

Enabling Omnichannel Marketing Analytics & Business Insights

INDUSTRY
Pharma

TECHNOLOGY
Databricks

DOMAIN
**A Leading global
Healthcare and
Pharmaceuticals
company**

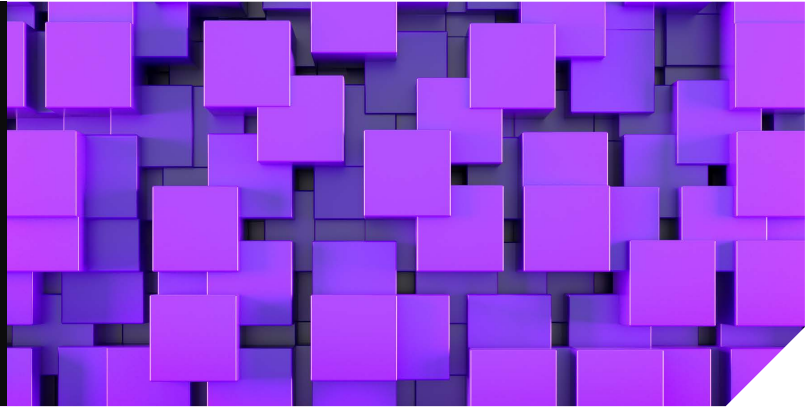


BUSINESS REQUIREMENT

The client had been running several omnichannel campaigns but did not have enough understanding of the effectiveness of these campaigns, which affected campaign performance.

The client was looking for an omnichannel marketing analytics solution to get granular insights into what parameters affected campaign performance and recommendations to optimize costs and improve outcomes.

C5i'S SOLUTION APPROACH



- Created a web-based solution powered by Databricks to handle the integration of campaign performance data and multi-channel content analytics. Databricks enabled seamless data ingestion and processing from various sources, utilizing its Lakehouse architecture to store structured and unstructured data for efficient analysis.
- Developed and managed anomaly detection models and causal models. These models helped identify content attributes and campaign parameters that impact performance by using distributed machine learning pipelines for faster, scalable model training and deployment.
- Generated personalized insights for business deep dives. Databricks enabled the processing of large datasets and model fine-tuning using libraries like Hugging Face or LLaMA, allowing us to generate and refine insights for different markets and executive summaries.
- By leveraging Databricks' collaborative notebooks, we created persona-based insights that are easy to access by multiple stakeholders.
- Databricks' integration with conversational AI frameworks was able to further help power the AI Assistant (Chatbot) for conversational data deep dives. The real-time processing and querying capabilities of Databricks enabled quick responses and personalized queries, making the chatbot more interactive and responsive to complex data inquiries.

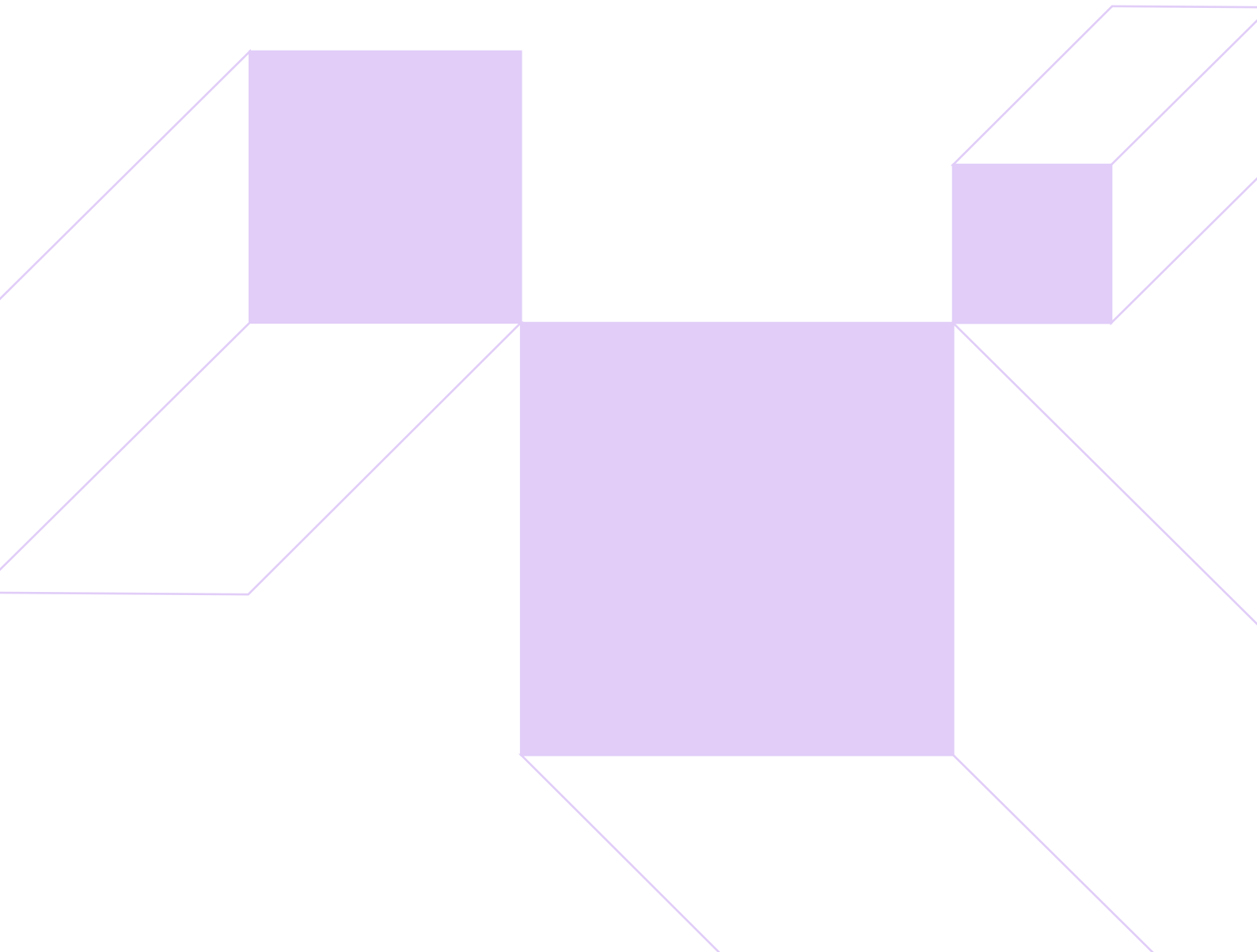
OUTCOMES

- An integrated web-based solution that helped integrate campaign performance data and multi-channel content analytics data
- Anomaly and causal models helped determine which content attributes and campaign parameters impact performance
- Generative AI-based personalized insights helped deliver executive summaries and business deep dives by market, with insights by brands and by markets for 4 different personas
- AI Assistant (chatbot) enabled for conversational data deep dives

BUSINESS IMPACT



- Omnichannel marketing analytics solution rolled out in 19 markets for 120+ users in just 16 weeks
- **Reduction of time-to-insight by 3 days**
- **Accuracy** of marketing insights **>95%**
- **Cost reduction by 72%** for weekly/monthly insights generation



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.



www.c5i.ai

