

Featured Success Story

**Augmented data
management helps
global FMCG
company slash
manual work by 90%**



Client: Fortune 500 fast-moving
consumer goods (FMCG) company

Challenges



Cost increases

in maintaining the company's data mapping project, which continued to expend resources despite not meeting deadlines

Error-prone

data integration processes that involved manually mapping the company's products to multiple data sources

Inconsistencies

and missing values in unstructured data



Solutions



Data stewardship

program as well as automated the data mapping and labeling process established and rolled out across different countries and languages

Classification

engine tailored to fill in missing values in data and provide consistent taxonomy that is then either mapped automatically or relayed to the company's data stewards

AI engineering

process and MLOps workflow developed, which entail generating predictions, collecting user feedback, and automatically retraining, optimizing, and monitoring hundreds of machine learning models



Value Delivered



90%

of manual work previously allocated for data quality reduced through automation, AI, and machine learning

97%

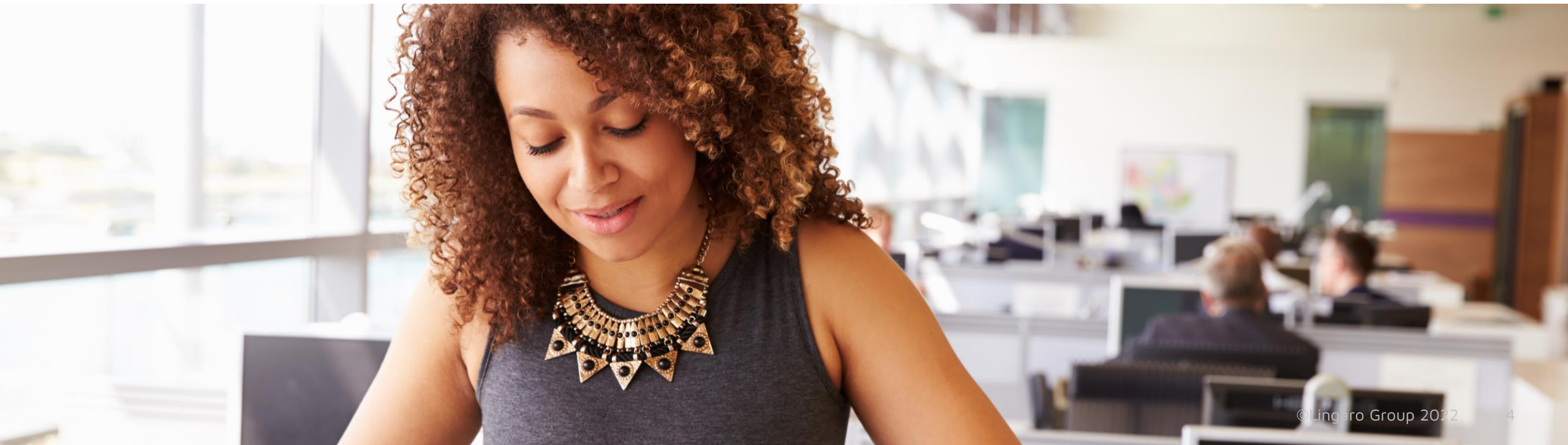
improvement in the quality and usefulness of the company's data

Streamlined

the manual operations of data quality checks to supervising data mapping automation process

Automated

the data mapping process across different countries where the company operates



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