

EGGOZ
NUTRITION



 TrueGradient

Eggoz transforms S&OP with Self-Serve AI



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Sale Get 6 points



Eggoz Classic Nuggetz
EGGOZ

Sale Get 10 points



Eggoz Egg Bhurji Momoz (20 Pcs)
EGGOZ

Sale Get 7 points



Eggoz Classic Burger Pattiez
EGGOZ

Eggoz transforms S&OP with Self-Serve AI

Summary

Eggoz is a progressive, expanding enterprise specializing in perishable foods, serving the vast Indian market. The company aimed to enhance profit margins by reducing returns and waste. Accurately forecasting demand during various seasons, holidays, and promotional periods, while considering shelf-life constraints, was crucial. By adopting TrueGradient's solution for demand forecasting and inventory optimization, Eggoz achieved substantial margin improvements.

About the customer

Eggoz is a pioneering company that is transforming the egg industry by providing high-quality, fresh, and odourless eggs to consumers. The company's technology-driven approach, asset-light farmer integrated model, and commitment to quality and safety have contributed to its significant success in the market.

Customer

Eggoz

<https://www.eggoz.com>

Industry

F&B

Challenge

- Seasonal demand
- Reduce returns and waste
- Improve service level and margin

Solution

- Interconnected Demand Forecasting and Inventory Optimization

Results

- Improved forecast accuracy by 20%
- Reduced replacement rate by 10%

A vertically integrated supply chain facing rapid growth

Eggoz's distribution model involves a vertically integrated farm-to-consumer approach. The company's mission is to ensure 1-day fresh, odourless eggs to consumers. Products are sold through **omnichannel retail channels**, including physical stores and e-commerce platforms.

The company's meteoric success came with growing pains in the form of supply chain complexities, product shelf-life issues, and challenges with planning and analysis capabilities. Eggoz's leadership **recognized that optimized S&OP powered by AI was crucial to sustaining profitable growth.**

Increasing number of channels






Also Available At:



Increasing number of product lines

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Embracing Self-Serve AI to drive S&OP

Eggoz wanted a system that can predict demand accurately for them especially during festivals and holidays along with -

- Support during **multi-channel growth and new product launches**
- Consideration of **shelf-life** constraints
- Optimizing **product returns** cutting into margins
- A platform to **enable smarter planning decisions**

“At EGGOZ, it is imperative to make data-driven decisions to enable growth. After evaluating multiple SaaS platforms, we decided to go with TrueGradient based on ease of use and results. Within 3 month of use, our key metric improved by 10%.”

Harshit Garia , VP Planning & Strategy

Eggoz made the strategic decision to adopt TrueGradient's innovative platform, transitioning away from traditional spreadsheet-based planning methods. This shift enabled self-serve AI-driven planning capabilities, harnessing the power of **neural network architectures** to transform Eggoz's Sales and Operations Planning (S&OP) process.

Demand Forecasting enabled by AI Neural Engine (**Ensemble of Deep Learning + Machine Learning + Econometrics**) that extracts maximum predictability out of the data. The engine leverages several data elements, and **considers various demand drivers** such as promotions, festive season, holidays, events etc. to generate the most accurate forecast.

TrueGradient's Neural AI engine is designed to drive accuracy, explainability and scalability at the most granular level

Neural Engine

- Deep Learning
 - Multi-Layered Perceptron
 - Stacked LSTM
 - Wave-net
 - CNN LSTM
 - GRU
- Machine Learning
 - Random Forest
 - XGBoost
 - XGBLinear
 - Regularized Regressions
 - SVR
 - ExtraTrees
- Econometric
 - ARIMA
 - Prophet

Causals

- Granular feature engineering to support nuances of internal and external factors
- Various Date Time nuances like Week of Year, Week of Quarter, Month of Year
- STL Decomposition (Seasonality and Trend)
- Out of Stock / Zero Indicators (Flag, Window Frequencies and Proportions)
- Support for Causals like Promotions, Weather, Price, etc. with Lags and Piece Wise Transformations
- Holidays, Events with Lags & Piece Wise Transformations

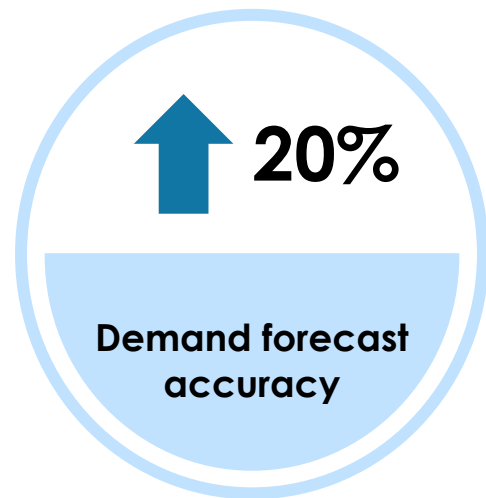
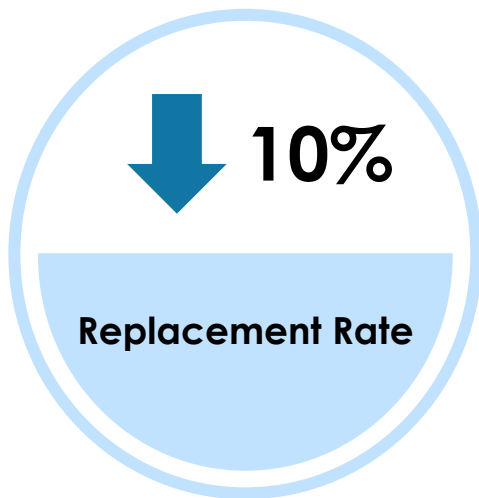
Explainability

- Elasticity Computation
 - Price
 - Promotions
 - Events
 - Holidays
- Factor Contribution
 - Base forecast
 - Factor level forecast

Inventory Optimization model leverages a variety of data to compute **profit optimal re-order quantity** at the most granular level.

Additionally, TrueGradient's self-serve capability empowered Eggoz's analysts to fully leverage the platform in a completely no-code environment along with seamless end-to-end deployment with the existing database.

The Eggoz planning team's wholehearted **embrace of self-serve experiment capabilities** has solidified these capabilities as the bedrock of their innovation efforts. By leveraging TrueGradient's solution, Eggoz **achieved substantial improvements in profit margins and replacement rates.**



“TrueGradient has been phenomenal in terms of its simplicity and agility to solve problems for Eggoz.”

Puneet Gulati, Business Analyst

Learn more?

Contact us at info@truegradient.ai

<https://truegradient.ai/>