

BIG DATA ANALYTICS IN CONSUMER GOODS INDUSTRY

HOW DOES BIG DATA ANALYTICS AID CG INDUSTRY IN ACHIEVING BUSINESS GOALS



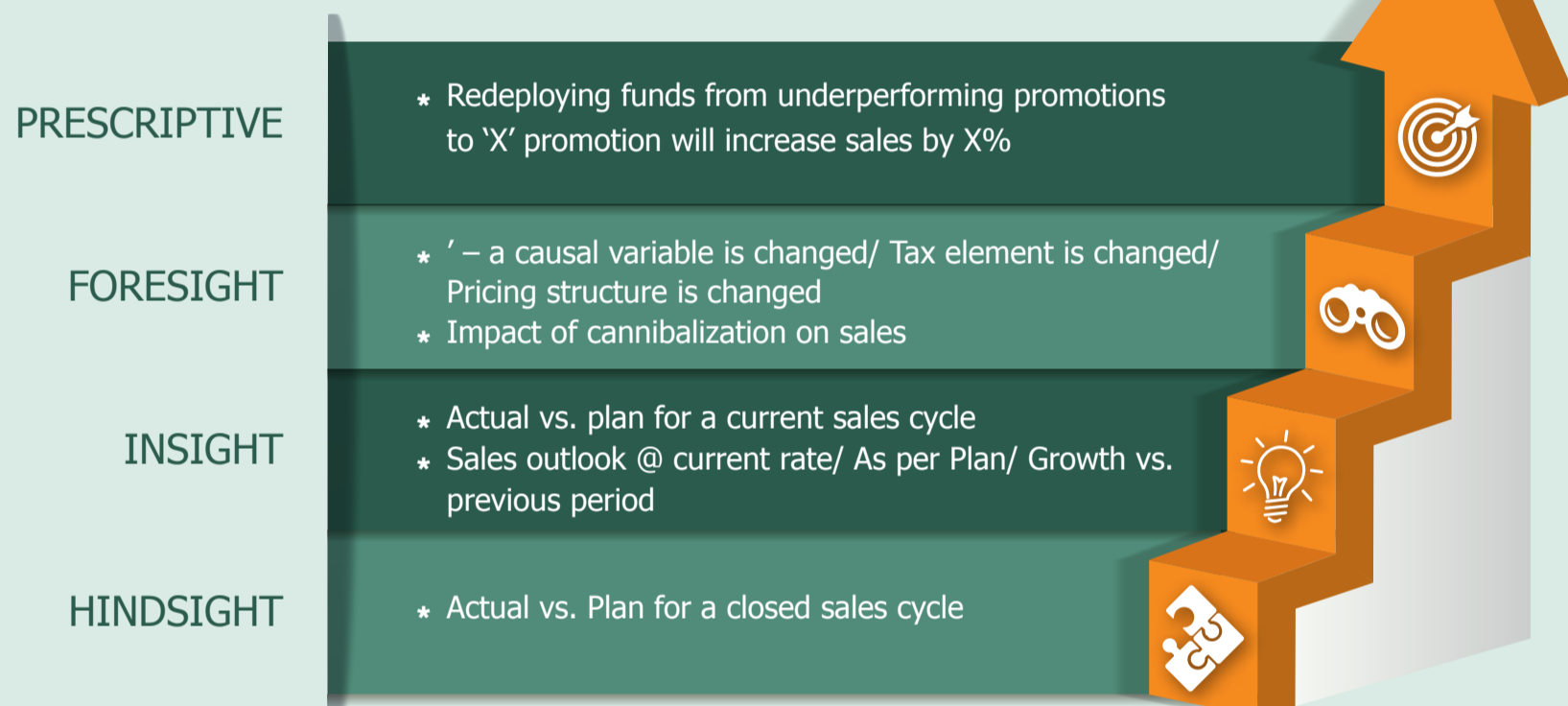
SOPHISTICATION OF INTELLIGENCE

- Hindsight
- Insight
- Foresight
- Prescriptive

