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A global crop sciences
company integrating

Advanced Data Analytics for Enhanced Sales Planning and Performance

Client Overview

Our client, a leading provider of innovative crop science protection solutions and high-quality seeds, is a division of Germany-based global life science company. With a strong presence amongst 30 million+ smallholder farmers for over 60 years, they are committed to advancing sustainable agriculture and addressing food security challenges.

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Problem Statement

The client aspires to obtain sales & marketing analytics, on top of the consolidated data, integrating their functionalities & repository. However, their current data architecture presents a significant challenge.

Currently, they face difficulty in sales tracking and optimizing sales performance due to fragmented data across various departments (sales, supply chain, operations, risks, and commercials). This siloed data structure creates limited visibility and hinders the ability to gain a holistic view of their business operation (both on and off-field). Additionally, exponential data growth is straining their current data infrastructure, leading to performance and scalability limitations.

Key Challenges

Despite having a large and structured sales team supported by data repositories like APAC Insights built on AWS private cloud infrastructure and using technology components for file storage (S3), data processing (EMR), & data storage (Postgre RDS), they still encountered challenges.

SOH changes disrupt historical sales analysis

Frequent Sales & Organization Hierarchy (SOH) Reorganizations (every 2-3 years) limit historical comparability. The absence of a consistent mapping between SOH and geo hierarchy hinders the ability to conduct historical trend analyses.

Data blind spots

Data Opacity hinders insights into Farmer Behaviour & Sales Rep Performance. This lack of transparency restricts the ability to understand farmer cultivation methods, purchasing habits, and preferences, as well as effectively evaluate sales representative performance.

High Credit Risk in rural markets

The client's broad rural retail network, while offering wider reach, presents challenges in credit risk management. Higher inventory levels across the supply chain, potentially leading to product returns, and obsolescence, can create a strain on working capital.

Measuring Marketing & Loyalty Program Effectiveness

To ensure that intermediaries do not intercept the benefits intended to teach the target audience - an evaluation program is lacking. This is needed to increase program effectiveness by optimizing targeting and identifying the intended benefits.

