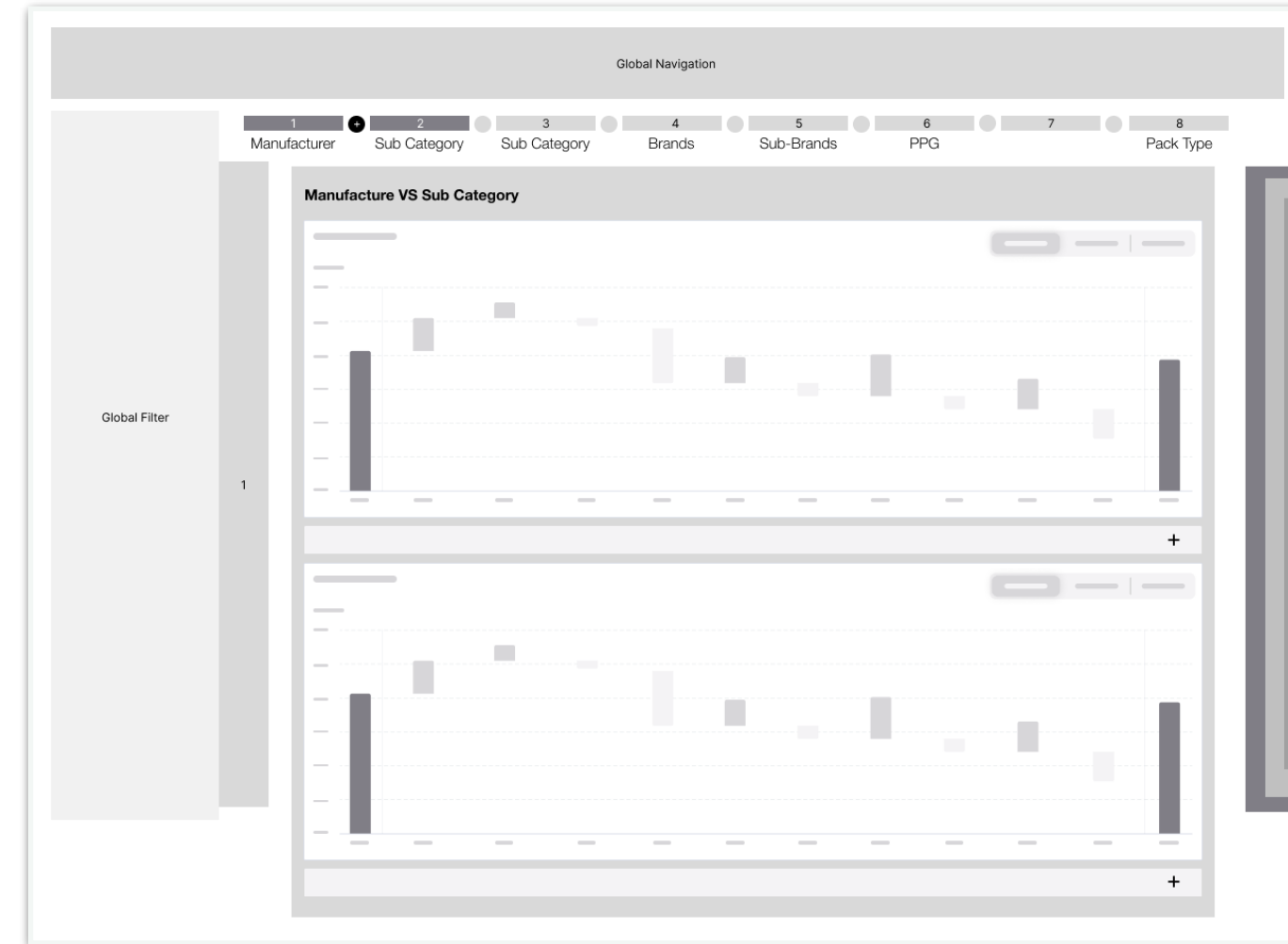
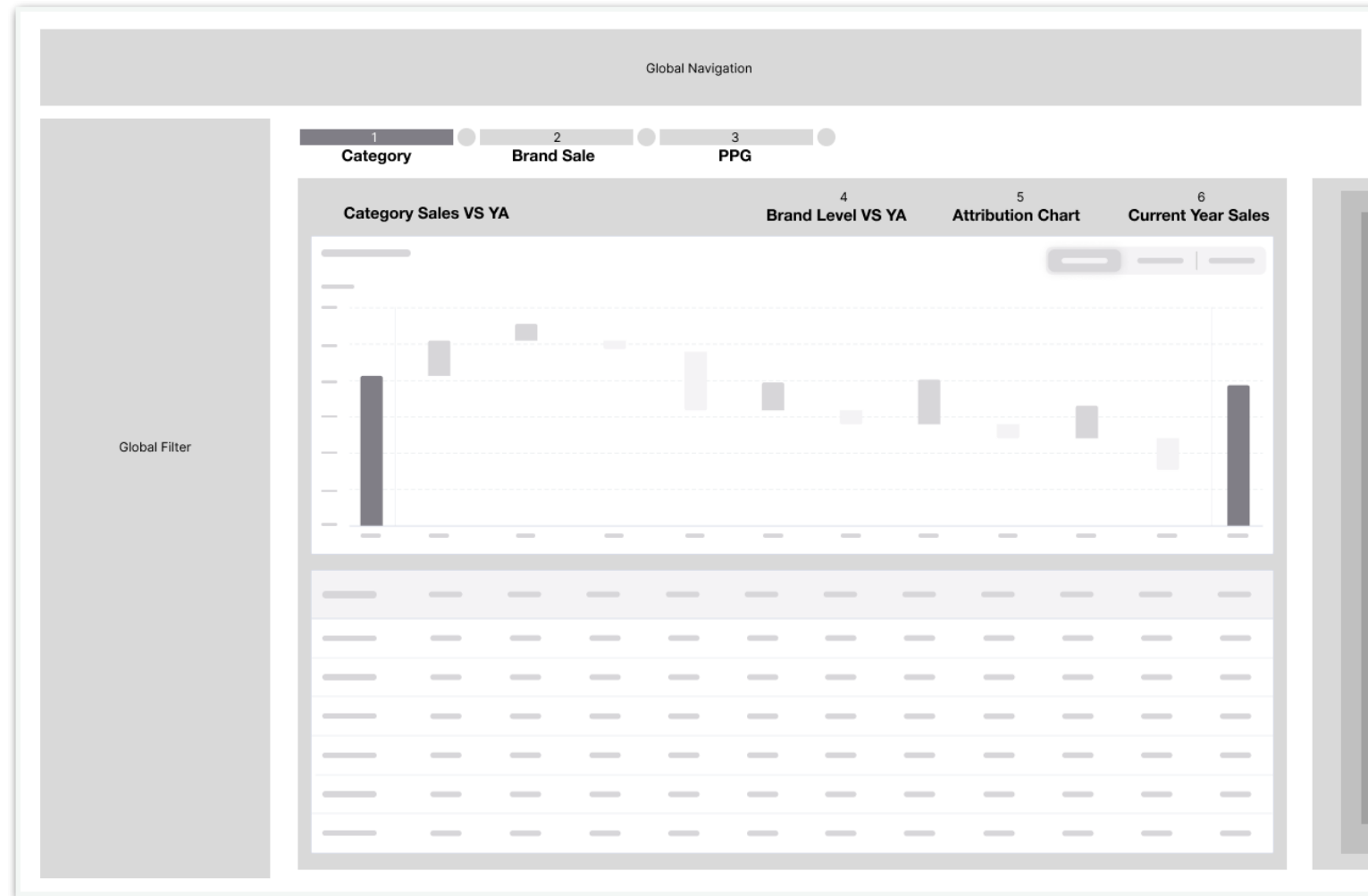
Brainstorming: Generate creative ideas for the redesign, considering user feedback and industry best practices.

