



**REVOLUTIONIZING MARKET
RESEARCH: DATAMATICS ENABLED
99% EFFICIENCY FOR GLOBAL FIRM**

DATAMATICS

Founded in 1992, the client is well-established in global market research, specializing in consumer insights, brand tracking, and competitive intelligence. Headquartered in California, it has a presence in over 90 countries and operates with the help of 3,000+ researchers and analysts, providing strategic market intelligence to some of the world's largest brands.

The Challenge: Reporting Bottlenecks

Despite their best efforts, they couldn't scale their operations fast enough to meet growing demands. Their analysts were stretched thin, and delays in delivering insights put client relationships at risk. With business decisions hinging on timely, accurate data, the company realized they needed a cutting-edge solution to automate reporting, eliminate inefficiencies, and drastically accelerate turnaround times.

As the client expanded its research capabilities, handling vast amounts of data became increasingly complex. The manual process of cleaning, analysing, and compiling reports was time-consuming, often leading to delays in delivering insights to clients. With data coming from multiple sources, inconsistencies and errors crept in, affecting the accuracy of the reports. Managing 127 metrics, 24 subgroups, 35 competitor brands, and 14 countries made the process cumbersome and error-prone.

Need for a streamlined, automated system became clear- one that could enhance efficiency, reduce errors, and accelerate report generation without compromising accuracy.

The Solution: Streamlined Reporting

Datamatics implemented a Python-based tool tailored to automate the report generation process, simplifying and accelerating the workflow. By automating data collection, processing, and formatting, the solution significantly reduced the need for manual intervention. Advanced analytics ensured data accuracy, while real-time trend detection allowed for quicker decision-making. The system seamlessly integrated with the client's existing infrastructure, providing a centralized view of insights and ensuring consistency across reports.

This tool was specifically customized to address the client's unique data needs, streamlining the entire process, enhancing accuracy, and significantly improving efficiency in handling complex metrics and diverse datasets. As a result, the client was able to generate high-quality reports more efficiently, delivering timely and reliable insights to their clients.

Impacts: Real-Time Market Insights

99%

higher operational efficiencies

70%

reduction in time for quality

750 hours

reduced to 8 hours for
overall report creation time

100% Centralization

With a unified place for all
business operations

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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