Trade Term Management & Analytics

About Sigmoid

Sigmoid is an emerging leader in data engineering and AI solutions.

750+
Employees

Work with **30+**
Fortune 500 firms

>97%
CSAT score

200+
ML models operationalized

5000+
Data pipelines built

Backed by
SEQUOIA

Awards and Recognition

500™ Technology **Fast 500**
2023 NORTH AMERICA
Deloitte.

Provider Lens | 2023 Quadrant
iSG | **Analytics Services**
Rising Star, U.S. ⭐
Report releasing Jan 2024

Inc. 5000
AMERICA'S FASTEST-GROWING PRIVATE COMPANIES
America's Fastest-Growing Private Companies

DATA BREAKTHROUGH AWARD 2021
Open Source data solution provider of the year

FORRESTER
Now Tech: AI Consultancies,
Q1, 2021 Report

Major Contender in
EVEREST GROUP
Analytics and AI Services Specialists
PEAK Matrix (2022)

Offices
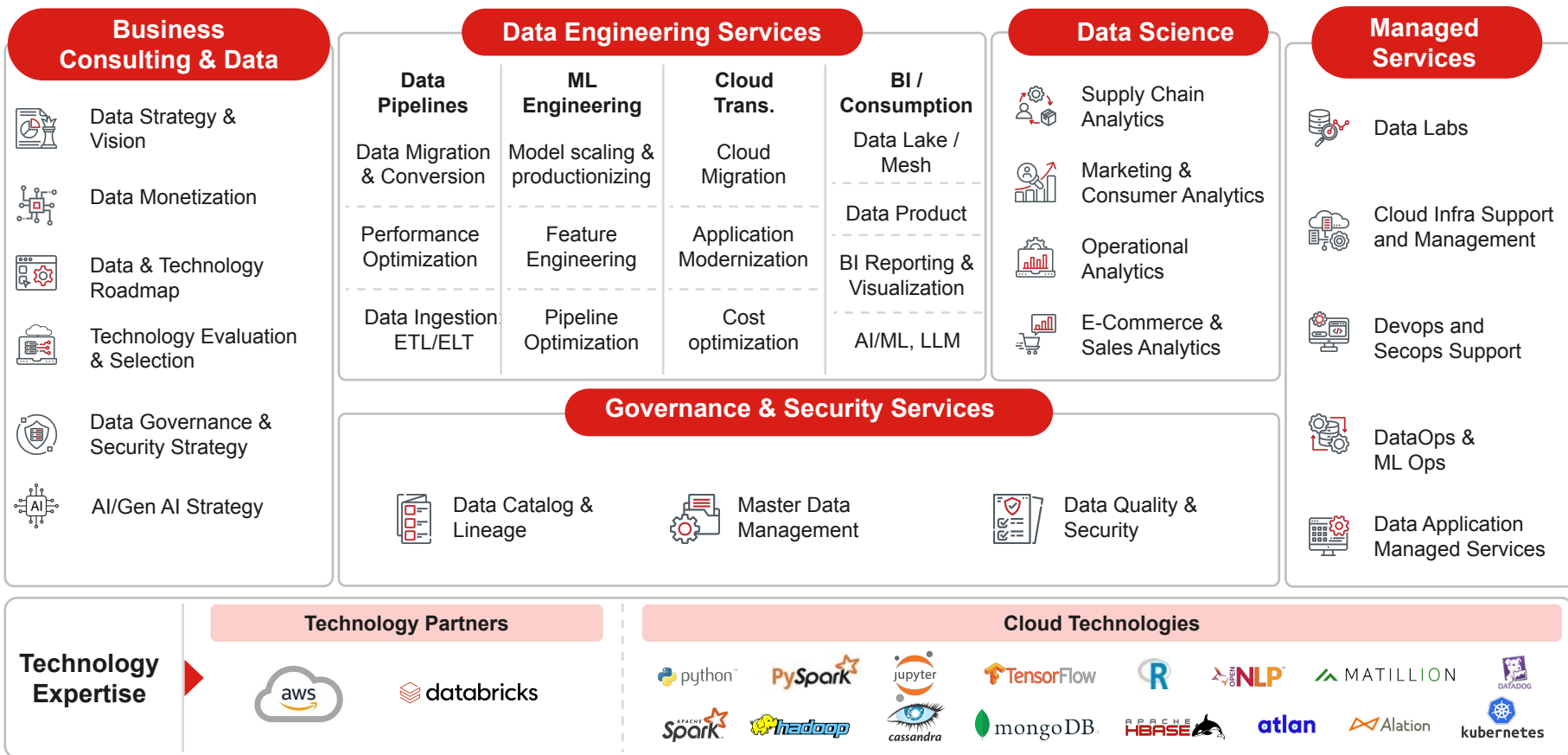
New York | San Francisco | Dallas | Lima | Bangalore | Amsterdam | London | Sao Paulo

