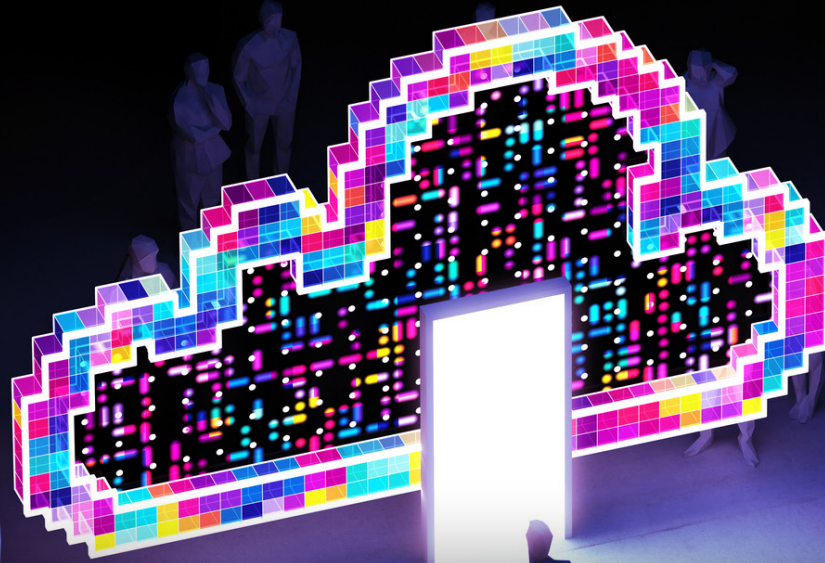




Single View of Multi-Brand Customer Data with Automated Reporting Insights

CLIENT

**Leading Retail
organization in the US**

INDUSTRY

Retail



BUSINESS IMPACT

- Seamless and end-to-end data integration and visualization
- Deep-dive insights through cross-channel data integration
- Efficient and productive reporting practices with reduced manual intervention

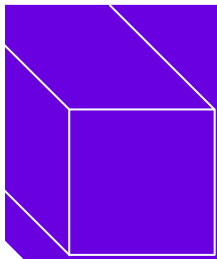


BUSINESS REQUIREMENT

The client had multiple brands under their umbrella and were facing difficulties in managing and maintaining data across different brands to obtain insights. Infrastructure scalability was a big concern while managing both clickstream as well as social data. Inconsistencies were common and there was tremendous manual effort involved in preparing the required excel reports.

C5i was engaged to enable them in setting up a unified data infrastructure with automated report generation targeting a single view of customers across brands.

CLIENT TESTIMONIALS



Throughout the engagement we saw effective collaboration of the teams.

- Head of Consumer Intelligence

C5i Solution Approach



- The engagement started with a 3-month pilot program focused on migrating the 5 existing excel reports (out of total 65+ reports) to Tableau.



Infrastructure Setup

- C5i **analyzed different data forms from** data sources like social media, Adobe Analytics, weather data, etc.
- **Created automated processes for data extraction and cleansing** for a data model and created **end-to-end automated infrastructure** with more scalability



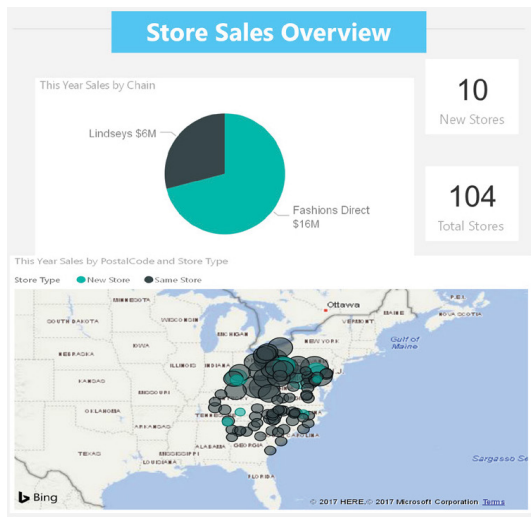
Automatic Reports

- Post set-up, C5i executed **as-is transition** of pre-agreed 5 excel reports to Tableau, and scaled up to 65+ reports in next 9 months
- Post the pilot, **automated the various executive dashboards and reports.**
- Enabled **capability to email reports** on a daily basis to respective executives in PDF format

OUTCOMES

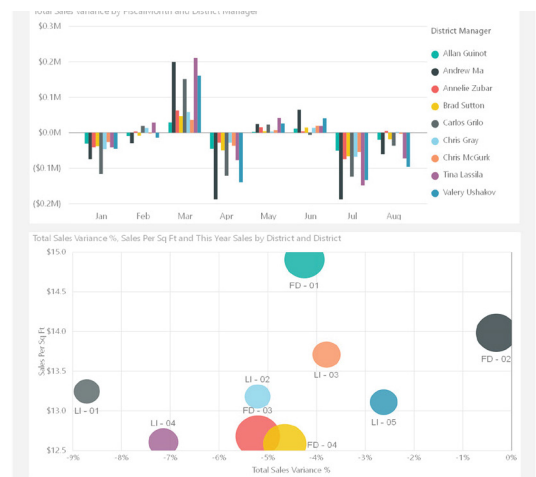
- Integration of 8+ disparate data sources for key business units across different brands
- Complete automation in integrating the data and rendering it seamlessly towards creating different dashboards
- The automated report generation process required very less manual intervention and hence become more process-efficient

Sample Dashboard Output



C5i automated various executive dashboards and reports towards providing deep-dive insights to different teams across the brands

Streamlined and automated delivery of data to systems and dashboards downstream



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