Wireframing: Develop low-fidelity wireframes to visualize the basic structure and layout of the redesigned tool.

Brainstorming

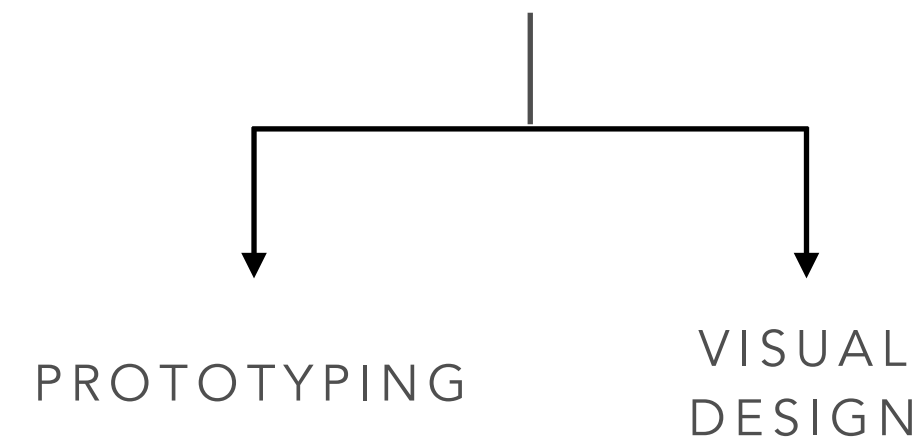


Wireframing





DESIGN



Design:

Prototyping: Build interactive prototypes to test the flow and functionality of the redesign.

