

The Tellus Guide to

AI Analytics for CPG Companies



Amplify Profits with CPG AI Analytics

Winning in today's dynamic CPG market means turning data into action faster than the competition. But despite data flowing from numerous sources (e.g. POS, syndicated, and shopper panels) analytics and business teams are bogged down wrestling with ACV gaps, stitching together Nielsen and IRI pulls, and scrambling to explain TDP or share swings before the next line review. The result is missed opportunities and slipping market share.

Tellius helps CPG teams—category management, brand, trade, shopper insights, ecommerce, supply chain, and

more—understand what's happening in their business and why—across massive datasets and messy enterprise environments. Our semantic knowledge layer connects data to business language, enabling fast, accurate insights through natural language and agentic workflows. No more hunting through dashboards or writing SQL. Just ask, explore, and act in a unified, conversational experience. Several CPG firms leverage Tellius every day to improve decisions related to pricing, assortment strategy, personalization, and much more.

Top Use Cases for AI Analytics for CPG



Category Management

Understand what's driving changes in your categories faster and easier than ever.



Trade/Promotion Optimization

Maximize trade spend ROI, plan smarter promotions, and lock in retailer wins faster than competitors.



Brand & Marketing Analytics

Pinpoint what's driving sales, spot competitive moves, and optimize campaigns before the next shelf reset.



Ecommerce

Boost digital shelf share, track performance by retailer, and uncover online-to-in-store wins.



Shopper Insights

Unlock cross-sell growth with AI-powered shopper insights and dynamic segmentation.



Supply Chain Analytics

Improve forecast accuracy, prevent costly stockouts, and optimize supply chain performance with AI-powered insights.



Finance FP&A

Uncover margin drivers, evaluate pricing and trade spend impact, and optimize the mix to boost profitability and Net Dollar Retention.



Category Management

Understand what's driving changes in your categories faster and easier than ever

Answer questions like:

Why is category X in region Y underperforming compared to region Z, and how can we leverage these insights to optimize assortment, pricing, and promotional strategies for each region and retail channel?



Keeping pace with shifting shopper behaviors, competitive moves, and retailer demands is impossible without timely, accurate, and actionable insights. Category managers are tasked with assortment ranking, shelf-space optimization, and uncovering shopper behavior patterns—yet reports can take days to compile, slowing decision-making and leaving growth opportunities on the table.

Data from POS, syndicated providers (NielsenIQ, IRI), and retailer/panel sources (84.51°, Walmart Luminate, Numerator, SPINS, etc.) holds the answers—but is often siloed, inconsistent, or too slow to act on.

With Tellius, category managers can connect internal, syndicated, and retailer data into one platform, explore insights conversationally, and surface drivers of performance in seconds—not days. Automated insights reveal why category share shifted, pinpoint emerging consumer segments, and detect trends or anomalies in real time. The result is faster, fact-backed decisions that strengthen retailer relationships and drive category growth.

Simplified Assortment Optimization

Combine all data sources to identify the optimal product mix by retailer and region to maximize sales and profitability.

Automated Shopper & Basket Insights

Instantly identify high-value segments, cross-category purchase patterns, and key demographic profiles.

Real-Time Trend & Seasonality Detection

Use ML-powered analytics to uncover seasonal patterns, emerging trends, and category headwinds or tailwinds as they happen.

Retailer Category Scorecards

Track KPIs and benchmark performance across retail partners with automated, retailer-specific scorecards.

Brand: Naturae

View: By Category

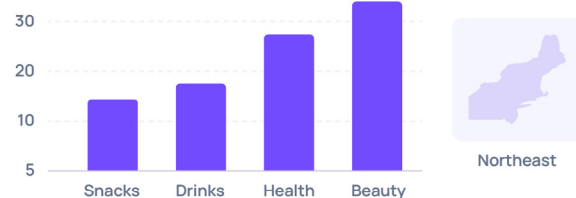
Metric: Sales Growth

Q Which categories are growing fastest by region?

Category Growth

SKU Velocity

Region



AI Insights

Drinks category grew 18% in Northeast due to strong promo lift in convenience channel.