Solution overview

Technology Stack

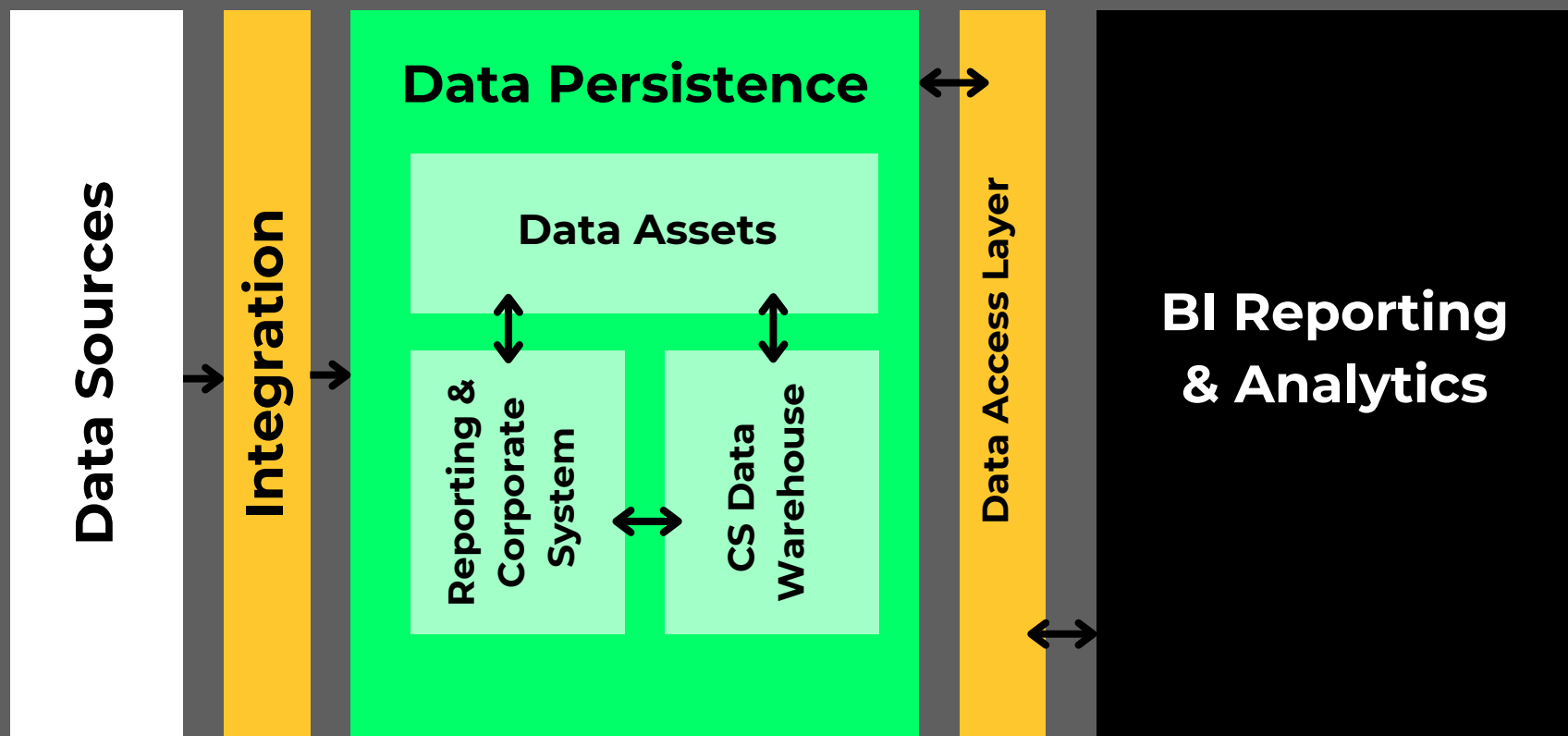aws   +ableau   amazon S3   PostgreSQL

After conducting a thorough evaluation through **multiple discovery workshops**, we gained insights into their data and identified the specific challenge that underscores an **absence of effective sales and marketing analytics on top of the consolidated data,** integrating their functionalities and repository.

This allowed us to design and implement a comprehensive business intelligence analytics and reporting system using agile methodology to enhance their sales performance.

Solution overview

Data Architecture Overview

For enhanced solution understanding, we developed 8 dashboards to generate Sales & Marketing Insights and manage sales performance by implementing our effective data architecture.

Data Sources → Integration → **Data Persistence** (Data Assets; Reporting & Corporate System ↔ CS Data Warehouse) ↔ Data Access Layer ↔ BI Reporting & Analytics

Solution Highlight

We further bifurcated the solution into two focus areas- Sales & marketing analytics and performance management to enhance their sales performance.

Sales & Marketing Analytics

Insightgram	Granular insights into village-level data, showcasing newly connected villages, business progress, top-performing products, prevalent crops, and farmer loyalty metrics.
Advisor Analytics	In-depth performance tracking of sales advisors, including farmer engagement, sales figures, and commission details.
Farmer Passbook	Offers comprehensive farmer and plot-level analysis, including cost, yield, and product application data.
ACF	Combines key metrics on advisor performance, farmer engagement, and retailer insights.

Sales & Performance Management

Farmer Loyalty	Tracks loyalty program effectiveness, payouts, and customer engagement
Master Data	Centralizes and standardizes data on villages, territories, squads, and field officers.

Business Impact

800+
Empowered users

Sales reps gained actionable insights, leading to increased product sales, market potential capture, and stronger farmer relationships.

3000+ FTOs &
6M+ Villages Optimized

Standardized SOH-Geo mapping improved resource allocation and long-term planning for Field Trial Officers (FTO) across villages.

10M+
Farmers Targeted

Enabled targeted marketing campaigns and tailored solutions by analyzing data for over 10 million farmers across various initiatives and performance indicators (KPIs).

Scalable Framework

Successful implementation offers a replicable model for Bangladesh and Singapore.

Client Feedback

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We were facing challenges in data integration, sales planning, and performance tracking. Our previous vendor couldn't deliver the comprehensive Business Intelligence platform we needed. That's when we turned to Polestar Solutions. Their successful implementation of the BI platform helped us with data-driven insights, leading to significant improvements in our decision-making processes.

We were so impressed with the results that we entrusted Polestar Solutions with an additional project: developing a Squad Planning tool. This further reinforces the value they bring to our organization.

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