

# CPG Digital Shelf Analytics

## THE PROBLEM

A global food conglomerate renowned for its diverse portfolio of food products needed to enhance its online presence and optimize product placement on digital shelves to drive sales and improve brand visibility.



## THE SOLUTION

Our team developed a digital shelf analytics solution leveraging data from online retail platforms, consumer behavior analysis, and product performance metrics.



alteryx



Google Sheets

tableau



curator  
BY INTERWORKS

## THE OUTCOME

By optimizing product placement and digital marketing strategies, our client achieved increased online sales, enhanced brand visibility,

and improved customer engagement, leading to higher market share and revenue growth.