Success Story

A leading global CPG firm's category development team lacked a single source of truth and a self-service way to determine sales drivers to help them optimize promotion, planning, and pricing. Category analysts were reliant on other teams to provide/validate data from multiple sources (e.g., POS, market, shipment, or marketing data) upon which they performed analysis to determine root causes (e.g., Did promotions increase on feature/displays drive sales? Did stockouts cause drops?) in order to identify promotions, shopper profiles, and stores/areas with high ROI.

The firm's category development center of excellence team tackled this problem by utilizing Tellius' conversational AI and ad hoc exploration capabilities to instantly surface the top N SKUs within each retailer and segment, enabling highly targeted, fact-backed buyer presentations. This resulted in more optimized promotions spending, new growth opportunities (such as new store locations based on ideal customer profiles), better inventory allocation (to avoid stockouts, optimize supply chain costs, and reduce inventory clawbacks), and ultimately, better positioning for market share growth.



Brand & Marketing Analytics

Pinpoint what's driving sales, spot competitive moves, and optimize campaigns before the next shelf reset

Answer questions like:

What's driving XYZ brand perception changes?



Understanding the real impact of marketing investments and brand activities requires more than topline KPIs—it demands deep insight into what's moving the needle across campaigns, channels, and regions. Brand and marketing teams need to know if the latest media flight actually drove incremental sales, whether perception shifts are tied to competitive activity, and how quickly they can adjust strategy before performance declines. POS, syndicated providers, retailer media platform data and brand tracking studies are typically siloed and slow to combine—making it difficult to see the full picture.

Tellius helps teams unify campaign, sales, and brand health data in a single canvas, enabling natural language answer ad hoc exploration, automated insights, real-time alerts, and agentic multistep workflows that identify the factors influencing sales in order to spot competitive shifts as they happen and optimize campaigns mid-flight for maximum ROI.

Multi-Touch Attribution Modeling

Connect marketing exposure to actual sales impact across channels, retailers, and regions.

Real-Time Campaign Optimization Alerts

Adjust creative, spend, or targeting as soon as performance signals change.

Automated Competitive Intelligence

Monitor competitor activity and quickly identify emerging threats or opportunities in the market.

 ← **Real-Time Campaign Optimization Agentic Workflow** PUBLISH



Workflow Steps

- 1) Ingest campaign performance data (impressions, clicks, conversions, GRPs, spend) and merge with POS/sales lift data by channel, region, and SKU.
- 2) Apply filters for campaign name, time frame, brand, and KPI of interest (e.g., sales lift %, ROAS).
- 3) Build a visualization comparing campaign KPIs to sales impact over time, broken out by region, channel, and creative execution.
- 4) Benchmark results against historical norms and planned targets, flagging deviations beyond defined thresholds.
- 5) Generate automated insights to drill into performance segments by region, channel, audience, and retailer, identifying statistical drivers of change.
- 6) Rank the top 3 drivers influencing KPI shifts by magnitude of effect.
- 7) Recommend specific actions such as budget reallocations, creative changes, audience shifts, or channel adjustments.
- 8) Summarize findings into a concise alert with visual highlights, key drivers, and recommended next steps, and push to stakeholders.

User required input



Success Story

A leading CPG brand's marketing team struggled to link campaign spend to actual in-market performance and relied on multiple agencies for fragmented reporting. With Tellius, they integrated campaign data, brand tracking metrics, and POS results into a single platform—revealing exactly which creative and channels drove sales lifts. This empowered them to reallocate spend mid-campaign, counter competitive moves in priority markets, and achieve a double-digit improvement in marketing ROI.

