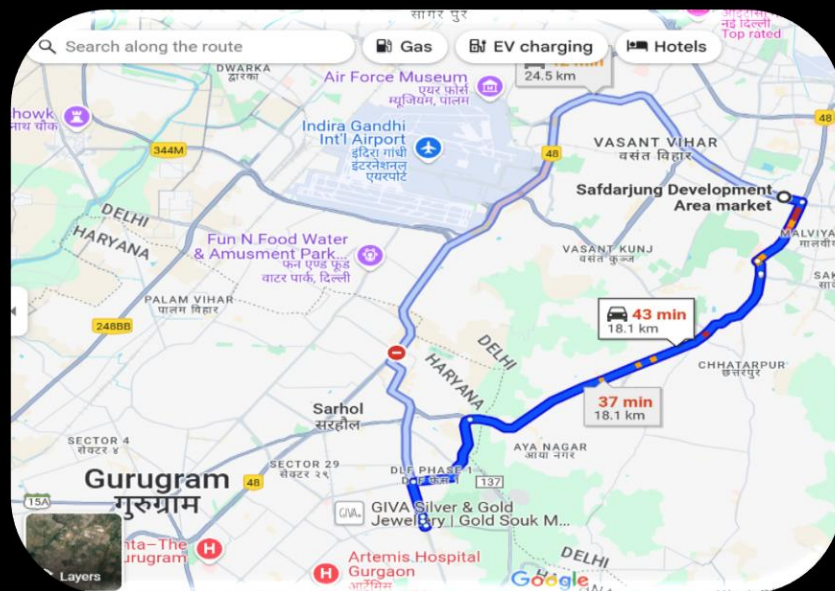


reta®

The last mile navigator

By Pecten & Pinna
2024



Google maps to
everyday travel.

reta[®]
The last mile navigator

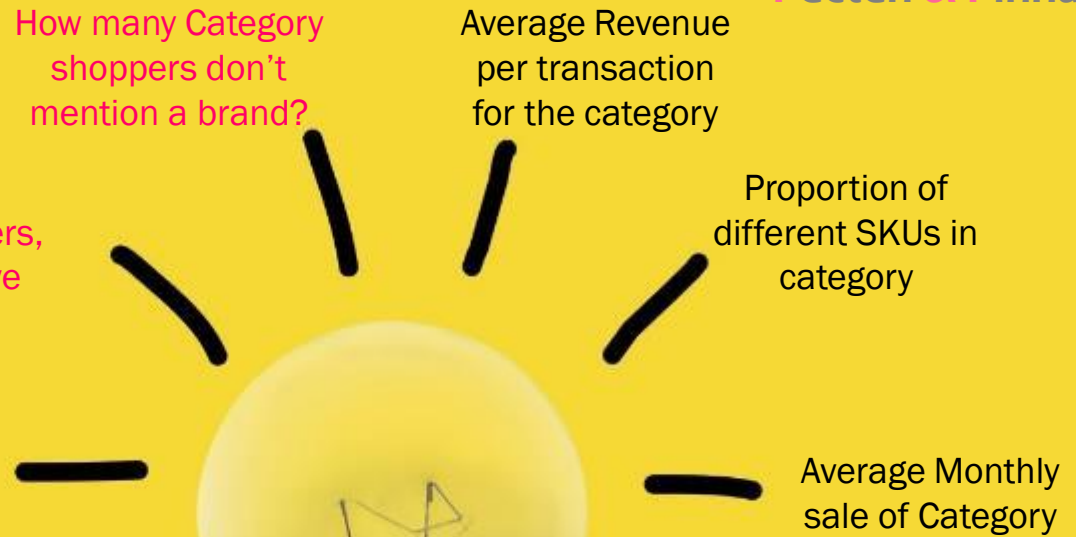
Likewise in
FMCG Selling.

reta[®]

The last mile navigator

A set of ML Algorithm that accurately predicts “sell-out KPIs” of branded FMCG products at any Traditional Trade Grocery store.

The solution is designed to help FMCG marketers identify the right stores and execute the most effective Trade & Shopper marketing interventions.



*These KPIs are WIP

reta[®] currently predicts the above “sell-out KPIs” for top 15 to 20 branded FMCG products with bill penetration > 1%, using geolocation and stocking pattern data of a store.

