

RGM PRODUCT

PRICING & PROMOTION





NISHANTH ARYA

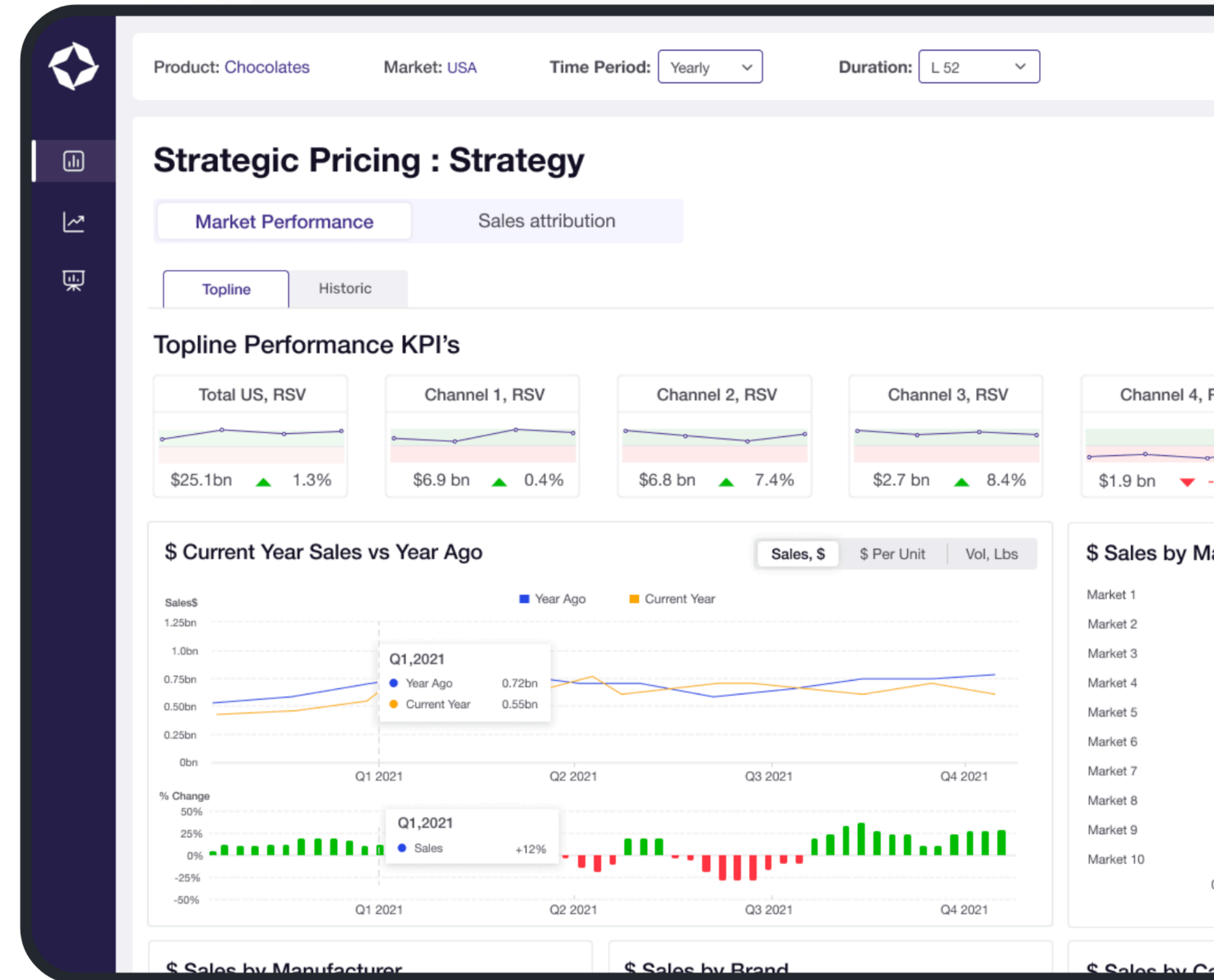
PRODUCT DESIGN LEAD

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

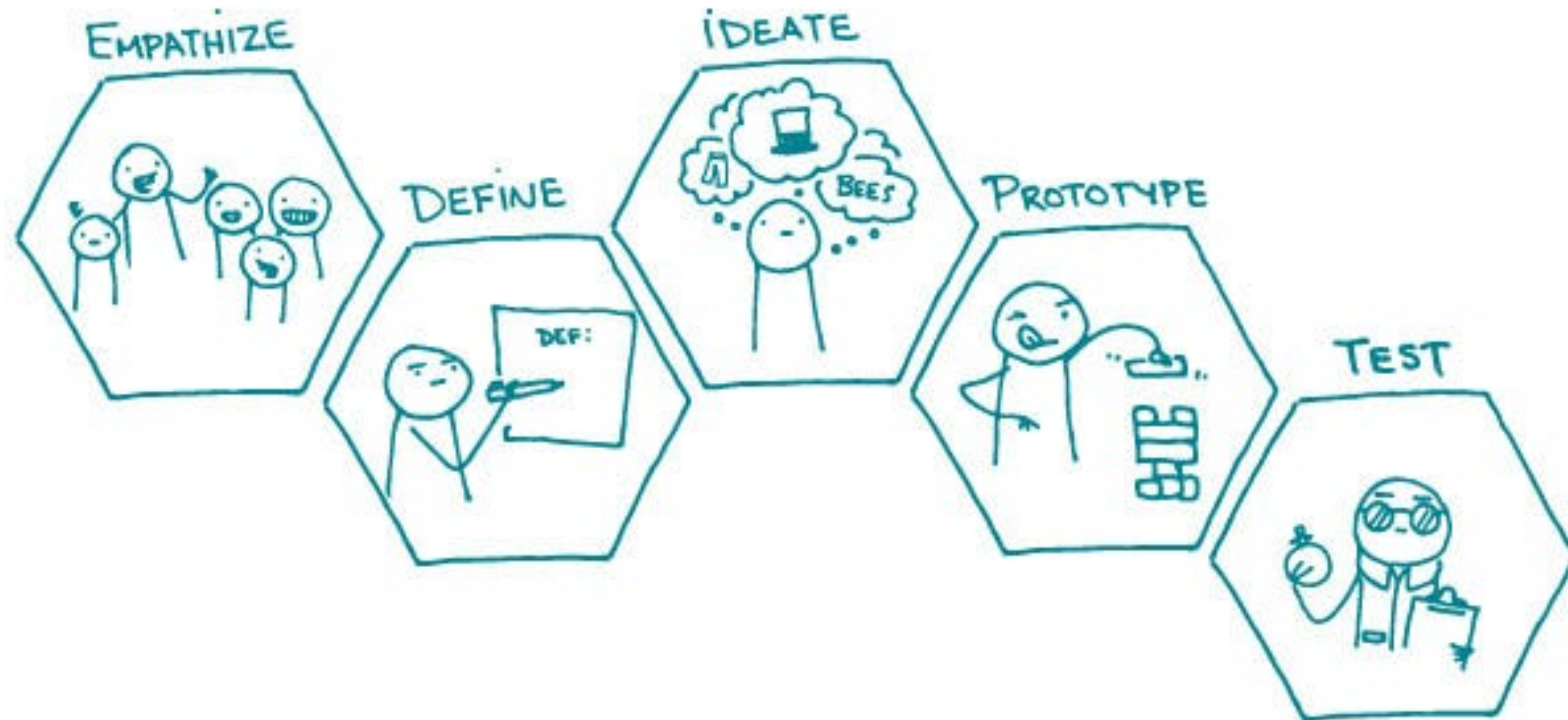
The existing Pricing & Promotion (RGM) product needed a complete redesign. The goal was to align the product with modern user-centric design principles and make complex data insights more actionable for revenue teams.