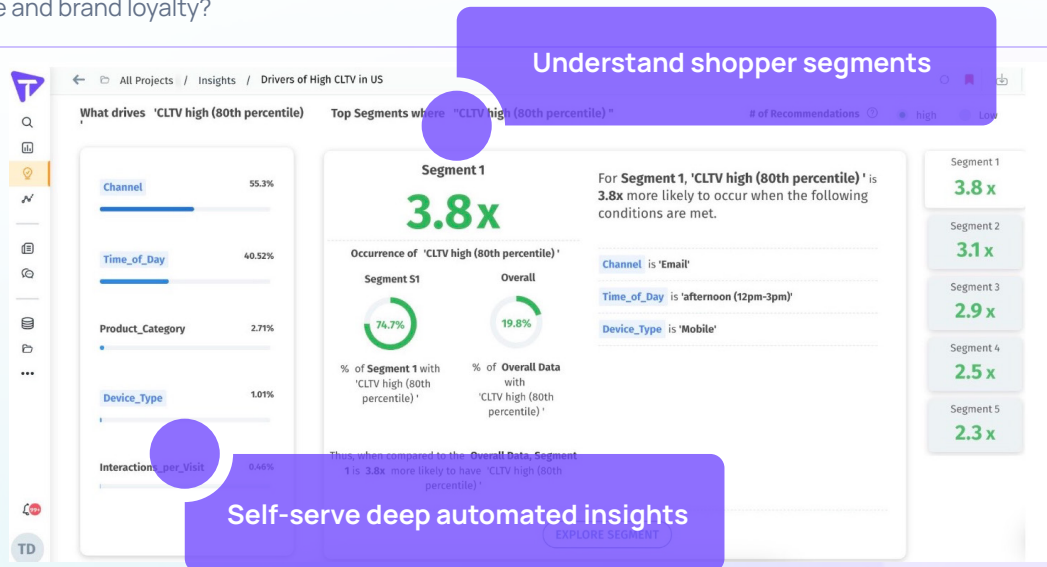


Shopper Insights

Unlock cross-sell growth with AI-powered shopper insights and dynamic segmentation

Answer questions like:

What are the underlying factors driving consumer purchasing behavior and product preferences for Product X across different demographics and regions, so I can create targeted marketing strategies to increase market share and brand loyalty?



Shopper insights teams are at the frontlines of evolving consumer sentiment in the face of rapid changes in demographics and world events. They need to understand shoppers' attitudes, behaviors, and preferences. Armed with the right insights, retailers can successfully differentiate themselves while improving the shopper experience. However, these teams are bottlenecked by their data team's ability to turn around dashboards and reports in a timely manner.

With Tellius, shopper insights teams can access all of the data available to them with a simple, intuitive user experience designed to maximize productivity and unlock key insights. From uncovering which products are purchased together to identifying demographics with the highest brand loyalty, Tellius empowers shopper insights teams to answer the questions that drive cross-sell growth and targeted engagement. At a Fortune 50 food, snack, and beverage company, Tellius increased efficiency in shopper profile creation 10x with a 90% effectiveness rate, driving revenue growth and improving marketing impact.

AI-Powered Basket Analysis

Reveal complementary purchase patterns and inform targeted cross-sell strategies.

Dynamic Consumer Segmentation

Quickly identify and act on emerging high-value segments.

Shopper Journey Analysis

Increase cross-sell opportunities by aligning promotions and campaigns to shopper behavior patterns.



Success Story

A leading food & beverage CPG firm's shopper insights team—a small group of data scientists—was overwhelmed by analytics requests from 100+ internal brands. Their manual ML workflows in Python/Azure ML slowed productivity, risking customer retention and sales growth. Brand managers were forced to make key promotion decisions based on heuristics, not data.

With Tellius, the brand team is empowered to perform ad hoc analysis, pinpoint trends faster, and streamline manual modeling with explainable AI. Shopper profiles are now generated 10x faster with 90% accuracy, powering pricing optimization and targeted promotions—driving multimillion-dollar revenue growth. This new agility has also repaired disconnects between SI and brand teams, enabling more accurate models, better targeting, and more revenue.



Trade/Promotion Optimization

Maximize trade spend ROI, plan smarter promotions, and lock in retailer wins faster than competitors

Answer questions like:

Which promotion type drives highest incremental value



Trade marketing teams are tasked with delivering profitable growth through promotions while meeting retailer expectations and staying ahead of competitors. But with fragmented data sources, slow post-event analysis, and reactive calendar planning, too many teams miss opportunities to optimize in time.

Tellius brings together trade, sales, and retailer data together in one AI-powered platform, removing the friction from identifying high-ROI promotions, automating baseline and lift calculations, and forecasting the impact of future events. Teams can reallocate spend toward top-performing tactics, cut underperformers, and negotiate stronger retailer commitments—all before the next promotional cycle begins.

Trade Spend ROI Analysis

Attribute incremental sales lift to specific trade promotions across different channels. Identify which promotions yield the highest return and distribute promotional budgets across brands, product lines, or regions in the most efficient way.