Input



Geo location (Lat-Long) and some images of any Traditional Trade Store.



reta[®]

The Last Mile Navigator

Proprietary AI Tool that learns from data on 300+ variables, collected continuously



Output

- Footfall per Day
- All Category Sales Value per month
- Average Bill Value (all)
- % Bills with category X
- Average Bill Value (with category X)
- Monthly Sales Value of category X
- Pack size Mix of category X's sale:

Sell-out KPI data of the store with >80% accuracy*.

Step 1:

Collect and upload basic info, some photos, and GPS location input data of any Traditional Kirana stores,

Step 2:

We process, tag and feed the data into **reta**[®] server. This usually takes 2 – 3 days for every 1000 stores.

Step 3:

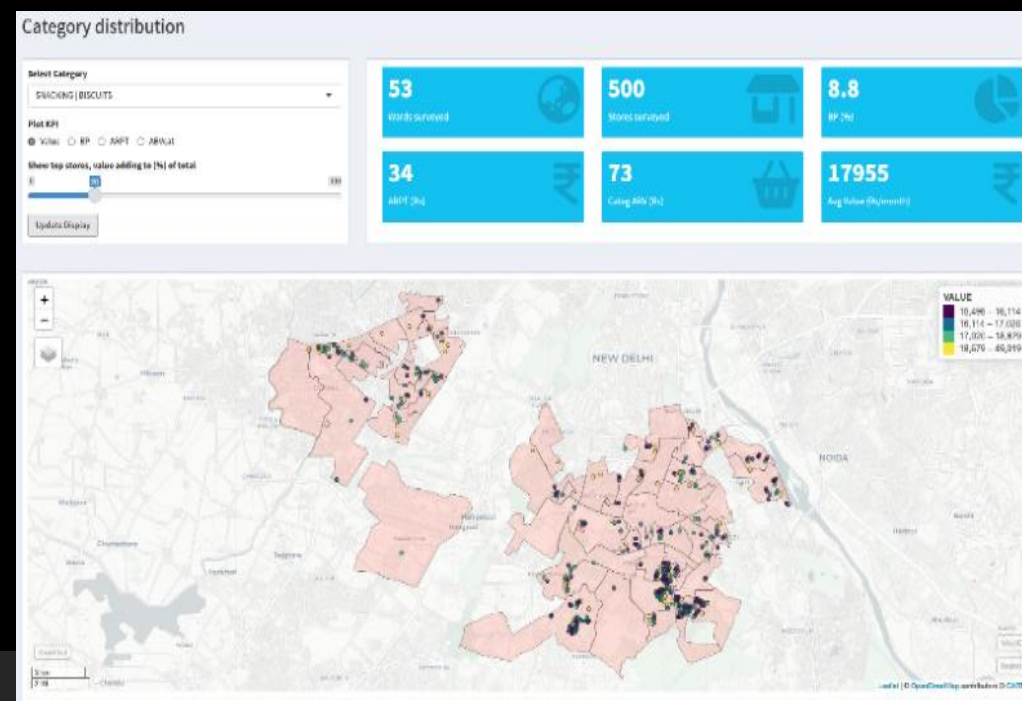
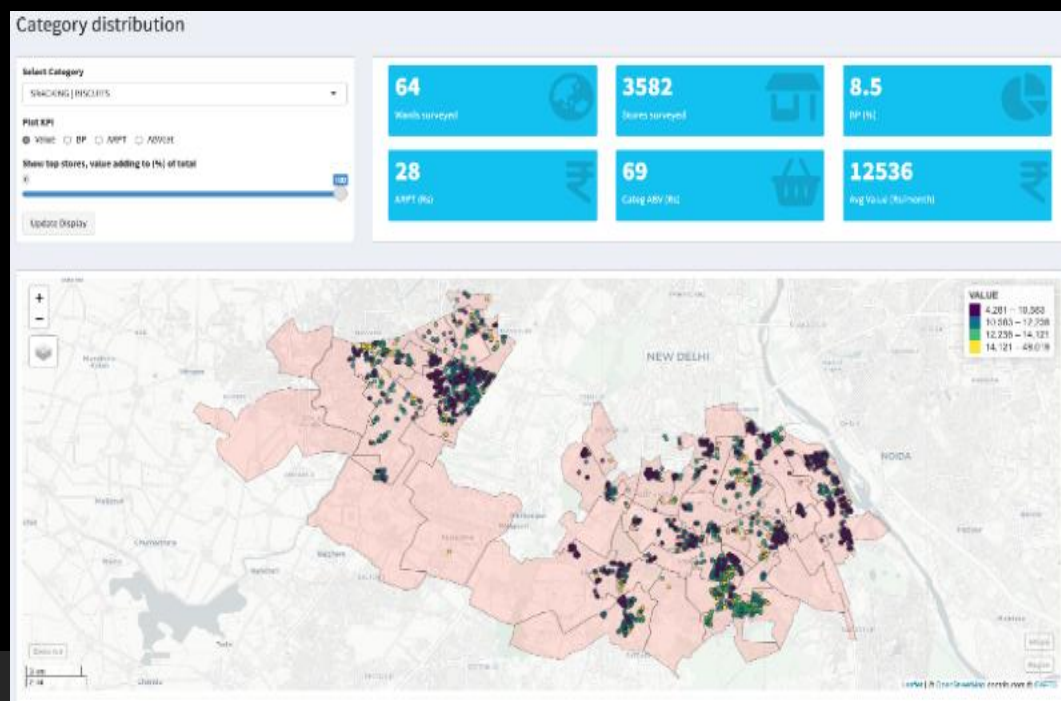
Algos are run on the input data, output is generated, validated and ready to be viewed through the dashboard (+3 – 4 days).

