

# Instant Insights Pave the Way for Food Product Leader's Success

Data analysis chatbot generates insights 90 times faster for this global French food product company



## Why Is It Taking So Long?

Trying to derive specific actionable insights from sales and brand performance dashboards was costing business users many hours – and the analytics team was spending too much time and effort in manually pre-processing the data. Having information spread on multiple dashboards for different audiences complicated the picture.

The client needed a solution that would allow business users to find their own data at will, without relying on the already busy analytics team.

## Your Data Delivery Solution Has Arrived

Using ASK NAVIK, Absolutdata's proprietary data analytics chatbot, the client was able to harness cutting-edge AI technology to:

- Find key information hidden in heaps of unstructured data (e.g. in PDFs, presentation slideshows, and text files) and transform it into consumable, action-oriented insights
- Present these insights in a human-understandable way, with computer-generated language that mimics the company's unique style and vocabulary

In addition, our client needed this system to integrate with their existing setup. ASK NAVIK, the module of NAVIK Technology AI is built to work with all major BI platforms (Tableau, Power BI, MicroStrategy etc.) and databases (SQL Server, Redshift, Oracle, etc). The product enables users to initiate voice queries by sifting through terabytes of unstructured data and return powerful insights delivered in a familiar style and communication syntax.

## A Customized Insight-Writing Process

We had to go the extra mile on this one, creating an insight-writing process that mirrored the business users' natural verbal style. This called for a three-pronged strategy:

- **Identifying relevant business KPIs:** Extensive research into our client's data and in-depth conversations with various stakeholders helped us identify which KPIs were critical to the business decision-making process
- **Developing actionable insights:** A robust Python-based algorithm was built to analyze data trends. Natural Language Generation (NLG) transformed the raw analysis into highly understandable, human-like sentences
- **Layering on a client dictionary:** To make the insights seem like they were prepared by the consumer and market insights team, we built a customized AI model that learned the team's writing style

## Going Beyond Faster Data Delivery

ASK NAVIK delivered impressive speeds, getting insights to users 90 times faster than their previous efforts. But it did more than just make information readily available; it changed the client's entire process, shifting from 'What's going on in X?' to 'What are we going to do about this?'.

As a result of this project, the client enjoyed the benefits of scalable real-time insight automation across the entire organization.

