



eComm Business Performance Measurement for a Technology Client

CLIENT

Technology client in US

INDUSTRY

Information Technology



BUSINESS IMPACT

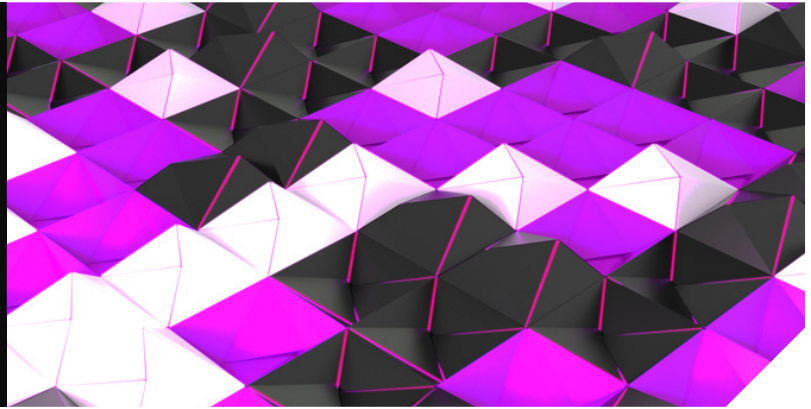
- Intelligence into top performing products, channels, content and marketing initiatives for enhanced ROI
- YoY worldwide revenue uplift and a greater increase for some regions during the holiday season
- Considerable FTE hours saved through automation and optimization in the first few months of process transition
- Improvement in internal stakeholder satisfaction



BUSINESS CHALLENGES

To build a decision engine ecosystem for the leadership team, to provide them visibility into the performance of key business KPIs and real time intelligence for accelerated decision making

OUR APPROACH



- Workshops were set up with the Sales, Marketing, Merchandizing, 4P and eComm strategy teams to finalize the KPIs and freeze the 30, 60 and 90-day plans
- Deployed a team of BI consultants, developers, data engineering experts and solution architects to put together a solution framework
- Data pipelines were studied to collect and process data from a variety of sources like SAP (Sales and Call centre) and different media and digital platforms, which enabled the backend infrastructure to support the BI execution
- Extensively focused on the data governance best practices to ensure the quality of data
- Detailed validation SOPs were set up, which were automated over a period of time to enable real time reporting. Accuracy rate of > 98% in the 1st quarter of the launch

OUTCOME

- Web-based, dynamic dashboards updated for real-time visibility into performance of KPIs
- Integrated highcharts for intuitive intelligence
- Mobile responsive views for on the go consumption of BI
- Scalable architect to incorporate changing business needs, such as addition of new B2B routes such as marketplaces
- AI enabled automated insights generation for the regional business review meetings
- Enabled hourly snapshots via emails during the business critical holiday campaign days

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 AI-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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