Check it out for yourself with Live data from part of Delhi Metro

Go to our website <https://pectenandpinna.com> and register for free demo

3582 stores, each selling Biscuits worth RS 12356 per month, on an average

Top 500 of these, each selling Biscuits worth RS 17955 per month, on an average



What will **reta**[®] do for you?

1. Identify the right stores to focus and expand

1. Identify top stores where you have opportunity to grow.
2. Identify stores where your adjacent categories, or premium products & variants sell more than average.
3. Identify stores that you could expand your direct coverage to.

2. Diagnose at store level and design effective interventions

1. Dig deeper by looking into category's SKU mix to align the SKU mix of your brand.
2. Know which retailers have the play to recommend and where display has higher reach.

3. Monitor and evaluate at granular level to stay on course

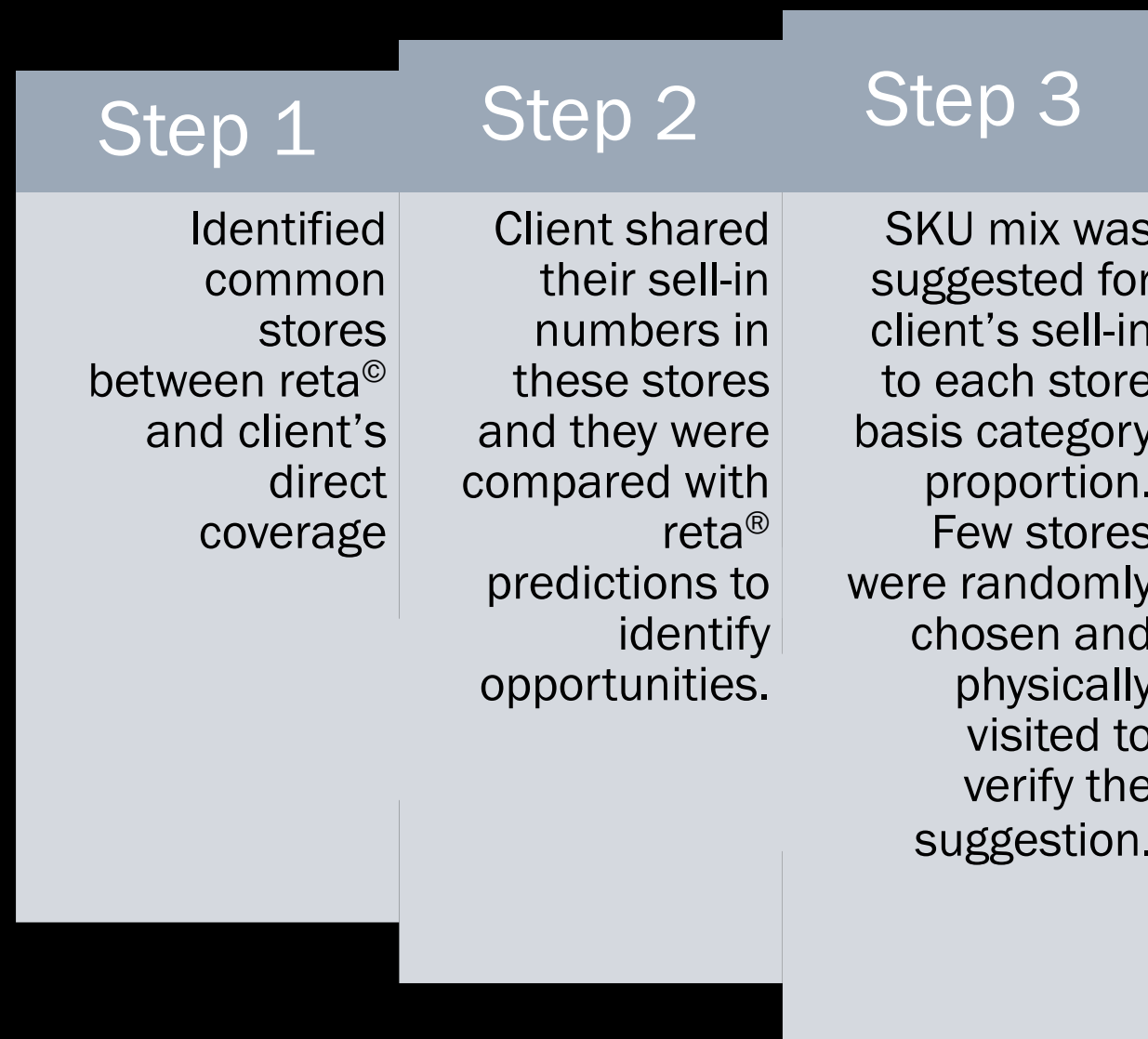
- Evaluate how each of the loyalty stores are performing
- Learn which trade promos and display programs work, and which don't, and how.