Automated Baseline & Lift Calculations

Assess the impact of overlapping promotions, and adjust timing to prevent dilution of promotional effectiveness. Monitor and react to competitor promotions in near-real-time.

Predictive Promotion Planning

Model future promotion performance to guide smarter calendar decisions and maximize retailer wins.

Brand: Naturae

View: Trade Promotions

Metric: ROI

Q Which active promotions have negative ROI?



AI Insights

Buy 1 Get 1 delivered negative ROI despite driving high sales lift.



Success Story

A major CPG manufacturer's trade marketing team struggled to measure promotional effectiveness quickly enough to adjust strategy before the next event. Using Tellius, they integrated POS, promotion, and retailer data to instantly see which tactics generated the highest lift, automate baselines and lift calculations, and build a predictive promotional calendar. The result: a 25% improvement in trade spend ROI, faster promotion planning, and stronger retailer relationships that translated into sustained category growth.

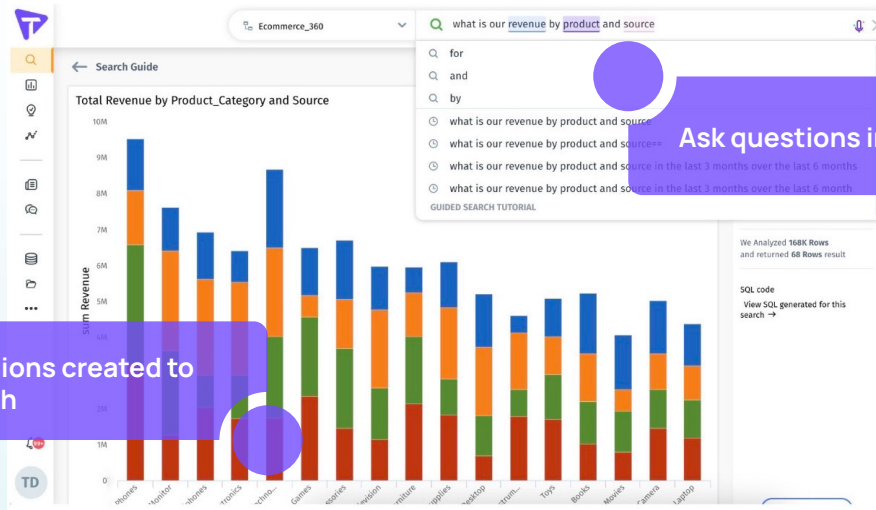


eCommerce

Boost digital shelf share, track performance by retailer, and uncover online-to-in-store wins

Answer questions like:

Why is our product losing search rank on Amazon compared to competitors? How is online performance translating to in-store sales? Which retailer-specific levers will maximize digital shelf share and omnichannel conversion?



In today's omnichannel retail landscape, eCommerce teams must deliver seamless brand performance across digital and physical shelves—while staying ahead of shifting algorithms, competitive moves, and shopper expectations. The challenge? Digital shelf performance data, retailer reports, and in-store metrics often live in separate systems, making it hard to connect the dots and act in time.

Key questions like “Why is my product losing search ranking on Amazon compared to competitors?” or “How is my in-store performance trending versus online?” require unified data and fast, actionable insights—not days of manual data stitching.

Tellius integrates digital shelf analytics, retailer-specific performance data, and in-store sales metrics to enable eCommerce teams to monitor share of voice, diagnose ranking changes, and identify high-value omnichannel wins. With self-service analytics, teams can act on real-time signals—whether that means optimizing PDP content, reallocating media spend, or targeting promotions to bridge online-to-offline gaps.

Digital Shelf Share of Voice

Track ranking trends and act before competitors overtake key positions.

Retailer-Specific Performance Tracking

Align strategies to each retailer's ecosystem with tailored scorecards and metrics.

Omnichannel Customer Analytics

Connect online and in-store data to uncover shopper journeys, optimize touchpoints, and drive higher omnichannel conversion.



