



# Reconcile: Ecommerce Product Data Reconciliation

CLIENT INDUSTRY

CPG (Confectionary and other foods)



## BUSINESS IMPACT

- Increased efficiency by:
  - classifying products into appropriate buckets
  - bringing uniformity in data
  - 85% reduction in data reconciliation
- Better decision-making by:
- Classifying SKUs in well-defined categories



## OBJECTIVE

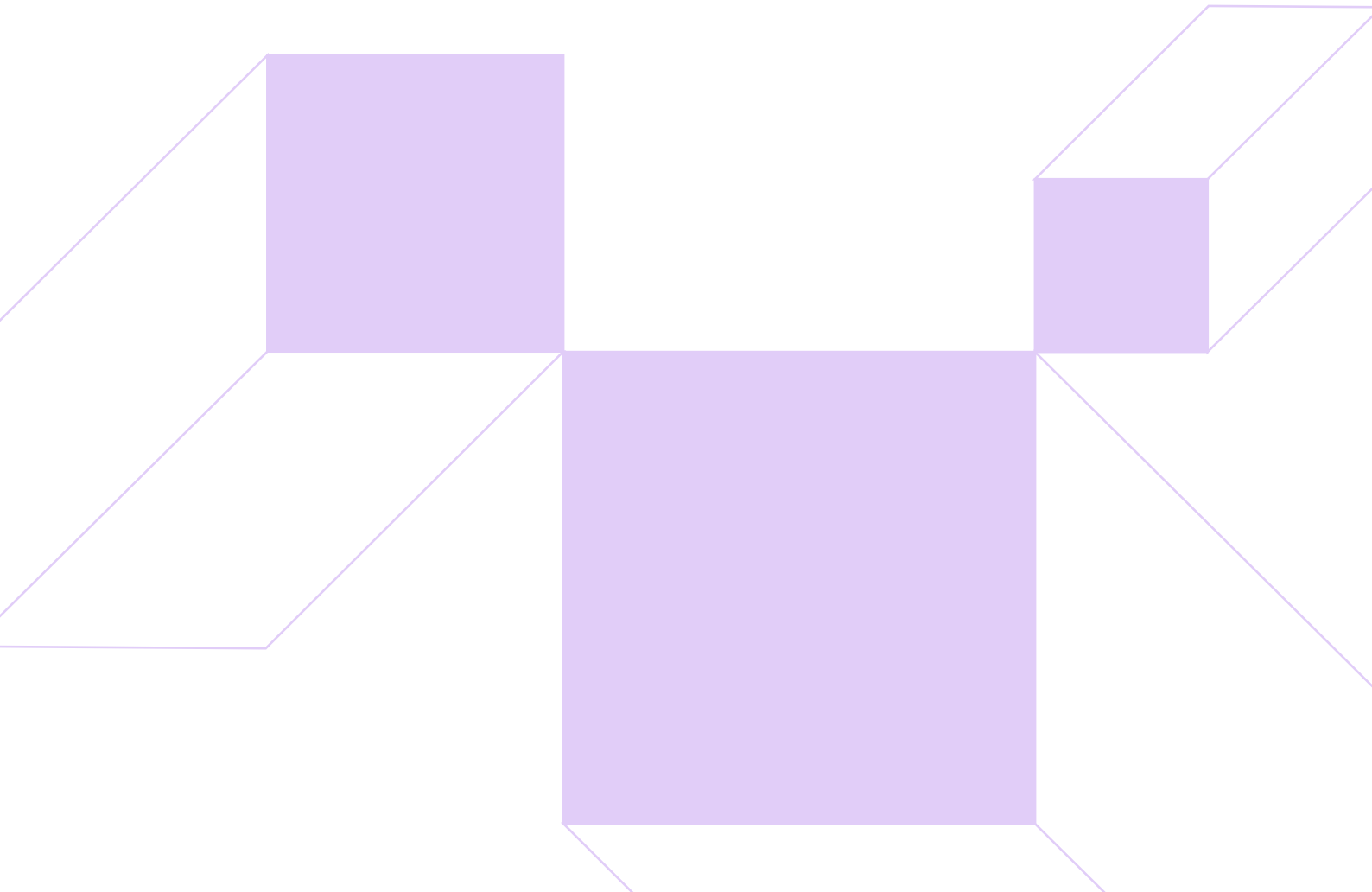
To automate the process of manual matching of SKUs based on product descriptions.

## C5i SOLUTION



Using Generative AI-powered Reconcile, a customized Natural Language Processing (NLP)-based solution for Named-Entity Extraction, Disambiguation, and Reconciliation of Product Data, C5i enabled:

- AI-based SKU ID Mapping and categorization based on an item's description
- Data aggregation and SKU mapping based on entity matching
- SKU classification for a unified view



# 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](http://www.c5i.ai)