Some Use case scenarios

Scenario	Your Objective	reta [®] will help you
1	Achieve fair share opportunity in a market	Identify under-indexed stores and show the focus SKUs, by store
2	Grow your category	Identify stores where ratio of your category to the super category (CDI) is lower than the market average, show the focus SKUs and suggest display investment required, store by store
3	Launch / increase distribution of a niche premium product	Identify stores that sell premium products more than average, within your super category set
4	Reduce Stock Turnover Ratio (STR), Improve collections and optimise drop size (need your sell-in data in addition)	Identify stores where you have higher than target STR, indicate SKU mix correction, calculate optimum drop size by SKU and drop frequency
5	Optimise direct coverage (need your coverage and sell-in data)	Identify additional stores where you need to reach, and stores that you can drop from your existing coverage
6	Design a cross promo with another brand	Identify categories that are bought more often with yours, and identify stores that will sell this promo more than others

Case Study

Identifying growth opportunity through SKU mix correction and category growth at store level, for Western Salty Snacks leader in Delhi metro.



Four opportunities discovered at store level

Upscaling of
premium /
high value
SKUs

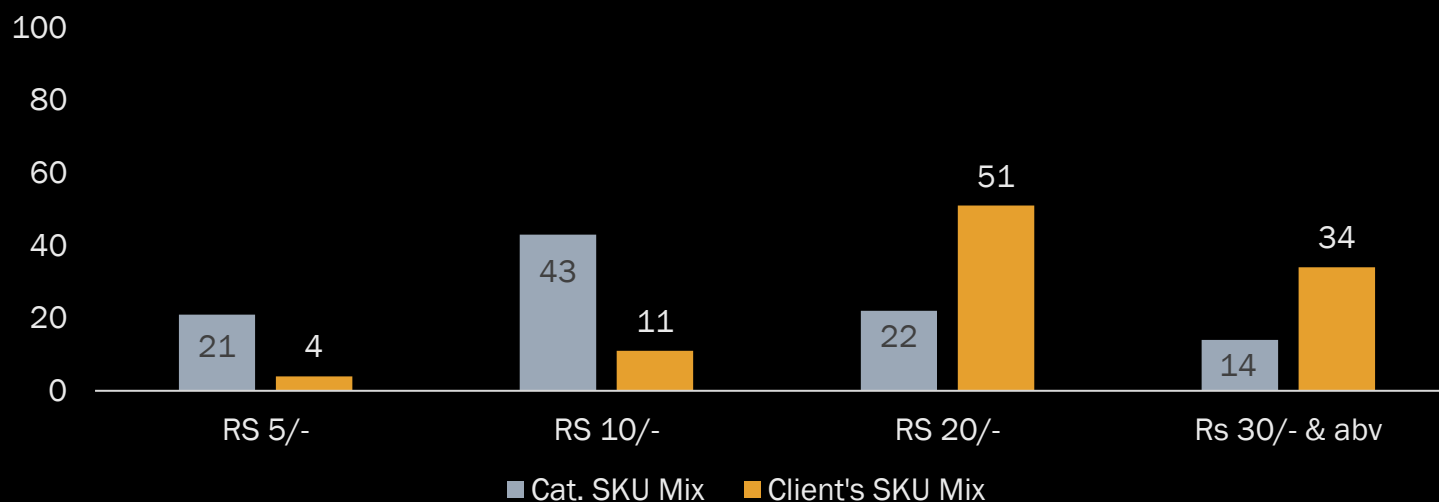
SKU mix
correction
vis-à-vis
competition