 [View Figma Prototype](#)

GOALS & OBJECTIVES

- Increase adoption by Demand Planners and Marketing Managers
- Improve ease of navigation through AI-driven insights
- Deliver faster decision-making through clearer data visualization
- Track ROI through improved usage analytics and promotional effectiveness

DESIGN THINKING!



DESIGN PROCESS STEPS



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 & Discovery



RESEARCH

USER
RESEARCH

COMPETITOR
ANALYSIS

USER RESEARCH

Conducted interviews with demand planners and marketing teams

Identified key KPIs:

- Number of promo events
- Total spend
- Net sales & profit impact
- ROI (year-over-year comparison)

Pain Points:

- Difficulty comparing year-over-year promo impact
- Lack of real-time profitability insights
- Non-intuitive visual hierarchy

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

COMPETITOR ANALYSIS

Benchmarked features of other RGM tools

Noted gaps in comparative analytics and user flows

Opportunities identified:

- Improve dashboard clarity
- Enable granular filtering & interactive charts

Competitor Analysis



Personas



DEFINE



PERSONA

Primary User: Demand Planner / Marketing Manager

Goals:

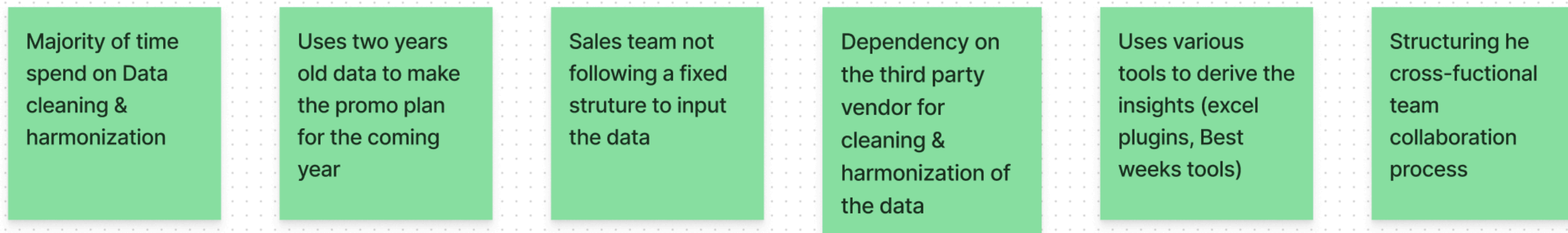
- Allocate budgets efficiently across channels
- Evaluate promo effectiveness
- Align investments with real-time profit pools

Goals and Objectives

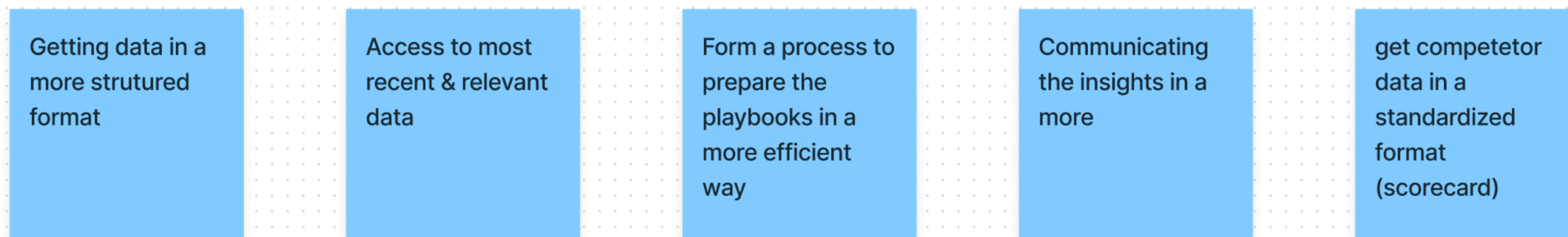
What they Do?



What they think are the roadblocks?



What are their Goals?