SIGMOID

Enabling Business Transformation with Full-Service Capability Suite

Business Consulting & Data

- Data Strategy & Vision
- Data Monetization
- Data & Technology Roadmap
- Technology Evaluation & Selection
- Data Governance & Security Strategy
- AI/Gen AI Strategy

Data Engineering Services

Data Pipelines	ML Engineering	Cloud Trans.	BI / Consumption
Data Migration & Conversion	Model scaling & productionizing	Cloud Migration	Data Lake / Mesh
Performance Optimization	Feature Engineering	Application Modernization	Data Product
Data Ingestion ETL/ELT	Pipeline Optimization	Cost optimization	BI Reporting & Visualization
			AI/ML, LLM

Data Science

- Supply Chain Analytics
- Marketing & Consumer Analytics
- Operational Analytics
- E-Commerce & Sales Analytics

Managed Services

- Data Labs
- Cloud Infra Support and Management
- Devops and Secops Support
- DataOps & ML Ops
- Data Application Managed Services

Governance & Security Services

- Data Catalog & Lineage
- Master Data Management
- Data Quality & Security

Technology Expertise

Technology Partners

aws · databricks

Cloud Technologies

python · PySpark · Jupyter · TensorFlow · R · OpenNLP · MATILLION · DATADOG · Apache Spark · hadoop · cassandra · mongoDB · Apache HBASE · atlan · Alation · kubernetes

SIGMOID

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Sigmoid Capabilities - Experience in implementing data solutions in AWS

Sigmoid has worked with more than Five large customers to design, build and deploy solutions in AWS

Data Processing & Transformation:

- **Amazon EMR:** Collaborative Apache Spark-based analytics platform used for big data processing and machine learning.
- **AWS Glue:** Fully managed ETL (Extract, Transform, Load) service for preparing and transforming data.

Data Storage & Management:

- **Amazon S3:** Scalable and secure data lake for storing large amounts of structured and unstructured data.
- **Amazon RDS:** Managed relational database service for structured data storage.

Data Ingestion & Integration:

- **AWS Data Pipeline:** Creating data workflows that move and process data across AWS services.
- **Amazon Kinesis:** Real-time data ingestion from applications, devices, or any streaming data sources.

Data Analytics & Visualization:

- **Amazon Redshift:** Data warehouse service used for analyzing large datasets with either serverless or provisioned resources.
- **Amazon QuickSight:** Business intelligence tool for creating interactive visualizations and reports.

Machine Learning & AI:

- **Amazon SageMaker:** End-to-end platform for building, training, and deploying machine learning models.
- **AWS AI Services:** Pre-built AI services for vision, speech, language, and decision-making (e.g., Amazon Rekognition, Polly, Comprehend, Textract**).**

Security & Compliance:

- **AWS IAM (Identity & Access Management):** Identity and access management service.
- **AWS Organizations & AWS Config:** Governance and compliance tools for managing AWS environments at scale.

Data Products

Sigmoid's implementation of solutions in AWS involves leveraging a combination of services and tools tailored to specific business needs. Sigmoid would facilitate collaboration between data engineers, data scientists, business analysts, and other stakeholders to align the implementation with business goals and ensure success.

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Trade term management & Analytics

4 Pillars - Revenue Growth Management

Revenue Management (RGM) is the application of disciplined analytics that predict consumer behavior at the micro market levels and optimize product availability and price to maximize revenue growth.

RGM Visibility & Business Analytics

Assortment Intelligence
Maintain right mix of products across channels, retailers & geography to optimize across profitability & service levels.

Product Pricing
Identify the optimal pricing model for the product portfolio based on elasticities of price, distribution & weights.

Promotion Management
Develop a balance in promotion activities for the portfolio considering promo sensitivity, its impact on the portfolio & the supply chain.

Trade Term Management
Design process to marry right retailers with right products while identifying apt incentives.