Visual Design: Create a visually appealing and cohesive design that aligns with the brand and enhances usability.

Prototyping & Visual Design

The dashboard displays a 'Global Filter' sidebar on the left with categories like Time Period (4W), Manufacturer, Category, Brands, Sub Brands, Pack Size, Pack Type, PPG, Channel, Retailer (Kroger), and Banner. The main content area is divided into several sections:

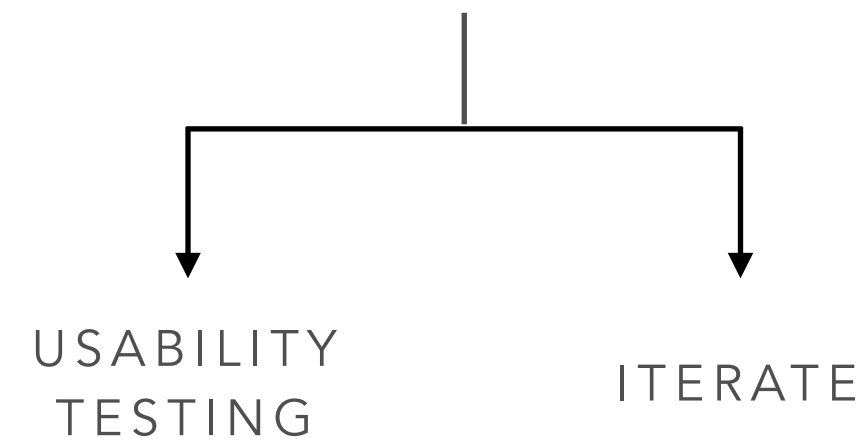
- Manufacturer vs YA:** A bar chart showing sales for various manufacturers. Positive values are green, negative are red. Values range from \$13.3M to -\$6.1M.
- Manufacturer vs Category:** A bar chart comparing sales across different categories. Values range from \$13.3M to -\$6.1M.
- Manufacturer vs YA Table:** A data table with columns for Manufacturer Total, Kind, Clif, Larabar, Quest, and Nature Valley. It includes rows for Volume Sales CP, Volume Sales YA, Vol Sales Abs. Change (CP - YA), and % Change.
- Category vs YA:** A bar chart showing sales for different categories. Values range from \$13.3M to -\$6.1M.
- Manufacturer Abs vs YA Table:** A data table with columns for Manufacturer Total, Kind, Clif, Larabar, Quest, M6, M7, M8, M9, and M10. It includes rows for Volume Sales CP, Volume Sales YA, Vol Sales Abs. Change (CP - YA), and % Change.
- Category Abs vs YA Table:** A data table with columns for Category Total, E&N, Snacks, Breakfast, Cereal, Category 5, Category 6, Category 7, Category 8, Category 9, and Category 10. It includes rows for Volume Sales CP, Volume Sales YA, Vol Sales Abs. Change (CP - YA), and % Change.

Each chart and table includes a 'Load Preset' button at the bottom.

<https://www.figma.com/proto/nuhlzneqqrajeyyotbqzpr/promo%3A-growth-analysis?page-id=2%3A85&type=design&node-id=101-3232&viewport=132%2C415%2C0.08&t=s6vllmg3e97f7gju3-1&scaling=min-zoom&starting-point-node-id=101%3A54&mode=design>