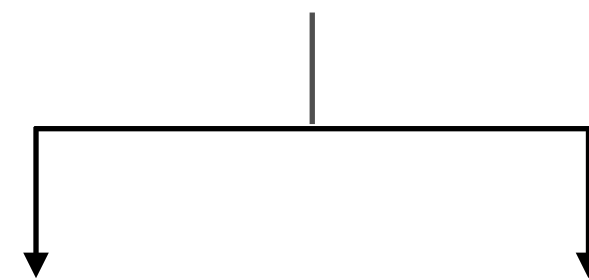
GOALS & OBJECTIVES

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Ideation



IDEATE

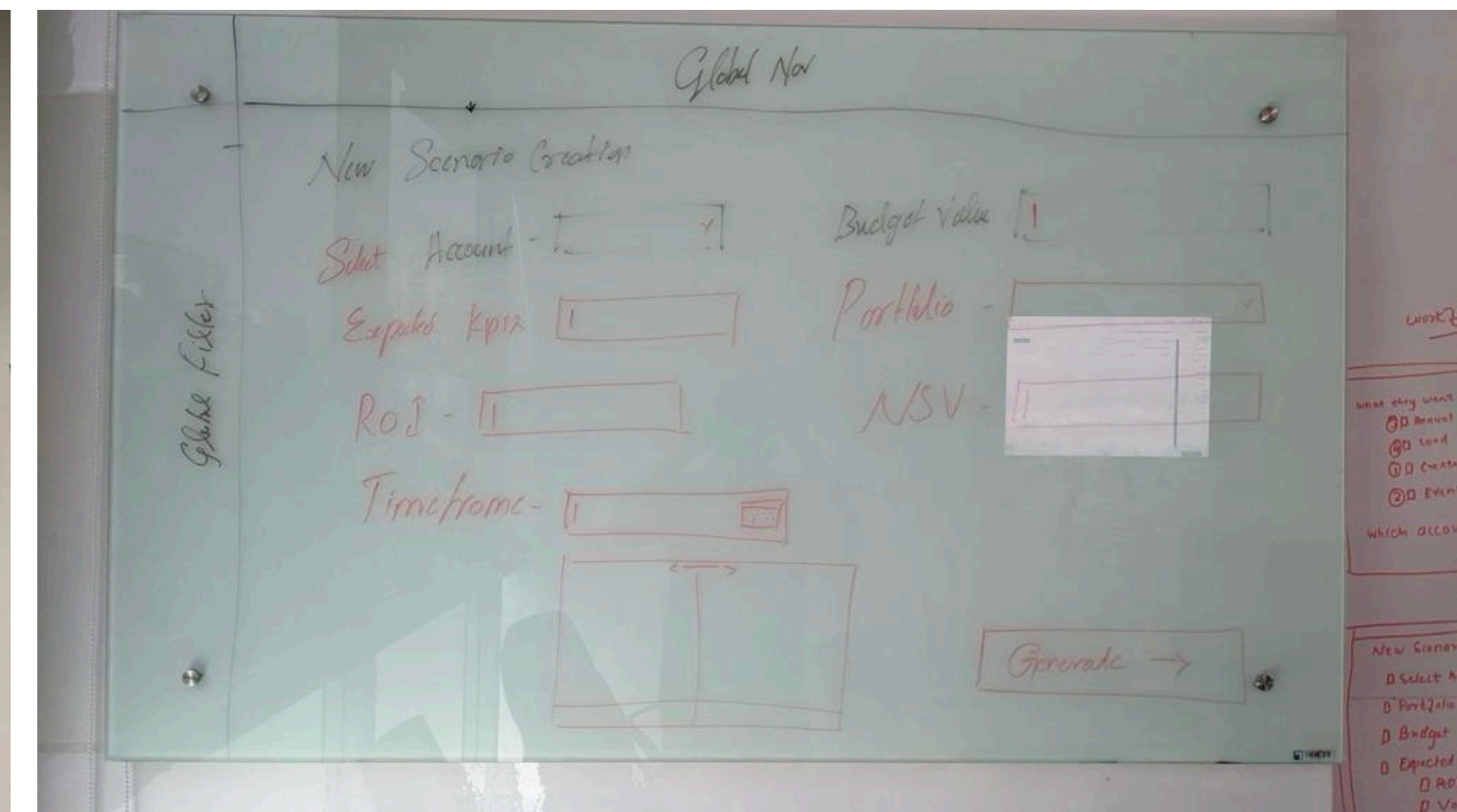
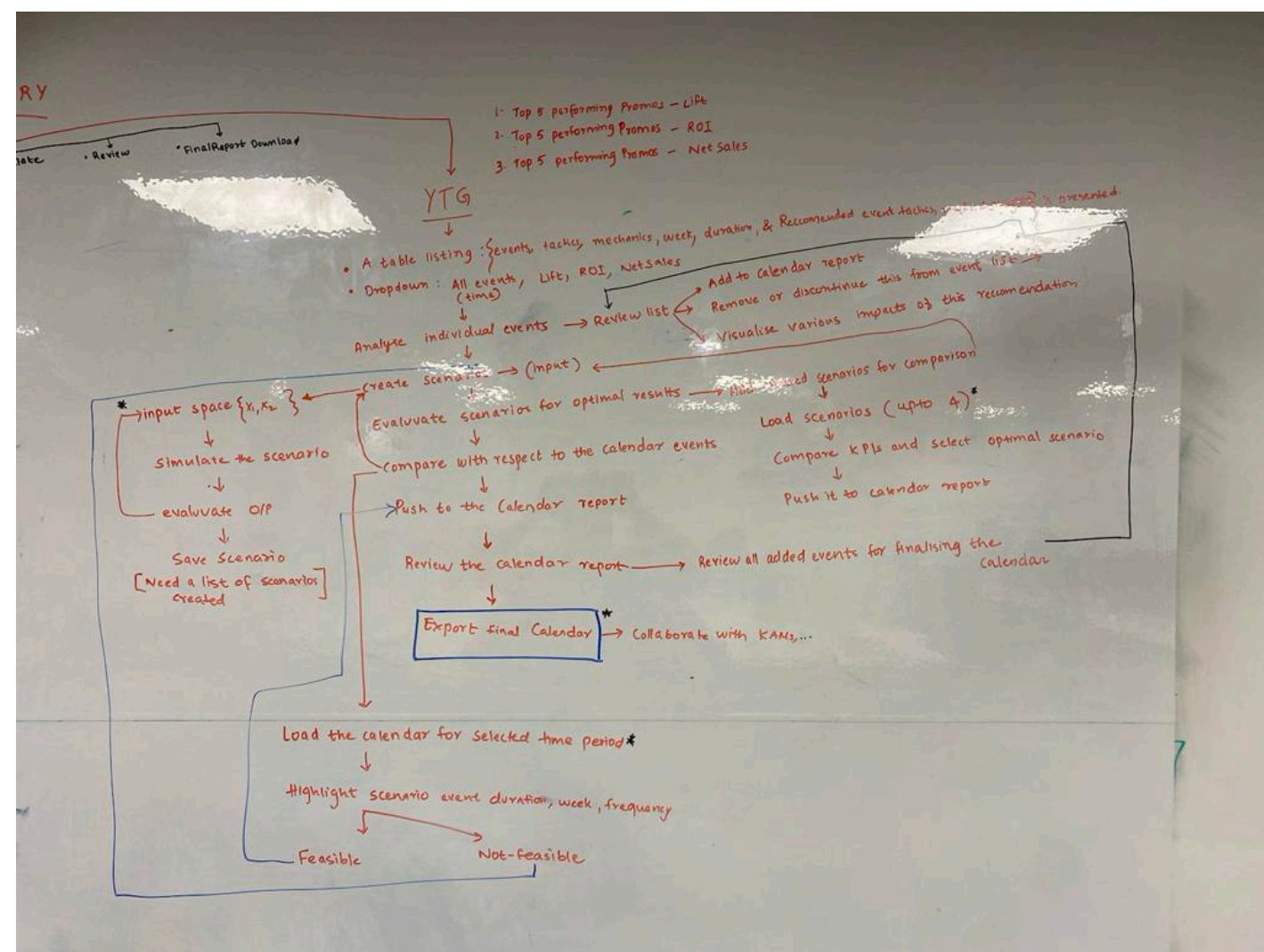
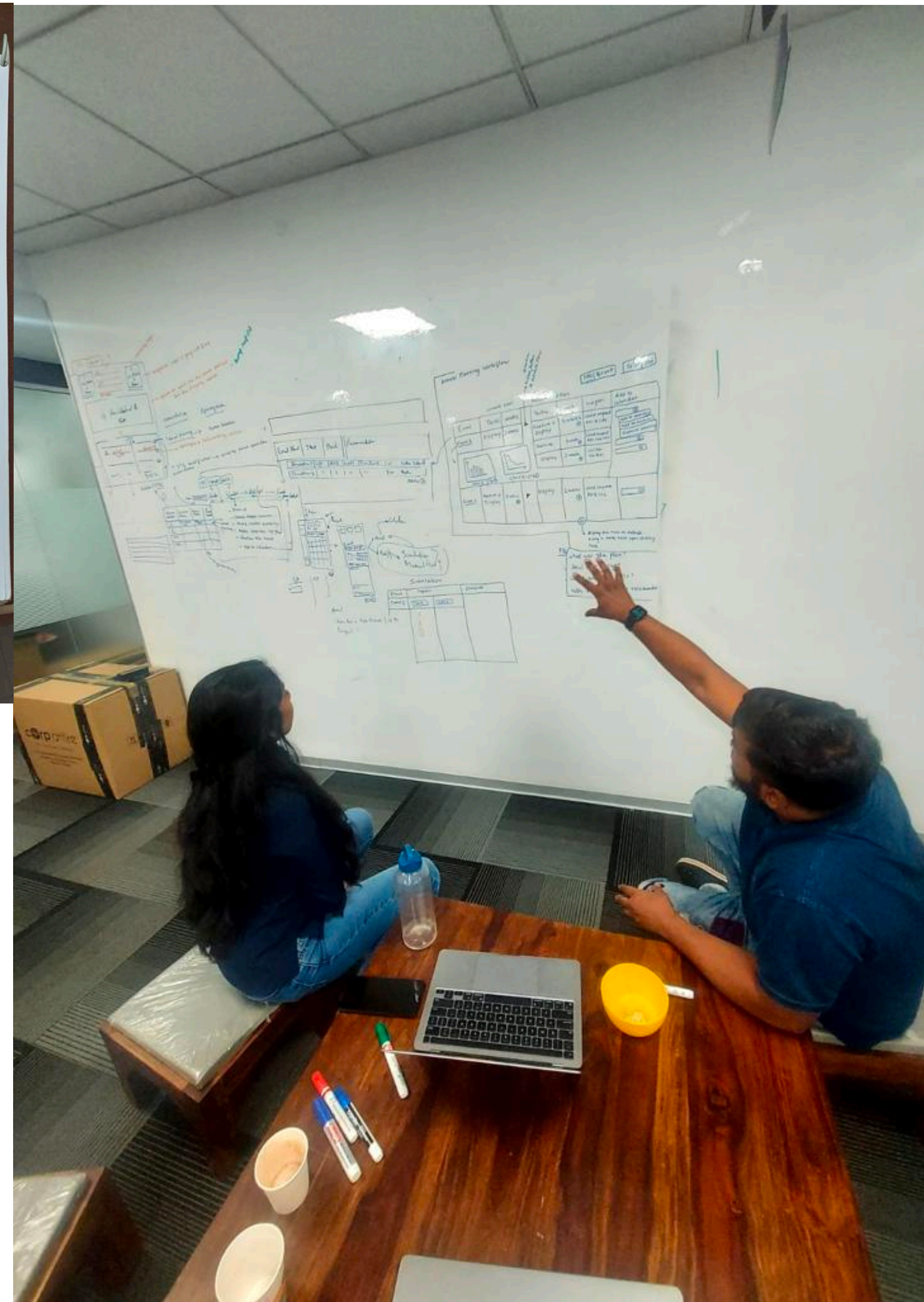
