



latentview

Actionable Insights • Accurate Decisions

Analytics to Maximize Market Penetration

for New Products Launch

Client

**Consumer Lifestyle
Electronics Firm**



The Problem

60% of new product introductions in the consumer lifestyle space fail to take off due to wrong markets/positioning, resulting in losses running into billions of dollars.

The Before State

Time-to-market was protracted as there was no scientific way in measuring expected success of new product launches.

The After State

Go/No-Go decision timeline for new product launches was cut by half and the 'Go' decisions taken were far more resilient to market dynamics as it addressed the root causes.

The LatentView Solution

Identified key factors influencing PTB sales using Bayesian models, prioritized markets based on customer propensity and provided a self-service scenario analyzer tool to optimize resource allocation.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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