Category
Growth
Potential basis
all Snacking
Products

Display
feedback

Growth Potential through SKU Mix Correction

Category SKU Mix predicted by **reta**[®] versus Client's SKU Mix in stores where client has lower than fair share



RS10/- packs sells much higher at category level, compared to other packs.

Client needs to upscale RS10/- and RS5/- packs in most stores.

In some stores client also needs to focus on their premium range.

A list of these stores were provided to the client.

Similarly, Sub-Cat and Flavour mix was used to determine store level SKU Suggestion.

Data Excerpts of some stores physically visited by client, where they have lower than fair share

STORE NAME	addr_2	WSS estimate	Client Sell-in (INR)		Client Share		WSS mix - reta pred				Nov'23-Jan'24 - Client Sell-in			
		Value month	Q2_24	Q3_24	Q2_24	Q3_24	5rs	10rs	20rs	20rs+	5rs	10rs	20rs	20rs+
BEAUTY PLACE	South Extension 2	22,925	9965	8947	43	39	2%	30%	7%	61%		28%	68%	4%
Batra Gen Store	Hauz khas	27,598	4091	3867	15	14	2%	58%	22%	18%			94%	6%
Jai Guru Ji Store	RK PURAM	24,694	8982	10212	36	41	3%	48%	11%	38%		28%	64%	8%
SACHIN GEN STORE	MALVIYA NAGAR	24,216	6280	7531	26	31	14%	37%	23%	27%	4%	44%	52%	
PUNJABI STORE	KATWARIA SARAI	28,621	8805	9274	31	32	1%	80%	20%			57%	43%	
Annanya Store	Munirika	25,071	7562	11565	30	46	15%	58%	12%	15%	8%	57%	35%	
DEEPA STORE	VASANT KUNJ	28,273	9605	4455	34	16	8%	51%	36%	5%		41%	48%	11%
Mithila Morning Store	Yusuf sarai	22,689	5058	6205	22	27	3%	61%	21%	15%		34%	66%	
Deepak Store	Masjid Moth	25,123	9602	10574	38	42	37%	25%	21%	17%		72%	28%	

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Store Level Dossier: Batra General Store (Hauz Khas) – Type B | Premium | Residential | Grocery



All stores footfall/day: 184
 Estimated Store footfall/day: 158
 Area type: at the main road front side while entering Hauz Khas market



Why is client under-indexed	Opportunity	SKU Mix	Display	Others
Client doesn't have higher value packs whereas competition high value packs are all available and selling.	Share gain in premium as well as Rs10 segment	Upscale premium portfolio - also increase sell-in of RS10/- packs	Existing rack display can be improved. Additional Premium rack should also be given for premium portfolio.	Store seems to have WC issue by the looks of stocking density

Fact	Value/month	Share%	5rs	10rs	20rs	20+
WS Category (Apr-Jun'23)	27,598		2%	58%	22%	18%
client (Apr-Jun'23)	4,091	15%			96%	4%
Client (Nov-Jan'24)	4,676				94%	6%

Store Level Dossier: Deepak Store (Masjid Moth) – Type A | Residential | Mass | Snacking