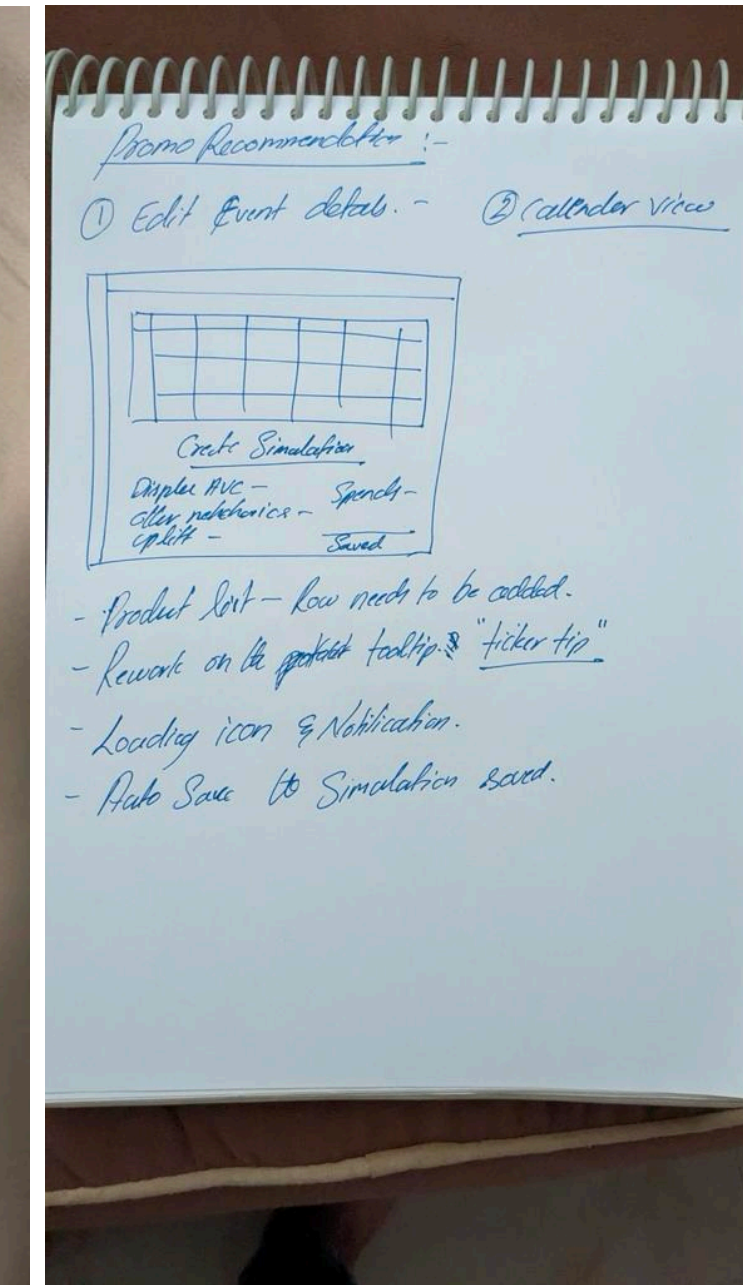
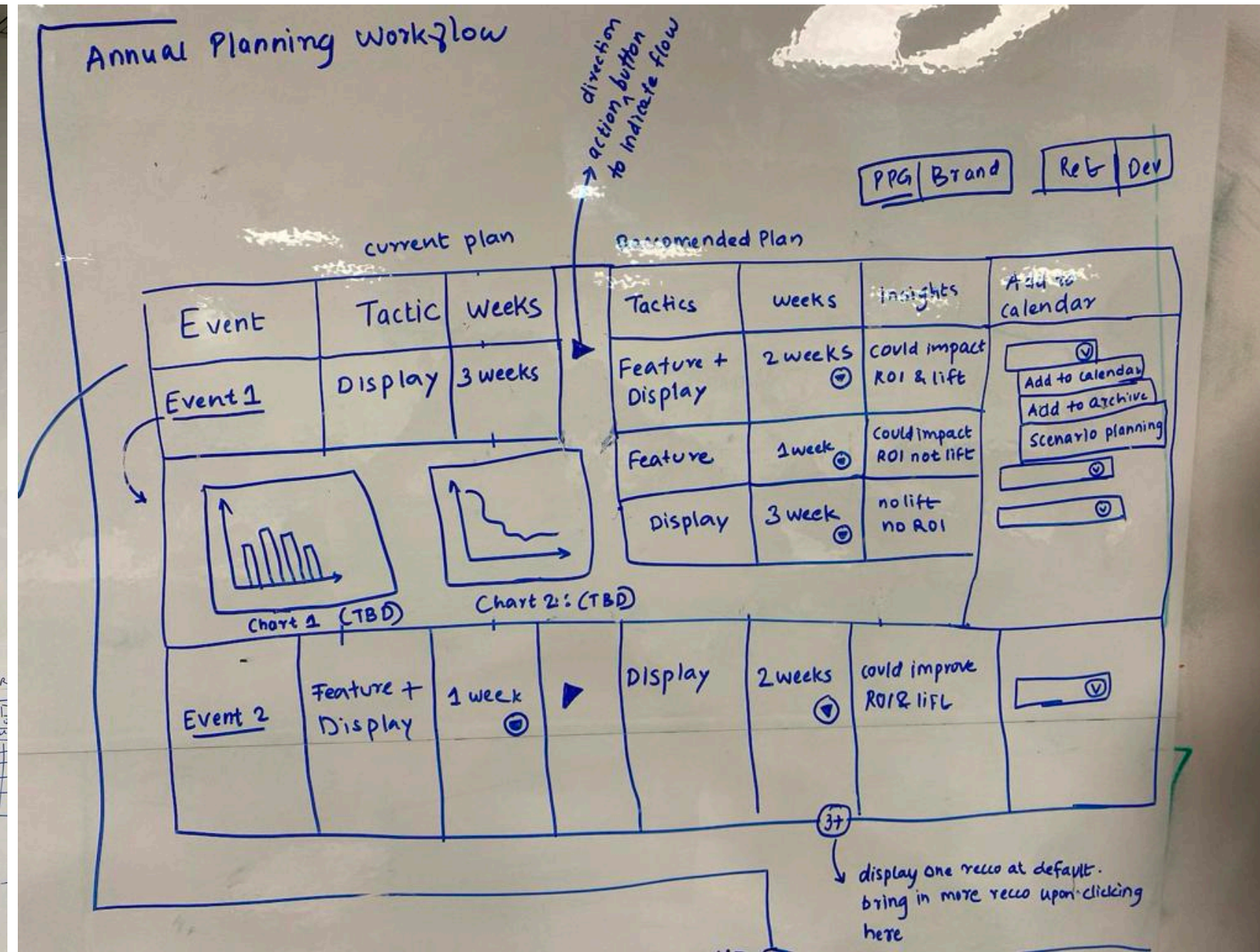
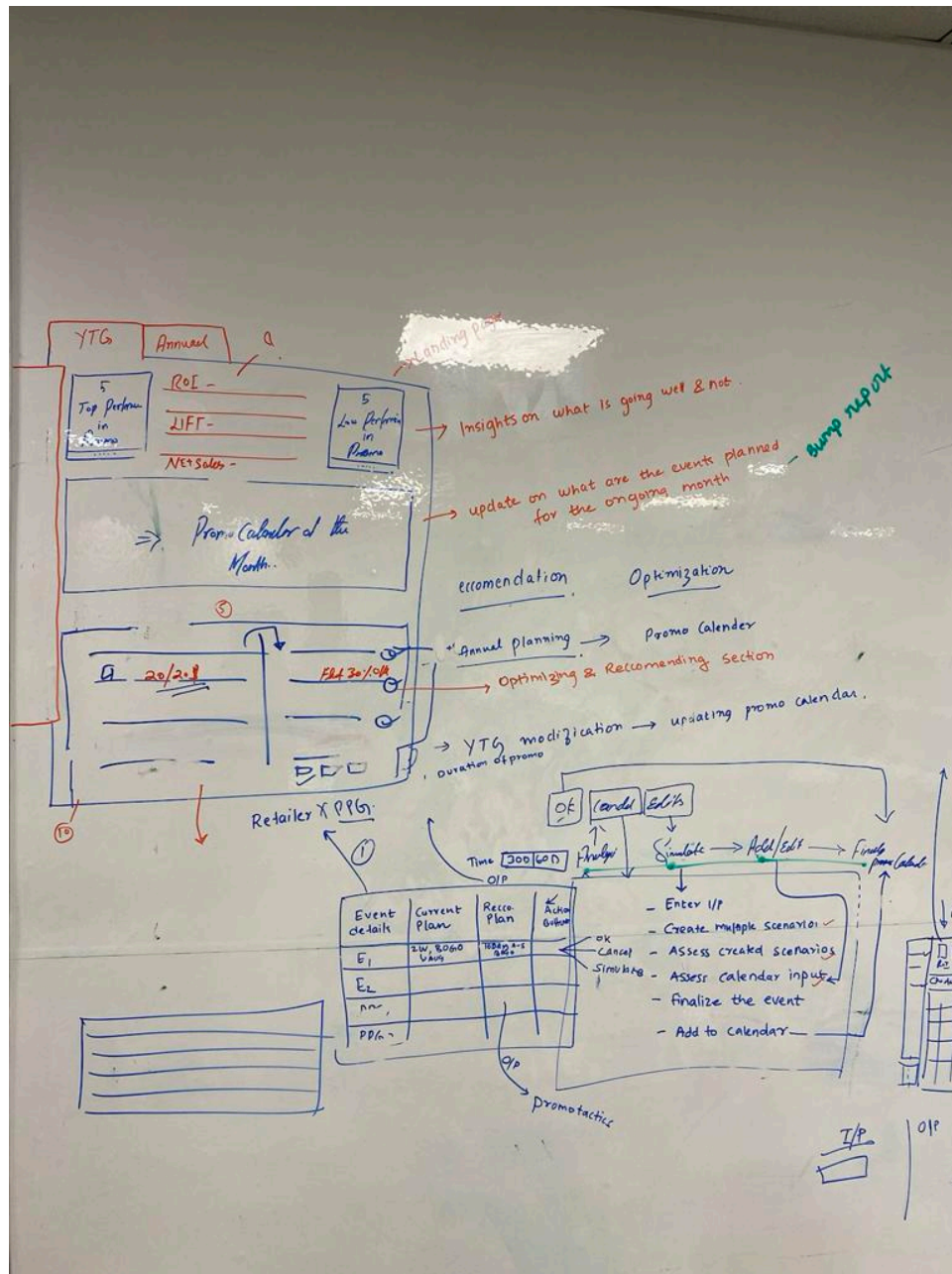


