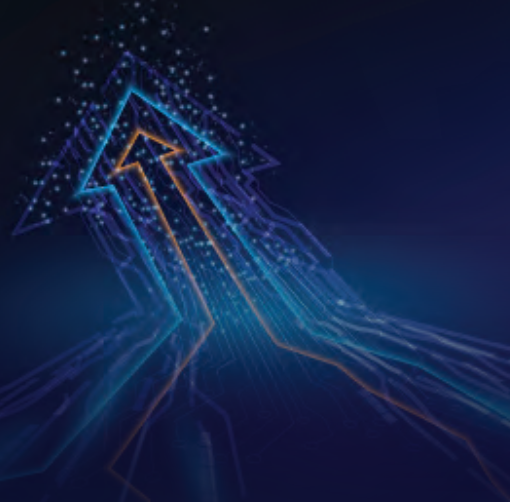


REDAR

Powered by Canvas.ai

Boost e-commerce growth strategies and insights with an AI-powered solution



What is REDAR?

REDAR, powered by LTIMindtree's Canvas.ai, is an AI-based automated solution that powers your e-commerce growth strategy with smarter and faster actionable insights to decode market demand for a sustainable product portfolio.

REDAR leverages a proprietary competitive intelligence framework to identify emerging trends and whitespaces in the product portfolio and helps benchmark your product performance against peers. It provides actionable insights and decision-driven analytics tailored for key industry verticals to help expand the outlook towards key market trends and consumer behavior, enabling better decision-making for improved e-commerce outcomes and greater revenue.

Over \$500 million revenue opportunities identified

What can REDAR do?

REDAR is an AI-based solution with powerful product portfolio insights to give your e-commerce business an edge in a dynamic digital marketplace.

Portfolio performance

Stay on top of market trends

View trends by total sales, top-selling products, attributes, and more against your product performance at category level to gain a true sense of your market position.

Emerging trends

Develop products to cater unmet needs

Design products or create promotional language that resonates based on relevant information from product titles (such as flavor, ingredients, and delivery method) that drives customer buying patterns.

Ratings and reviews analytics

Decode customer pulse

Get quantifiable insights on your brand performance based on ratings and reviews among other competitive products.

Market intelligence

Uncover whitespace opportunities

Identify trending categories with limited or no competition to expand your product line and boost revenue.

Competitor insights

Track competitors' every move

Spend less time researching and more time analyzing the competitive intelligence so you can instantly compare top competitors' sales, product offerings, and pricing strategies against your own.

Industries

Leverage REDAR to boost e-commerce growth across a range of industries:



CPG/FMCG



Retail



Apparel



Pharmaceuticals



E-commerce



Hospitality

Key personas

REDAR provides insights that cater to various personas:

Chief Marketing Officer

Director Marketing Operations

Market Intelligence Officer

Category Manager

Product R&D Team

Why LTIMindtree's REDAR?

01

Platform-driven approach for accelerated cloud transformation and seamless integration across multi-cloud.

02

Actionable insights on pricing, new product opportunities and promotional strategies organized across demand space, category, and SKUs.

03

Standardized data model for common e-commerce data sources.

04

Multiple full-form natural language processing (NLP) models to demystify e-commerce data.

05

Cognitive engine with research intelligence.

06

Rich domain knowledge across multiple industries and verticals

07

Customized consumption layer for tailored representation of insights.

Interested in harnessing REDAR to boost your e-commerce business?
Email eAlbusiness.advisory@ltimindtree.com to learn more.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — solves the most complex business challenges and delivers transformation at scale. For more information, please visit www.ltimindtree.com.