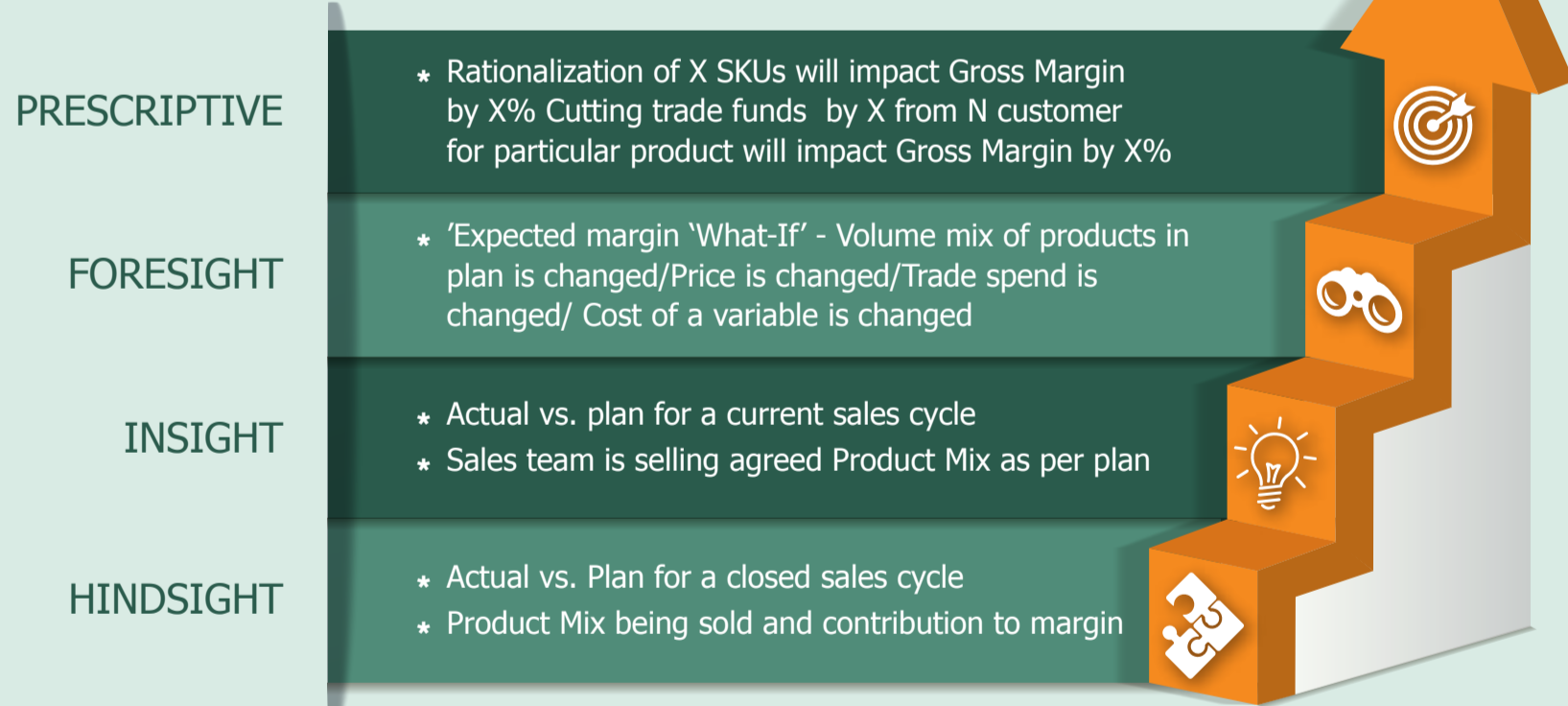
The use of relevant KPIs will drive competitive advantage for companies evolving from 'What Happened' sort of reporting to 'What's the best that can happen' analytics

THE PATH FROM 'TELL ME WHAT IS HAPPENING' TO 'TELL ME WHAT MAY HAPPEN'