BRAINSTORMING WIREFRAMING

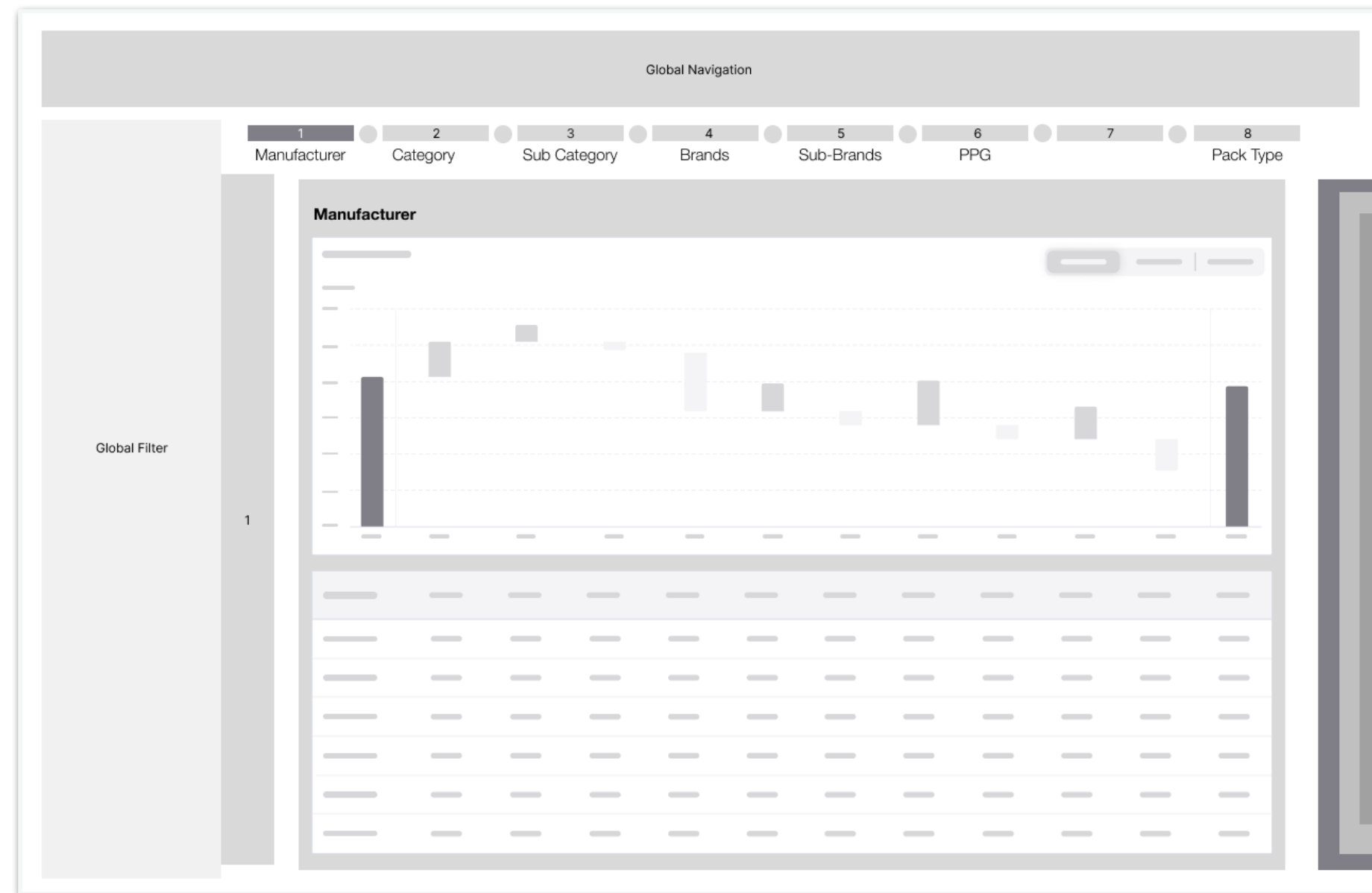
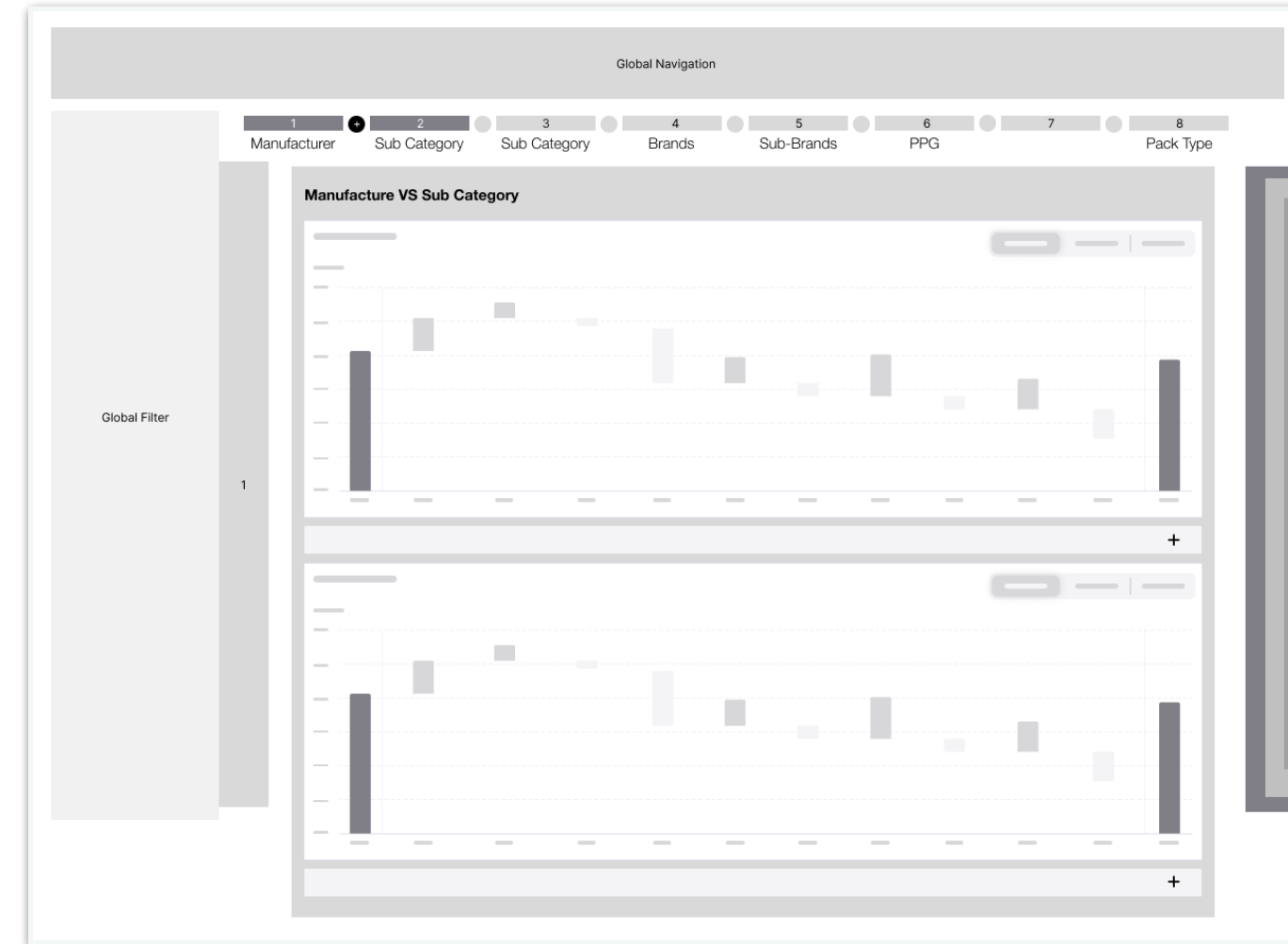
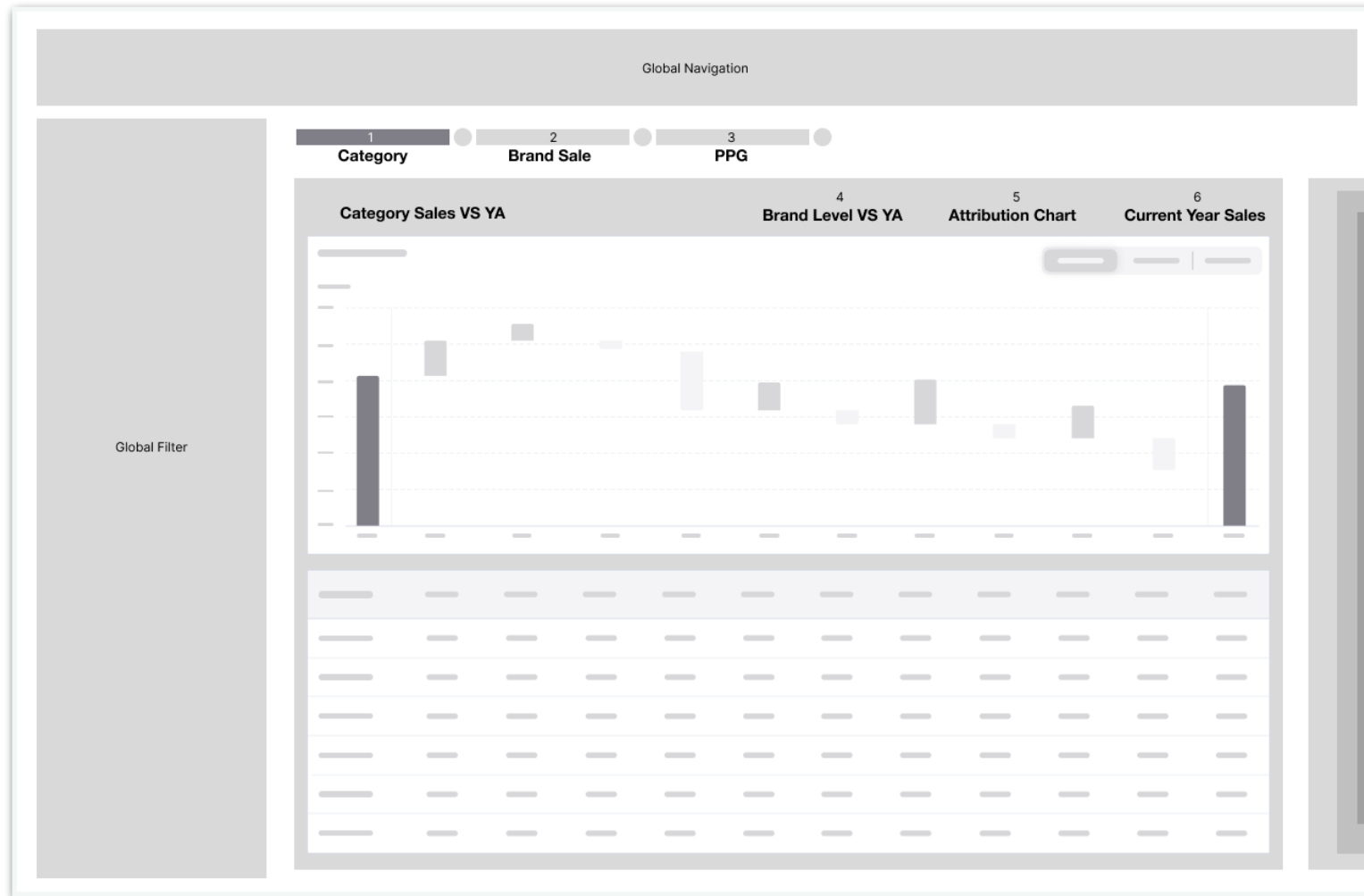
IDEATION