Data Layer

Data Lake	Ingestion	Consolidation	Harmonisation	Enrichment	Consumption

Process Revaluation

SIGMOID

Incentivising Partners with Trade promotion effectiveness tool

Client: Beverages   **Industry :** CPG/Distribution

Business Problem Statement

Budget is generally allocated basis 1 year promotion performance at store level. There is generally no solution to estimate sales as a function of promotions. There is a need in the industry for a trade budget allocation model that can help achieve business needs based on periodic priorities such as clearance, maximizing profit, revene, etc.

Analytics Solution

Sigmoid follows a consultative approach to discover gaps in the current methodology, alignment on final tools & creation of a solution for appropriate measurement of Trade Investment KPIs

We help in the creation of the following Analytics tools for measurement of Trade KPIs:

- Trade Channel Performance

  * *Channel Growth & Share*
  * *Price & Margin Waterfalls*
  * *Downstream customer performance*
  * *Partner Segment assignment*

- Trade Investment Performance

  * *Return on Investments for all types of Trade Investments*

  * *Value Pool Analysis to identify value creation evolution*

  * *Investment conditionality Profiling*

Expected Business Value

- **5%** *improvement on Channel profitability through data driven decision.*

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Engagement Models

Sigmoid's Engagement Models

Project Based

- Starts with consulting/scoping (2-3 weeks)
- Delivery Program Management
- Interim review
- Success criteria met and IP handover
- Option to continue with product support
- Fixed bid contract
- 3-5 months duration given complexity of problem

Benefits

- Cost effective
- KPI/SLA/Outcome driven
- Suitable for Fixed scope of work
- Less overheads

Staff Augmentation

- Understanding of skill requirements
- Profile match and rate card
- Onboarding and monthly billing
- Focused training based on client tech stack
- Project Management support
- 10% backup resources unbilled and trained

Benefits

- Scalability
- Flexibility in resourcing
- Ability to change/redefine scope

Hybrid-Flexi Model/Data Labs/CoE

- Mix of project and staff augmentation engagements
- Requirement gathering
- Requirement classification - as project or staff augmentation
- Joint delivery plan
- Secure resources internally from Sigmoid and bill monthly
- Dedicated PM, Engineering Managers
- Dedicated Management Consultant(s)
- Dedicated Team Leads and Product Owners

Benefits

- Cost effectiveness by focus on output
- Ability to change/redefine scope/Change requests
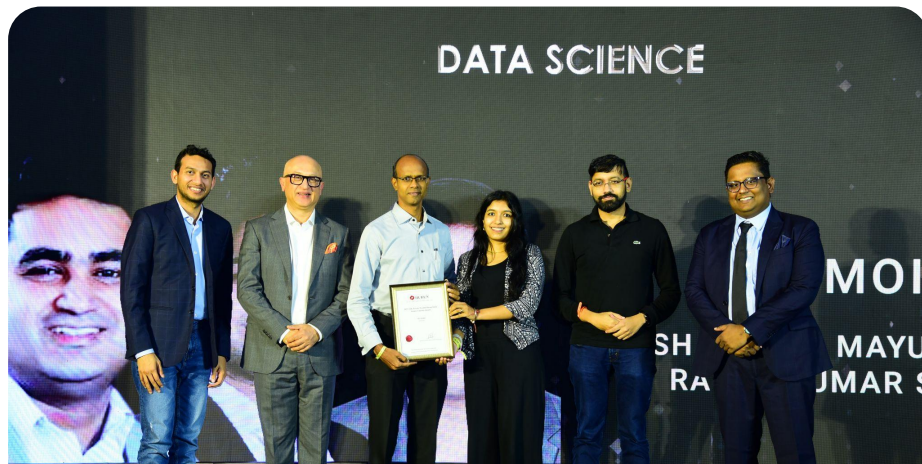- Risk/Reward linked to KPI/SLA

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Thank you

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'India Future Unicorn Award'
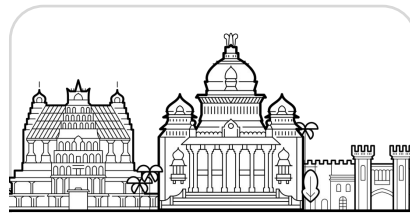in Data Science category by Hurun India

Global presence:

USA (NY, SF, Dallas, Chicago)

EU (Amsterdam, London)

India (Bengaluru)

LATAM (Lima)