Success Story

A leading CPG brand's eCommerce team struggled to connect online performance with in-store results, making it hard to respond quickly to ranking drops or leverage digital momentum offline. Using Tellius, they unified Amazon, Walmart, and in-store POS data to pinpoint drivers of ranking changes, measure the true omnichannel impact of campaigns, and identify SKUs where online gains translated to in-store lifts. The result: a 25% increase in digital shelf share of voice, faster content optimizations, and higher conversion rates across channels.



Supply Chain Analytics

Improve forecast accuracy, prevent costly stockouts, and optimize supply chain performance with AI-powered insights

Answer questions like:

How can we optimize inventory levels to reduce carrying costs while avoiding stockouts? Where can we consolidate shipments to cut transportation costs? Which risks threaten our supply chain, and how can we mitigate them before they impact performance?



With global disruptions occurring more frequently, supply chain analytics is mission-critical for CPG companies. But integrating data from multiple systems, keeping it updated, and applying it quickly enough to act remain major challenges. Legacy tools often require weeks of training and still can't keep pace with today's complex supply chain networks.

Tellius helps to simplify many aspects of supply chain analytics. The platform provides a simple and intuitive interface to bring together data from syndicated third-party sources, retailers, and internal data. With natural language search, a supply chain analyst can simply ask a business question and receive an answer instantly. Automated insights highlight interesting data points on your visualizations and allow you to generate insights with a single click. Things like running demand forecasting, optimizing inventory, understanding the effectiveness of promotions, and other supply chain-related analytics have become easier than ever with Tellius.

More Efficient Inventory Management

Avoid stockouts by analyzing lead times through the combination of supplier data and internal production data.

Gain a Holistic View of Your Supply Chain

Identify potential bottlenecks, delays, or disruptions with ML-based predictive analytics techniques.

Intuitive Tools for Supplier Performance Analysis

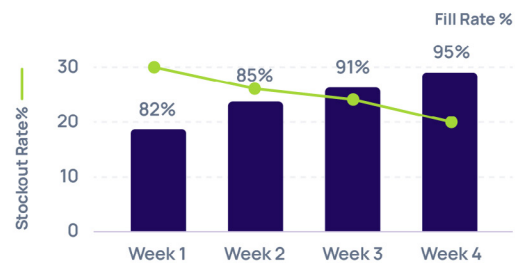
Assess supplier reliability and performance with AI augmented root cause analysis.

Brand: Naturae

View: Supply Chain

Region: National

How is supply chain efficiency over the last month?



AI Insights

Stockouts decreased 35% over four weeks, falling from 30% to 20% as forecast accuracy improved and logistics were rebalanced in real time.



Success Story

A leading CPG company cut damaged and defective goods significantly by replacing manual, outdated risk scorecards with Tellius' automated analysis. By continuously monitoring data and uncovering the drivers of damage at the product and plant levels, the team made data-backed decisions that reduced losses and improved supplier accountability—saving millions annually.



Finance FP&A

Uncover margin drivers, evaluate pricing and trade spend impact, and optimize the mix to boost profitability and Net Dollar Retention

Answer questions like:

What's driving margin decline in specific categories or regions? How is trade spend impacting profitability across retailers? Which pricing or mix changes will boost Net Dollar Retention and overall ROI?



Finance and FP&A teams in CPG face relentless pressure to protect margins, control spend, and deliver accurate forecasts—while responding quickly to market shifts and retailer demands. The challenge is pulling together fragmented financial, trade, and sales data fast enough to pinpoint the drivers of over/under performance and take corrective action.

Key questions like “What’s driving margin decline in frozen foods?” or “Why are we over or under budget in specific regions?” demand both speed and accuracy—without weeks of manual analysis or spreadsheet wrangling.

Tellius integrate financial, pricing, trade, and sales performance data to automatically identify key factors influencing profitability and budget variance. Automated variance explanations and instant back-and-forth drill-down capabilities enable FP&A teams to uncover hidden cost drivers, measure trade spend ROI, and model the impact of pricing or mix changes on Net Dollar Retention—all in minutes instead of weeks.

Automated Financial Driver Identification

Instantly surface the root causes of margin and budget changes.

Variance Analysis at Scale

Generate clear, automated explanations for over/under performance across regions, brands, or SKUs.