- Ran team brainstorming sessions (design, product, and data science)
- Prioritized features using MoSCoW method (*Must Have, Should Have, Could Have, and Won't Have*)
- Created low-fidelity wireframes focusing on dashboards, KPIs, and event drill-downs

Brainstorming



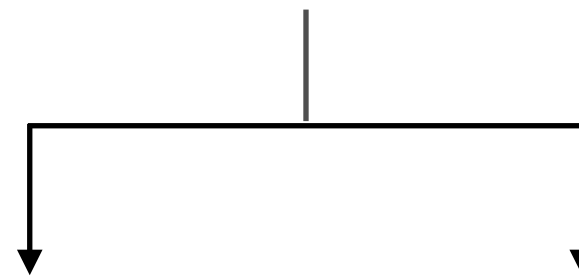
Wireframing



Design & Prototyping



DESIGN



PROTOTYPING

VISUAL DESIGN

DESIGN & PROTOTYPING

- Created high-fidelity prototypes in Figma
- Developed new visual system with a focus on clarity and hierarchy
- Introduced interactive charts, filters, and promo event drill-down features

 [View Figma Prototype](#)

Prototyping & Visual Design

asper Promo Strategy Opportunity

Global Filter

- Time Period: 4W
- Manufacturer
- Category
- Sub Category
- Brands
- Sub Brands
- Pack Size
- Pack Type
- PPG
- Channel
- Retailer: Kroger
- Banner