TEST



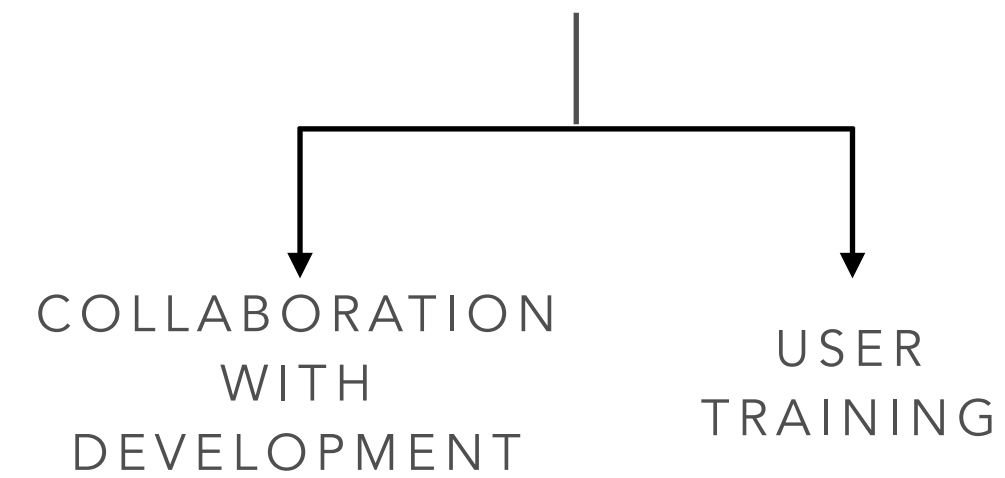
Testing:

Usability Testing: Conduct usability tests with real users to identify any issues and gather insights on how to improve the product..

Iterate: Based on user feedback, iterate on the design and make necessary adjustments.



DEVELOP



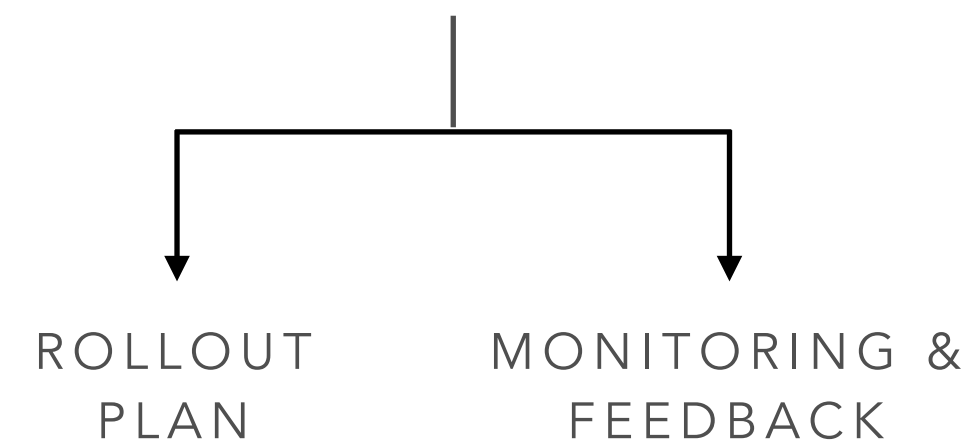
Develop:

Collaboration with Development: Work closely with the development team to ensure a smooth implementation of the redesigned tool.

User Training: Develop training materials or sessions to help users adapt to the changes.



LAUNCH



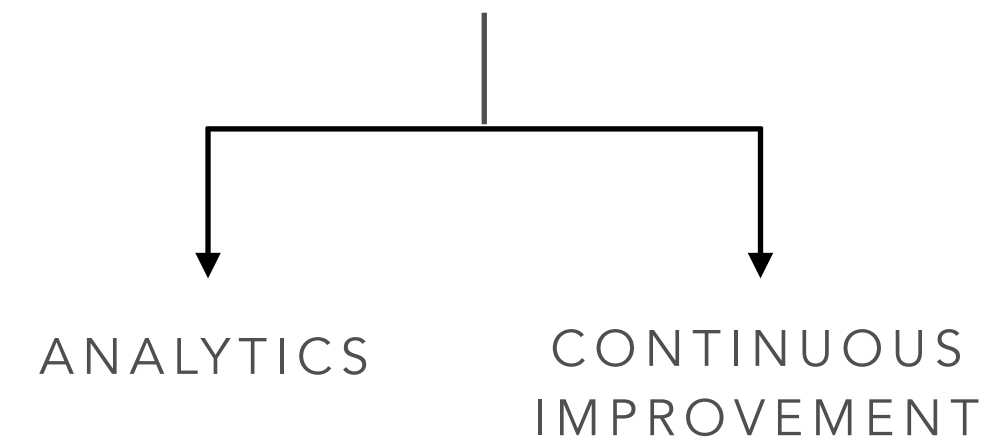
Launch:

Rollout Plan: Strategically release the redesigned tool, considering user onboarding and communication plans.

Monitoring and Feedback : Monitor user feedback after the launch and make necessary adjustments.



EVALUATE



Post-Launch Evaluation :

Analytics : Strategically release the redesigned tool, considering user onboarding and communication plans.

Continuous Improvement : Monitor user feedback after the launch and make necessary adjustments.

“Thank You.”

–NISHANTH ARYA