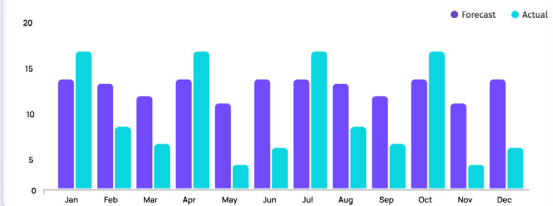
Conversational AI for FP&A

Free analysts from repetitive number-crunching to focus on strategic decision-making through self-service conversational AI analytics for FP&A.

Please explain the variance for Q2 against budget



Revenue Variance Analysis



Key Variance Drivers

The 8% revenue shortfall in Q2 was primarily driven by underperformance of Zyrotex, where slower prescription uptake amid intensified competitor launches, more restrictive formulary placements, and ongoing reimbursement hurdles contributed to decreased share of new starts. Unfavorable exchange rates further compressed overall returns.

Sources Accessed:



Revise APAC pricing strategy →

Enhance demand forecasting in APAC →



Success Story

A multinational CPG company's FP&A team struggled to keep up with variance analysis from business units, spending weeks consolidating data and manually calculating drivers. With Tellius, they unified financial, pricing, and trade spend data into a single source of truth. The platform automatically surfaced the key factors behind margin swings, linked trade investments to profitability, and modeled the impact of pricing mix adjustments—leading to faster decision cycles, improved profit margins, and stronger Net Dollar Retention.

Answer + Act on Any CPG or Retail Question



CPG and retail teams are drowning in data but starving for answers. Traditional analytics tools can't keep up with the complexity, scale, or speed needed today. Tellius AI helps CPG leaders cut through the noise of fragmented data and manual analysis, giving each function the ability to:

- Ask any question in natural language across systems like NielsenIQ, Circana (IRI), retailer POS and loyalty data, syndicated panel data, supply chain systems, and internal sources
- Analyze faster + deeper with AI-powered root cause detection and performance insights across sales, distribution, marketing, and operations
- Act with AI agents that automate multistep analytical workflows for faster, more confident business decisions

Which SKUs drove the highest sales lift last quarter in the Northeast?



How is my brand performing at Walmart vs. Target?

Which retailers missed on-shelf availability targets last month?



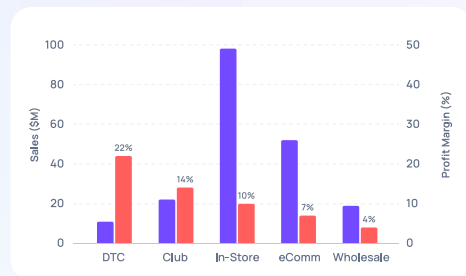
Converse with Your CPG Enterprise Data

Ask and answer any CPG or retail business question in a self-service, conversational manner. Empower technical and non-technical users alike to explore data, uncover insights, and make confident decisions—no SQL or analyst backlogs required.

Shortcut to WHY with AI Insights + Narratives

Analyze billions of data points to uncover hidden root causes and key drivers—whether it's a shift in market share, an unexpected drop in distribution, or a spike in promo-driven sales—saving time and revealing the real reasons behind changing metrics.

Where are we losing margin despite high sales?



AI Insights

eCommerce (7%) and Wholesale (4%) show low margins, warranting strategic review for improved profitability.

How is my market share trending?



Planner Agent

tion Agent

Validation Agent

Insights Agent

Visualization Agent

S

AI Apps Library

Boost Underperforming Territory App

Trade Promotion Optimization App

Automated FP&A Variance App

Put GenAI Agents to Work in CPG

Use + build AI agents and agentic flows that transform data into immediate actions, effectively creating an AI analyst for everyone.



See Tellius in action today!

Top CPG AI Analytics Use Cases



Category Management

Identify drivers of category performance, optimize assortment and shelf space, and uncover growth opportunities across retailers



Shopper Insights

Understand evolving shopper behaviors, preferences, and sentiment to inform targeted marketing and personalized experiences.



Self Service Analytics

Empower business teams to answer ad-hoc questions conversationally – eliminating bottlenecks and increasing agility.



Omnichannel Analysis

Analyze performance across online, offline, and emerging channels to understand the complete customer journey and maximize ROI.



Supply Chain Optimization

Gain a holistic view of supply chain performance to improve demand forecasting, optimize inventory, and reduce logistics costs.

