

Our Solution for Enhanced Market Research using Synthetic Response generation using GenerativeAI/LLM

CLIENT

**A leading global
US-based beauty brand**

INDUSTRY

Cosmetics Manufacturer



Objective

To optimize product innovation and market alignment through advanced synthetic data generation, enhancing traditional consumer insight methods.



Methodology

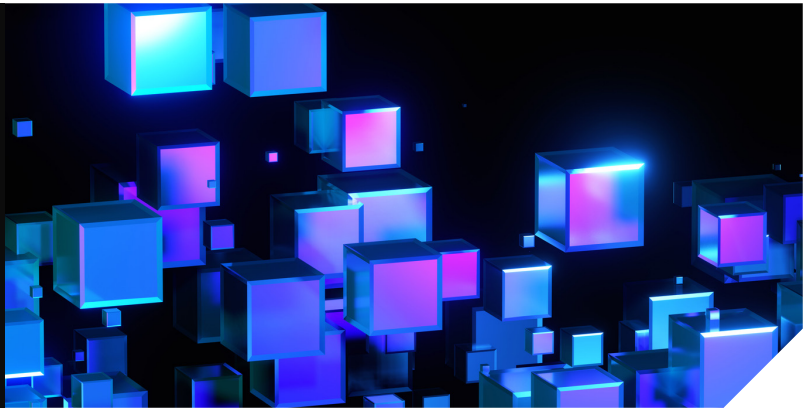
Utilized historical consumer data to train Large Language Models (LLMs) that replicate consumer response patterns. Implement a Synthetic Data Generation Tool to simulate realistic consumer feedback on potential new products.

Research Process



- Collect and analyze historical survey data from consumer studies.
- Train LLMs to understand and predict consumer behavior and preferences.
- Use the trained models to generate synthetic consumer responses for proposed product innovations.

Key Insights



- Synthesized responses can accurately reflect consumer sentiments and preferences.
- Early detection of potential market successes and challenges, guiding product development strategies.

Outcome

- Reduced time and costs associated with traditional market research.
- Improved accuracy and speed in product development cycles, leading to more successful launches and better alignment with consumer expectations.

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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