Marico sharpens focus on data

Here’s how the FMCG firm is using analytics and digital tools to improve forecasting and cut inventory cost.

**MINING DATA**

- Marico is using demand sensing analysis that helps in benchmarking the allocation of resources.
- Using real-time sales data distribution, Marico is better placed to plan for the right promotions on seasonal chemicals.
- It is using data analytics to gain higher visibility of what’s selling in different areas at better geographic granularity.
- Using data analytics, Marico has been able to forecast demand with more accuracy.
- The company has focused on industry trends and changing customer behaviors to manage inventory smarter.
- Marico’s distribution plan now has real-time higher frequency data.

**SNIPETS**

**Electric charging gap**

While India has pledged to have an “electric car or an electric two-wheeler” in every charging infrastructure by one of the prime infrastructure of vehicles by 2030, the situation is far from this.

**Tech downsides**

While technology has made processes more efficient, several challenges have to be overcome to achieve this.

**SNIPETS**

**Automatic choice**

Ola Auto’s maiden TV commercials try to define the category as the cab proposition is extremely large commuter base and boredom at class. Both sets of prospective Ola customers bare-