How it Works

1

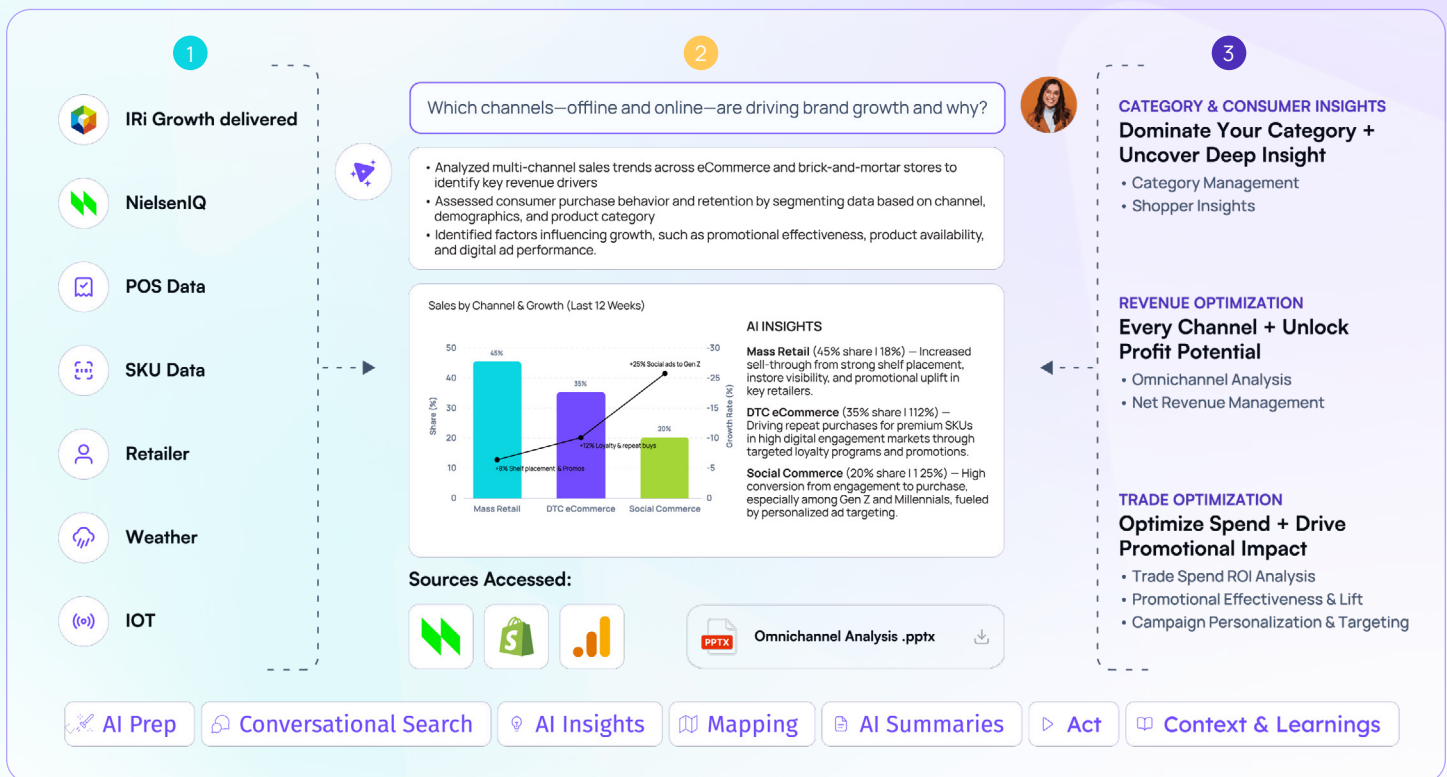
Connect internal + external data via dozens of prebuilt connectors

2

Ask ad-hoc + complex "what, why, how"-type questions, conversationally

3

Act on deep insights to improve category performance, shopper engagement, promotions, and supply chain efficiency



“

“Tellius allows us to bring together data from across systems - including Snowflake - and explore it in one place. That’s been a huge unlock for us.”



PEPSICO

— **Amber Martin**
Manager, Reporting & Insights

“We’re saving hours every week by not having to build one-off reports. People get what they need right away, without going back and forth.”

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