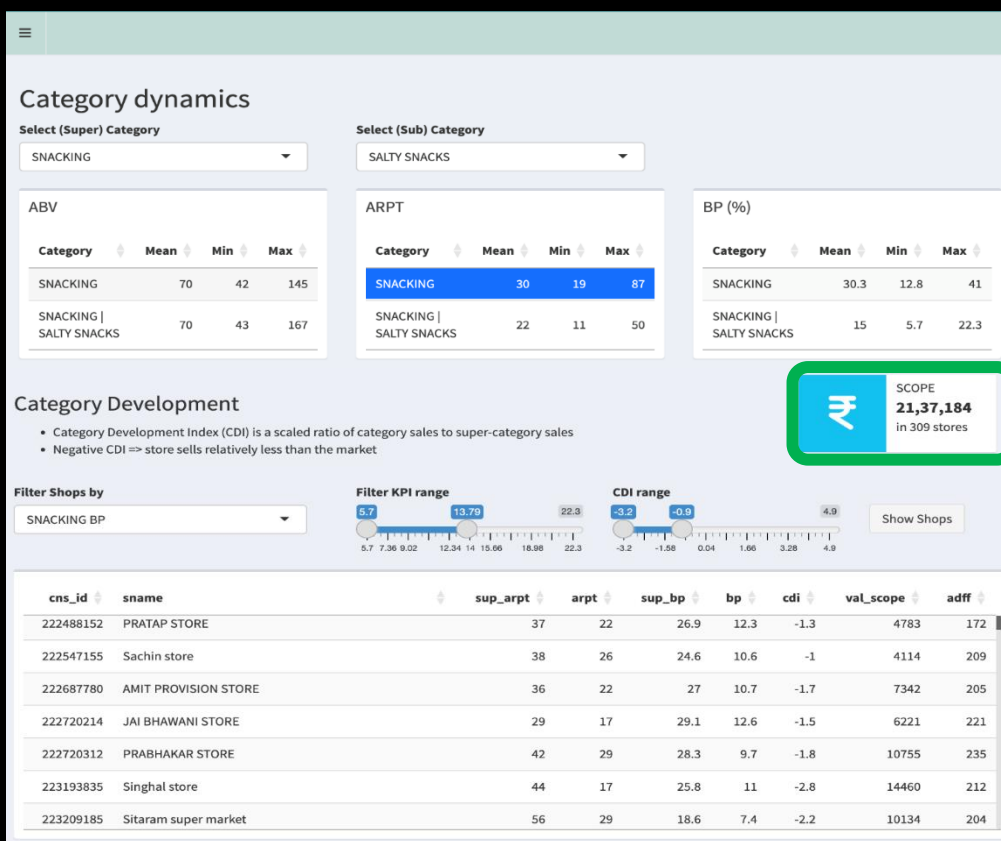
All stores footfall/day: 184
 Store footfall/day: 224
 Store located in a residential area with multiple markets around the store



Why is client under-indexed	Opportunity	SKU Mix	Display
Competition is active with small regional players as well in the entire area including the store	Share gain through play in small & medium packs Distribution expansion opportunity in the vicinity stores	Upscale RS5/- and RS10/- in core.	Premium rack is given but Core rack should be given as per area dynamics Premium rack is filled with core products and not premium

Fact	Value/month	Share%	5rs	10rs	20rs	20+
WS Category (Apr-Jun'23)	25,123		37%	25%	21%	17%
Client (Apr-Jun'23)	9,602	38%		79%	20%	
Client (Nov-Jan'24)	10,742			72%	28%	

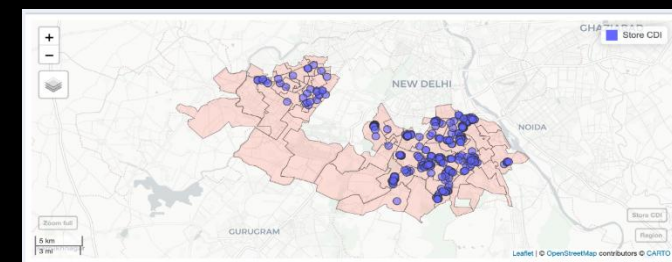
Growth Potential through Category Development



Showing Category growth potential basis Category Development Index (CDI - sales of salty snacks as %age of all snacking categories).

Headroom of RS 21Lacs / month at 309 stores in one district of Delhi, where salty snacks CDI is less than 1; i.e. salty snacks sells less than its fair share compared to all snacks.

Shows store level details and SKU mix.



SKU distribution by arpt

bins	10rs	20+	20rs	5rs	n_stores
1 [10,19]	42	21	16	20	811
2 (19,21]	45	23	16	16	584
3 (21,24]	47	23	17	12	497
4 (24,51]	44	27	19	10	545

Net Potential Size of Prize in Delhi Metro

Within the ambit of client's direct coverage of about 20,000 stores in Delhi metro, potential size of prize:

1. Through SKU Mix correction in 8.5K TT Grocery (Top 25% of category value sales) Stores in Delhi Metro - 13CR / annum.
2. Through SKU Mix correction in balance 75% stores - 8.5CR / annum .
3. Through Category growth basis CDI <1, - 10.5CR / annum



RS 30CR+
per Annum,
in targeted
22K stores!

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We look forward to partnering you.

Write to us at reta@pectenandpinna.com