LTIMindtree

Case Study

Enhanced the Accuracy and Availability of Cross-Domain Market Insights for a Global Leader in Consumer Products Industry

Client

The client is a global leader in providing consumer and market insights through a state-of-the-art AI-powered intelligence platform and excellent business consulting services for the consumer products industry. Though abundant data is available in this digital era, businesses lack actionable insights. To help businesses make better decisions, the client offers world-class analytics and data that is not just descriptive, but actionable too. These actionable insights and recommendations have helped several businesses increase sales, improve efficiency, and implement effective strategies.

Challenges

Keeping pace with increasing agility and market demands has been an ongoing and pressing challenge to most industries. The speed of on-boarding new innovations around market insights is always inadequate to meet the growing demands of business groups and partner ecosystems challenging CIO/CDO/CTO organizations to create scalable, flexible, and agile market insights systems, which are autonomous and can be cross-functional to bring in synergies across the business units and provide a holistic view of the enterprise at the right time.

The existing insights ecosystem wasn't nimble to adapt to the market dynamics. The client wanted a scalable solution to digitize and automate generating and enabling just-in-time micro-insights bringing synergies across the enterprise ecosystem by connecting different business functions for their customer base. Key drivers were agility, time to on-board, ability to be cross-functional, scalability, and flexibility.

LTIMindtree's Approach

LTIMindtree took a learning-based approach to build a self-service data science platform using an agile execution framework, which enabled customers to choose algorithms, insights, and recommendations as per their business and analytical needs. The AI/ML-based data science and analytical modeling approach, with real-time simulators for what-if scenarios, ensured accurate 360-degree recommendations across the marketing mix, leveraging multiple new-age data sources, and curated insights for different personas.

LTIMindtree Solution

LTIMindtree, as a trusted partner, envisioned, architected, and implemented a state-of-the-art cloud-based analytics ecosystem on GCP, leveraging the customers' existing solution/databases/applications and scaled them to on-board new innovations, generating more insights at an enhanced pace and accuracy.

A versatile ecosystem was built leveraging superior and robust components like CloudSQL, BigQuery, GKE, data science workbench, and studio with Dockerized python code on GKE to feed the required data into the algorithms, which were developed as an API for near real-time latency. The solution experience was enhanced with GraphQL on the front-end to receive the data in a predictable and efficient way.

Key business impacts

- The solutions enhanced the efficiency of all 17 insight areas with improved accuracy, higher reliability, scalability, and broader cross-domain recommendations.

- The near real-time market insights provided business groups and leaders with personalized, just-in-time insights, and enabled effective decision-making.

- The solutions operationalized 160+ insights through an ecosystem unifying, multiple business function areas, data sources, and personas, to detect anomalies and generate micro insights alerting the customer base for a quick call to action.

- The solution also aimed at creating a rich repository for analytical models for future consumption and reference.