



Case Study

Securing 6% Savings on Trade Scheme Spends via Machine Learning and Centralized ROI Analytics

Client Overview

Global consumer brands direct massive capital reserves toward retail trade promotions, yet frequently lack the analytical capabilities required to separate organic market traction from true, promotion-driven sales volume. This case study details the development of TRoICa (Trade Return on Investment Calculator), an advanced machine learning and data visualization platform engineered for a premier global personal care brand. By employing a Python-driven treatment-control testing methodology, the solution isolated true promotional performance from baseline market noise, driving an immediate 6% reduction in trade scheme overhead without risking top-line business metrics.

The Challenge?



Opaque Promotional Budgets

High operational difficulty in evaluating the definitive conversion and financial return of active retail schemes.



Decoupled Data Landscapes

Lack of an integrated, structured view of net ROI and incremental sales volume across highly disparate geographic zones and distribution channels.



Fragmented Commercial Governance

Fractured localized planning driven by a total lack of clear data on scheme-level market penetration.



Redundant Spending Inefficiencies

Continuous replication of high-cost trade promotions without verified proof of actual market contribution.

Solution Delivered



The TRoICa Data Architecture

A unified enterprise reporting interface built on Power BI that integrates scheme logic, commercial sales metrics, and post-campaign analysis.



Machine Learning Isolation Gateway

A Python-based analytical layer running treatment-control methodology to benchmark exposed retail footprints against non-exposed locations.



Baseline Deflation Algorithms

Mathematical models built to compute true incremental lift by calculating and netting out background market expansion and seasonal trends.



Peak-Month Distribution Analytics

Algorithmic logic mapping franchise and retailer participation density to evaluate peak-period campaign penetration accurately.

The Impact

Optimized Commercial Capital

Secured an immediate 6% savings on trade scheme spends by systematically sunsetting toxic, margin-diluting campaigns with zero disruption to baseline business metrics.

Elimination of Strategic Blind Spots

Granted corporate strategy teams deep clarity into precise scheme penetration, localized uplift patterns, and net profit margins.

Unified Sales Governance

Armed national sales managers with continuous, multi-level visibility across regional zones, specific channels, and active franchises.

Sharpened Investment Agility

Shifted the enterprise away from habitual, high-cost promotional loops to an empirical, ROI-grounded investment philosophy.

Outcome

Eliminating waste in large-scale trade marketing budgets does not require sacrificing sales volume or risking brand visibility. By uniting automated baseline filtration algorithms with a centralized visualization framework, this prominent personal care brand successfully cleared away historical data blind spots. The solution provides the precise speed, tracking accuracy, and isolated ROI metrics required to maximize gross margins, unify cross-regional planning, and support a highly resilient, data-first commercial culture at scale.



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