Manufacturer vs YA

Sales \$

Manufacturer	Kind	Clif	Larabar	Quest	Nature Valley
Manufacturer Total	1170	5719	1883	1539	5203
Volume Sales CP	1170	5719	1883	1539	5203
Volume Sales YA	4849	1285	2682	5831	2022
Vol Sales Abs. Change (CP - YA)	-3679	4434	-799	-4292	3181
% Change	-76%	345%	-30%	-74%	157%

Load Preset

asper Promo Strategy Opportunity

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- Banner

Manufacturer vs Category

Sales \$

Manufacturer Abs vs YA Table

Manufacturer	Kind	Clif	Larabar	Quest	Nature Valley	M6	M7	M8	M9	M10
1170	5719	1883	1539	5203	4966	1170	1883	5719	5203	1539
4849	1285	2682	5831	2022	2797	4849	2682	1285	2022	5831
-3679	4434	-799	-4292	3181	2169	-3679	-799	4434	3181	-4292
-76%	345%	-30%	-74%	157%	78%	-76%	-30%	345%	157%	-74%

Category vs YA

Sales \$

Category Abs vs YA Table

Category	E&N	Snacks	Breakfast	Cereal	Category 5	Category 6	Category 7	Category 8	Category 9	Category 10
\$11.3M	\$11.3M	\$5.1M	\$2.5M	\$7.5M	\$10M	\$11.5M	\$11.5M	\$11.5M	\$11.5M	\$6.1M

Load Preset

asper Promo Strategy Opportunity

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- Time Period: 4W
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Manufacturer vs Category

Sales \$

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-76%	345%	-30%	-74%	157%	78%	-76%	-30%	345%	157%	-74%

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\$11.3M	\$11.3M	\$5.1M	\$2.5M	\$7.5M	\$10M	\$11.5M	\$11.5M	\$11.5M	\$11.5M	\$6.1M

Testing & Iteration



TEST

USABILITY
TESTING

ITERATE

TESTING & ITERATION

Conducted moderated usability testing with 5 users across 2 cycles and also conducted un-moderated usability testing with 10 users

Key Findings:

- Users loved the simplified comparison charts
- Suggested improvements to filter logic and color contrast

Iterated on:

- KPI dashboard layout
- Terminology clarity across components

Development & Handoff



DEVELOP



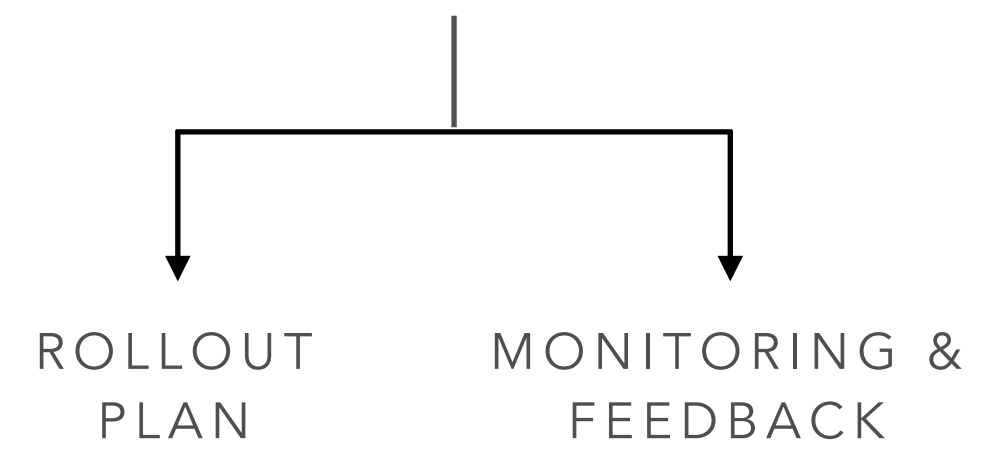
DEVELOPMENT & HANDOFF

- Collaborated closely with frontend/backend teams
- Delivered responsive design specs in Figma
- Created design tokens for consistent theming
- Facilitated user onboarding sessions with Marketing RGM

Launch & Rollout



LAUNCH



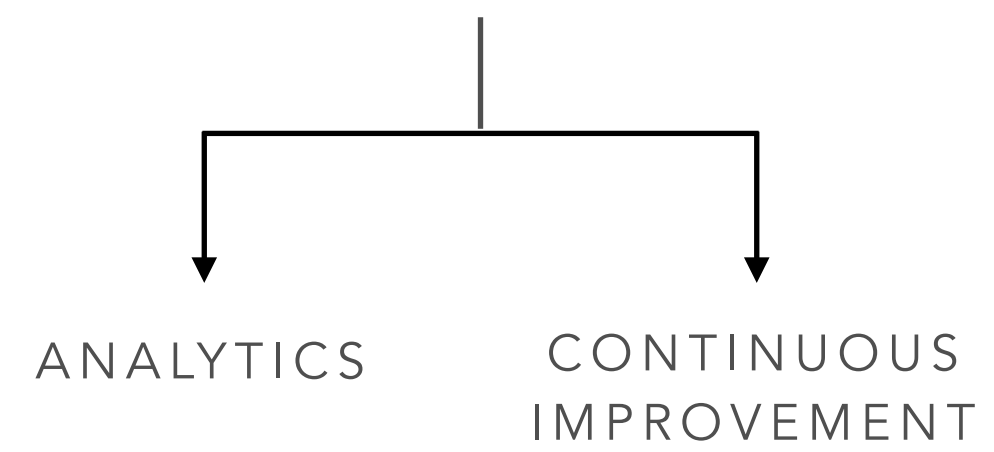
DEVELOPMENT & HANDOFF

- Rolled out redesigned product to pilot users
- Supported internal documentation and training
- Communicated updates via email and in-product walkthroughs

Outcomes & Impact



EVALUATE



DEVELOPMENT & HANDOFF

- **20% faster decision-making** on promo planning

Mixpanel: To track time between key user actions (e.g., data review to final decision).

- **2x increase in weekly logins** by demand planners

Mixpanel: Track active users, session length, frequency of use, and feature engagement.

- **30% improvement** in understanding of ROI metrics

Surveys & Feedback Forms (Typeform): Pre and post-assessment of users' understanding.

- **NPS from users improved by 35%**

Periodic email surveys: Collected before and after release for comparison.

- Stakeholder satisfaction score: **8.7/10**

Weighted Average Calculation - Product Owner: 9 + Engineering Lead: 8.5 + Marketing Head: 9.5 | Avg = $(9 + 8.5 + 9.5)/3 = 8.7/10$

Outcome & Impact

+20%

faster decision-making

2x

increase in planner engagement

30%

better understanding of promotional ROI

NPS from users improved by

35%

Reflection

This redesign wasn't just about aesthetics — it was about empowering users to make smarter investment decisions. Working on this AI-driven tool taught me the value of simplifying complexity and the importance of real-time feedback loops.

“Questions”

“Thank You.”

–NISHANTH ARYA