



Featured Success Story

**Automated
feedback collection
reduces 90% of
FMCG company's
manual work**

Client: A global Fortune 500 company



Challenges



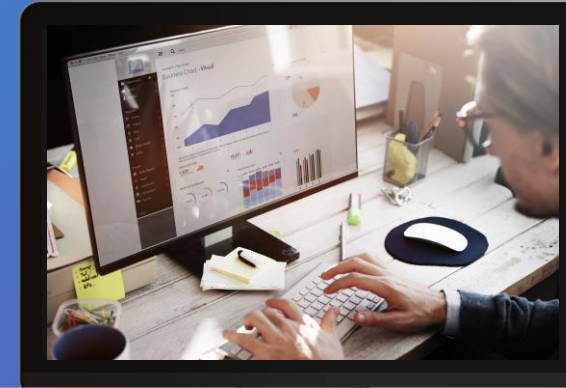
- Enormous complexities in processing data required for creating business intelligence dashboards
- Multiple, disparate sources of data
- Manual, error-prone processes for verifying information about the market, its competitors, customers, product demand, and essential KPIs like sales and pricing
- Inefficiencies in manual analysis and lack of capabilities in advanced analytics

Solutions



- Built an augmented analytics tool that uses AI and machine learning to generate and present real-time insights in understandable language
- Derived actionable insights from complex reporting data marts and structures
- Defined crucial internal metrics (e.g., liquidity, productivity) and analyze external trends (e.g., customer demand, promotion from competitors)
- Developed an end-to-end model productization pipeline that analyzes and tracks KPIs and market trends

Value Delivered



- 80% of resources saved by the company's data analysts, which were previously spent on manual analysis
- Capabilities that enabled decision-makers to gain full visibility to KPIs such as consumer trends, product and brand feedback, and competitors

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