Case Study

From Queries to Clarity

50% Faster Insights with Gen AI for a Leading British FMCG Company

Client background

A British multinational fast-moving consumer goods (FMCG) company, founded in 1929, operates across five business groups: Beauty & Wellbeing, Personal Care, Home Care, Nutrition, and Ice Cream. To enhance data-driven decision-making, the company sought a solution that could provide instant, actionable insights from their extensive databases.

Challenges

- The company needed an AI-based assistant that could understand and respond to queries in simple English

- They required instant insights on key performance indicators (KPIs) related to growth, value and volume share, competitors, and the average price index of different product brands

- The goal was to streamline data access and analysis for better decision-making

Our work

Recognized KPI queries:

By using embedding techniques, we identified KPIs like growth, value, and competitors from user queries

Generated insights instantly:

Prompt engineering created SQL queries, providing immediate access to data

Simplified decision-making:

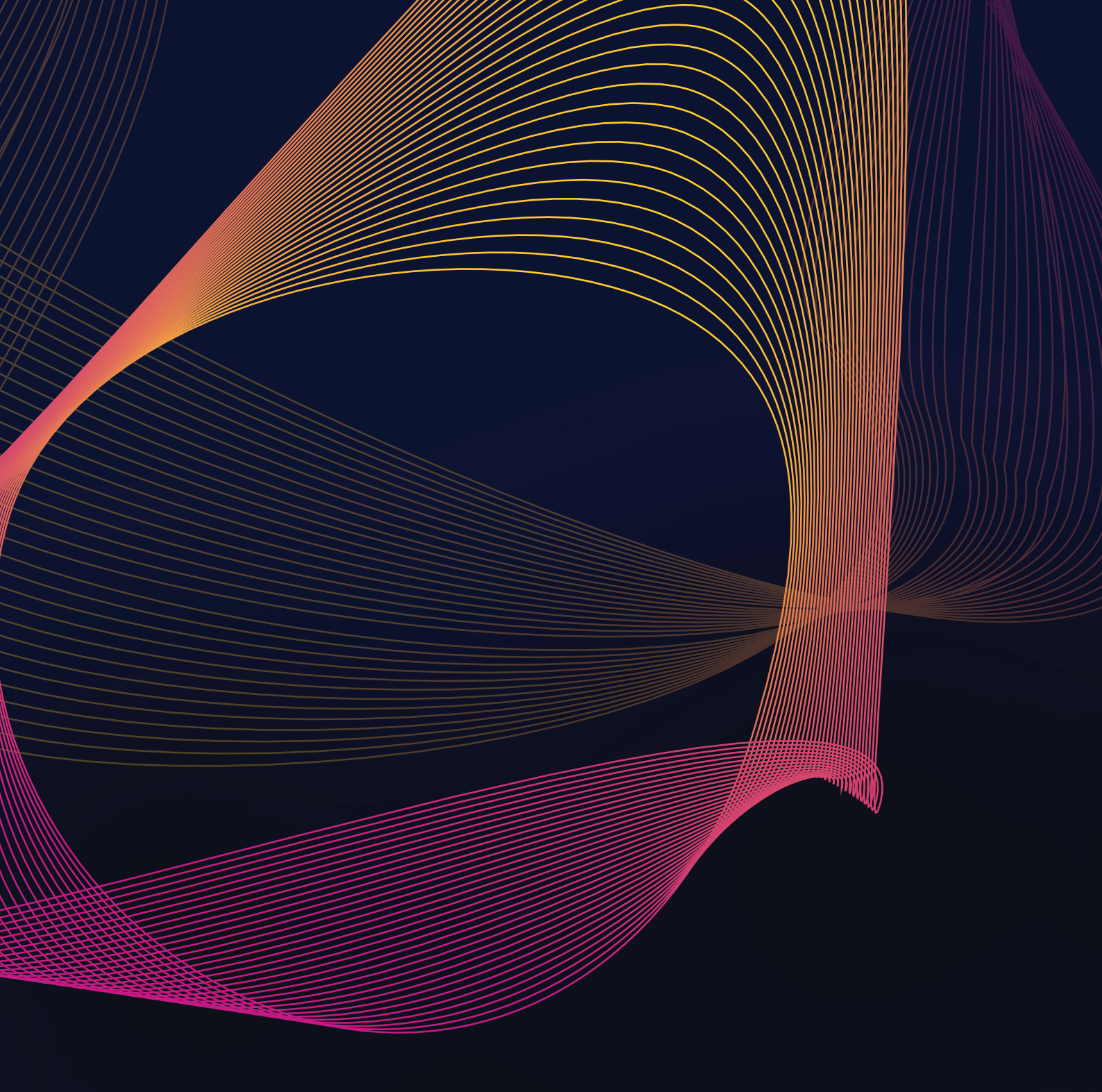Gen AI summarized SQL data into clear, actionable insights

Tools & Technologies

Azure Open AI GPT 3.5 Turbo | Prompt Engineering | Langchain | Node JS

Business benefits

- Users received specific answers in easy-to-understand language
- Offered more adaptable insights compared to rigid dashboards
- Reduced time spent comprehending insights by at least **50%**
- Delivered actionable recommendations aligned with user queries

About LTIMindtree

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 https://www.ltimindtree.com/.