



Data Enrichment and Integrated Business Intelligence for an Ecommerce Team

CLIENT

Multinational ecommerce company

INDUSTRY

Technology



BUSINESS IMPACT

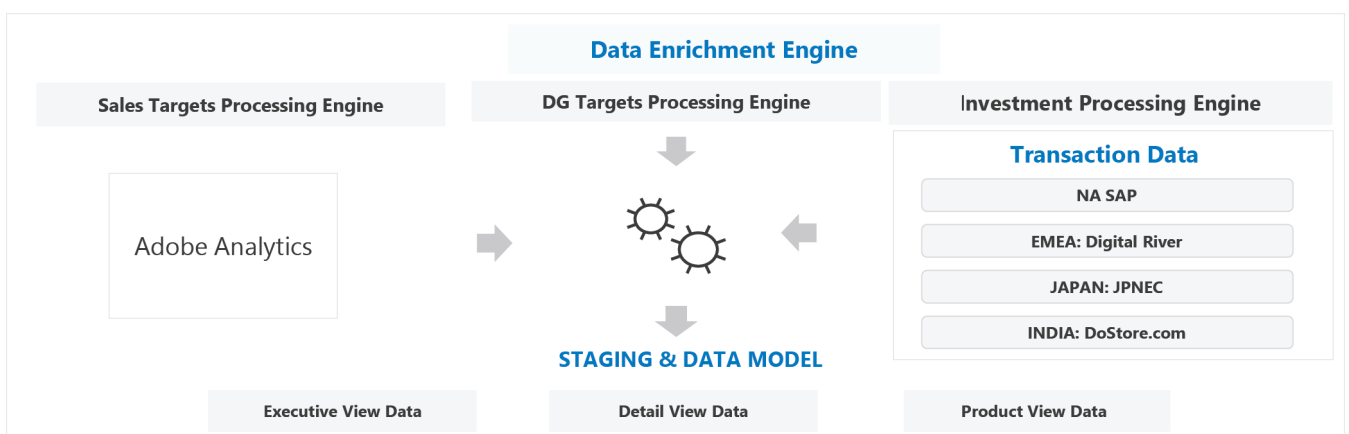
- Moved from **35 manual reports** to a **single automated insights view**
- The company's data analysts use the insights **on a daily basis** to make **better, faster decisions**



BUSINESS REQUIREMENT

The client, a multinational ecommerce company, engaged C5i's Digital and Analytics team to help unify disparate and inconsistent data from 13 sources. The client wanted to create a single view of ecommerce sales, website traffic, demand generation and product performance data that could be easily tracked and leveraged to get automated insights.

C5i Solution Approach



OUTCOMES

- Harmonized performance data from all sources to produce a master report that is refreshed 6 times a day
- Empowered business teams to take decisions based on timely and integrated intelligence

Master Report on Harmonized Data

REGION ▾ PROJECTS ▾ TOOLS ▾ RESOURCES ▾ SERVICE TICKETS ▾ BUSINESS UNIT ▾ ABOUT

SEARCH 


Customer Experience


Sales & DG


Conjoint Analysis


CLV


Competitive Intelligence


SS&P


Market Intelligence


LenovoPRO

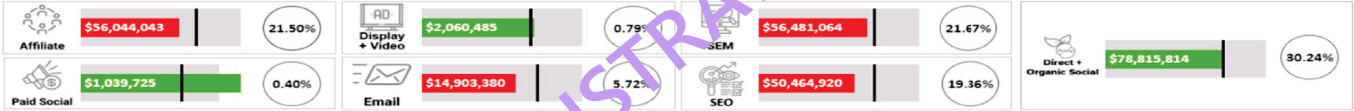

Attribution Dashboard


Fraud Risk Management


Loyalty

Select Metrics

Gross Booked Revenue ▾



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

