

CLIENT

An American Soup & Beverage company

INDUSTRY

CPG



- Reduce time required by the R&D team for concept creation and development
- Empower CMO organization with a robust platform that leverages unified data from Tastewise, Circana, and IRI



C5i built an Agentic platform to empower R&D and marketing with faster, more efficient product innovation. The system generates integrated concept ideas covering multiple data sources.

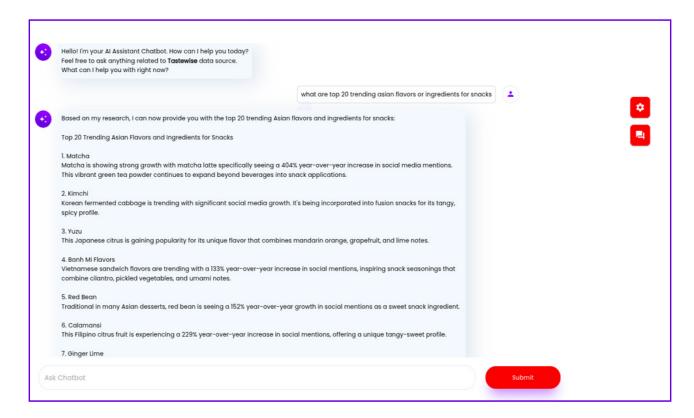
The platform enables:

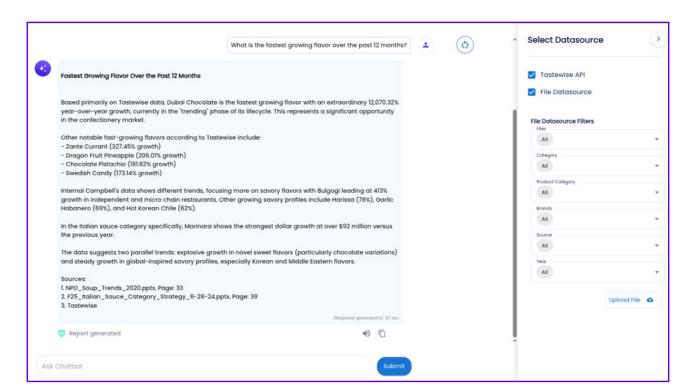
- Advanced LLM Fine-Tuning and Optimization
- Contextual Memory and Conversation Management
- Knowledge Graph and Multi-Source Integration

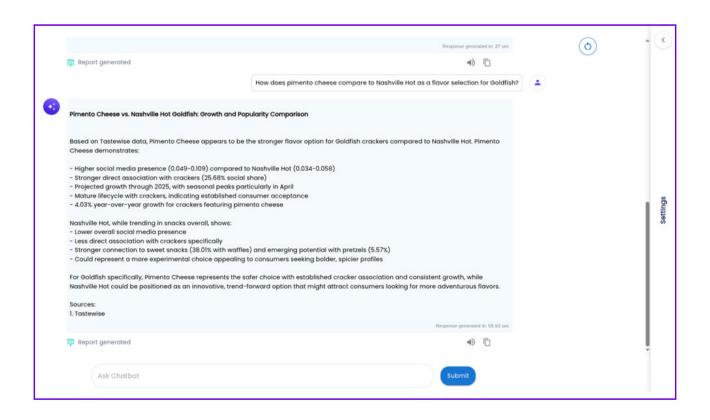
IMPACT

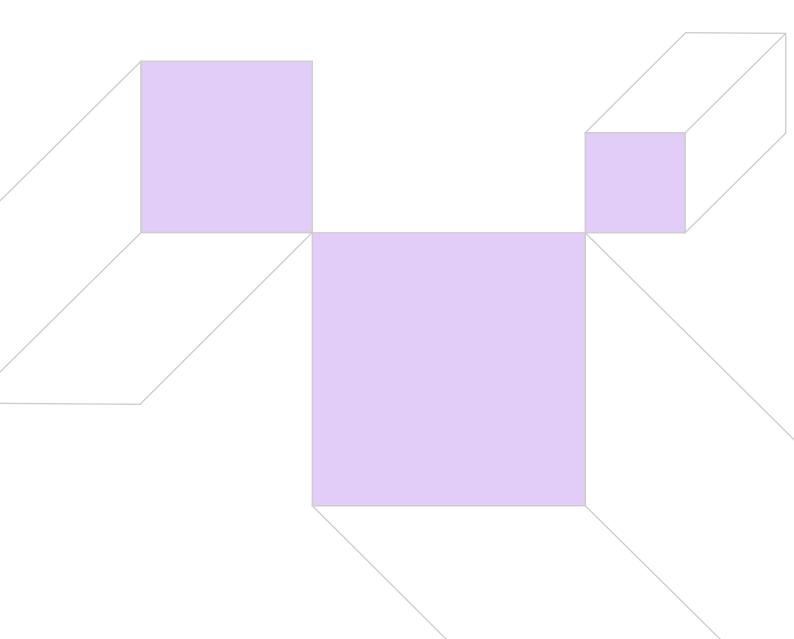
- Unified data ecosystem optimizing data ingestion efforts
- Accurate and reliable LLM outputs with 96% accuracy
- Integrated and contextual insights
- Accelerated innovation and marketing

TREND SPOTTING EXAMPLE









ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams

that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of Al-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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