LUMINA DATAMATICS
WE MANAGE KNOWLEDGE

Market Intelligence Services

Several of Lumina Datamatics' market intelligence services are based on our core ability to aggregate data from the web and then cluster it to reliably match products at a variant level across distinct data sets. Our product-matching technique involves both automated SQL query-based parameter matching (with flexible multi-rule definition) and manual eyeballing of low-confidence outliers. This process results in data with an extremely high degree of accuracy.

Competitor Pricing Intelligence

In today's highly competitive e-commerce-first era, "price" invariably ranks as the deciding factor in a consumer's buying decision. The ease at which shoppers can compare prices across several e-commerce websites further solidifies the need for companies to be able to accurately, efficiently, and scalably track pricing and obtain actionable insights across millions of products from any number of competitors.

Our pricing intelligence solution enables you to do the following:

• Actively track price optimization opportunities

• Analyse pricing strategies across product categories

• Obtain actionable insights and customized reports

• Act with speed and precision

• Leverage data visualization

Assortment Gap Analysis

Assortment Gap Analysis helps retailers compare their assortment with that of their competitor's and discover the opportunities to optimize their own assortment across brands, product categories, and price points, as well as to decide which products to market to their consumer base.

Lumina Datmatics' expertise in Assortment Gap Analysis enables you to do the following:

• Identify competitors at a category level

• Optimize your analysis strategy

• Analyse the strengths and weaknesses of your product assortment

• Obtain actionable insights

Data Aggregation Capabilities

Our data extraction experts possess in-depth knowledge of the process that enables us to efficiently and accurately extract targeted information (both structured and unstructured) from the web.

We build bespoke Java, Scrapy, or Python-based scripts that are rigorously tested and fine-tuned to the requirements of the targeted source to enable high levels of efficiency and data integrity. Our cloud-integrated scraping framework uses Puppet, Zookeeper, and Maven-based system management that enables us to reliably and scalably extract millions of data points at your desired frequency. We employ request and IP masking with region-specific proxies to ensure that we scrape data that you see locally. The extracted data are stored in Mongo or Cassandra-based databases that ensure quick access and clustering of vast data sets.

We currently support web scraping in more than 10 languages, including English, German, French, Italian and Korean.
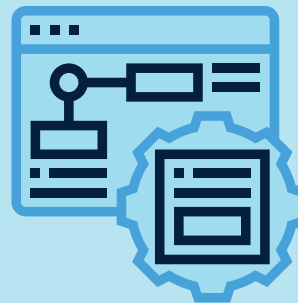
Our Solutions

MarketWatch is a market intelligence solution that not only lets you monitor and track every product every day across geographies, but also allows you to redefine marketing strategies based on valuable business insights.

Automated Data Aggregation Tool

The Automated Data Aggregation Tool (ADAT) enables clients to provide a high level of accuracy and also operate at a very large scale, aggregating millions of data points per day. It has been successfully deployed in multiple cases and currently aggregates more than 60 million data points per year.

Why Lumina Datamatics for Market Intelligence Services?

• Provides real-time competitor pricing, promotion, and assortment monitoring to support top ecommerce companies in their market position decisions.

• Provides actionable insights on pricing strategies. Helping you stay on top of market demand.

• Leverages technology platform solutions to monitor and aggregate content with a high level of accuracy. Solutions are extremely reliable and scalable.

• Helps analyse the strengths and weakness of your product assortment.

• Helps drive more revenue and margin.

Lumina Datamatics is a strategic partner to global publishers and ecommerce retailers, providing content, analytics, and technology solutions. We assist global marketers and merchandisers to leverage the power of content, analytics solutions, and technology, to tell their brand stories and gain a competitive edge to drive growth. Lumina Datamatics's expert solutions are a combination of its various in-house platforms, partnerships with global technologies, and more than 2800 professionals spread across Germany, India, the US. This global footprint services our customers across four continents, Americas, Asia, Australia, and Europe. Visit luminadatamatics.com.