SALES REVENUE GROWTH

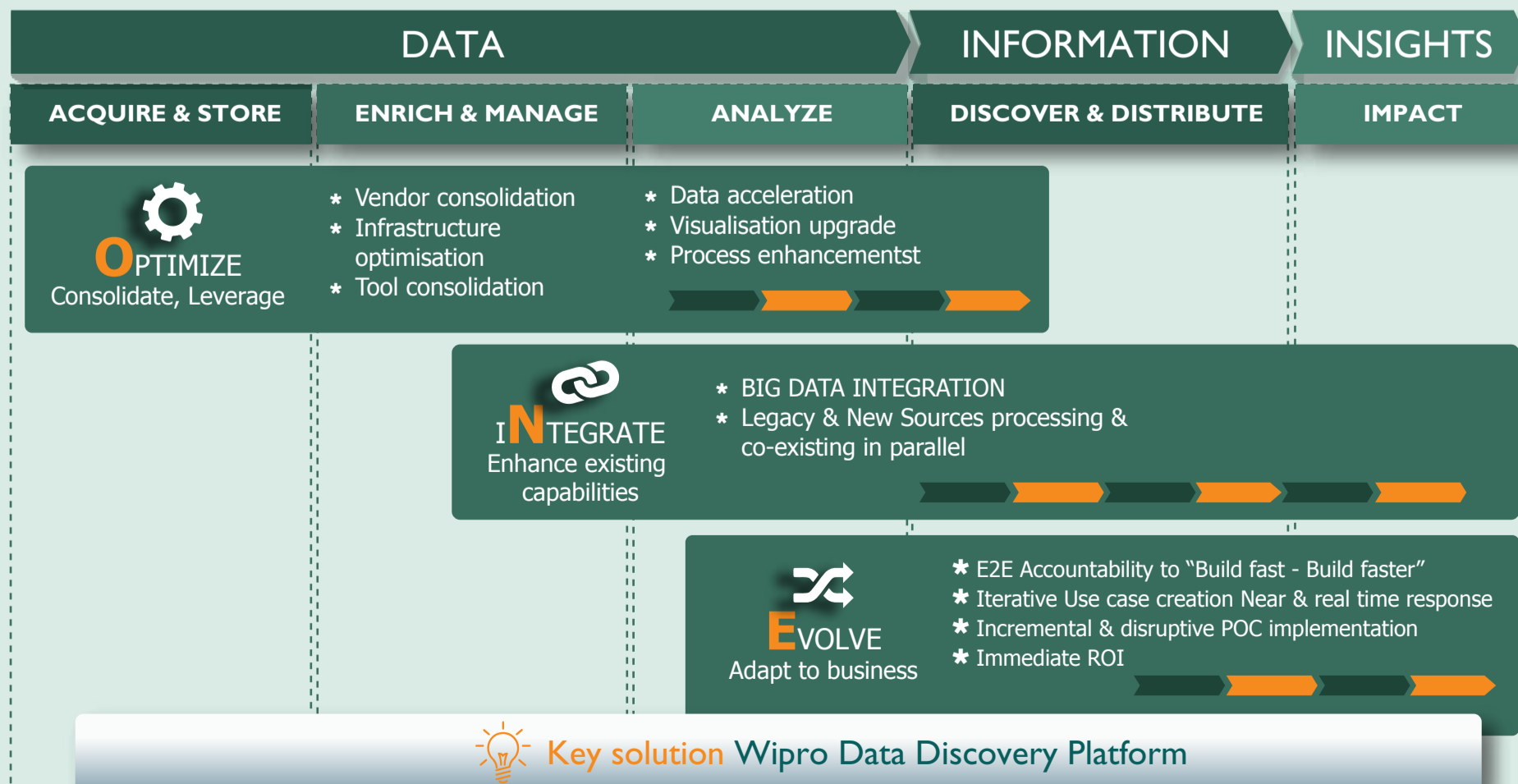


GROSS MARGIN



WHAT IS WIPRO'S APPROACH?

INTRODUCING THE WIPRO DATA INFORMATION INSIGHT (DII) SUPPLY CHAIN



Wipro DII Analytics Transformation Process: DII-ONE