We are SURROUNDED by DATA, but STARVED for INSIGHTS

How a lack of data strategy is killing ROI?

FPT Software

70%

businesses are not effectively leveraging data

1/5

marketing budgets have a ROI of 0

15%

revenue is lost

611B
USD

in losses each year due to digital marketing campaigns that are not targeted

79%

customers will skip new offers if they are not personalized

Current Challenges in Data Analytics

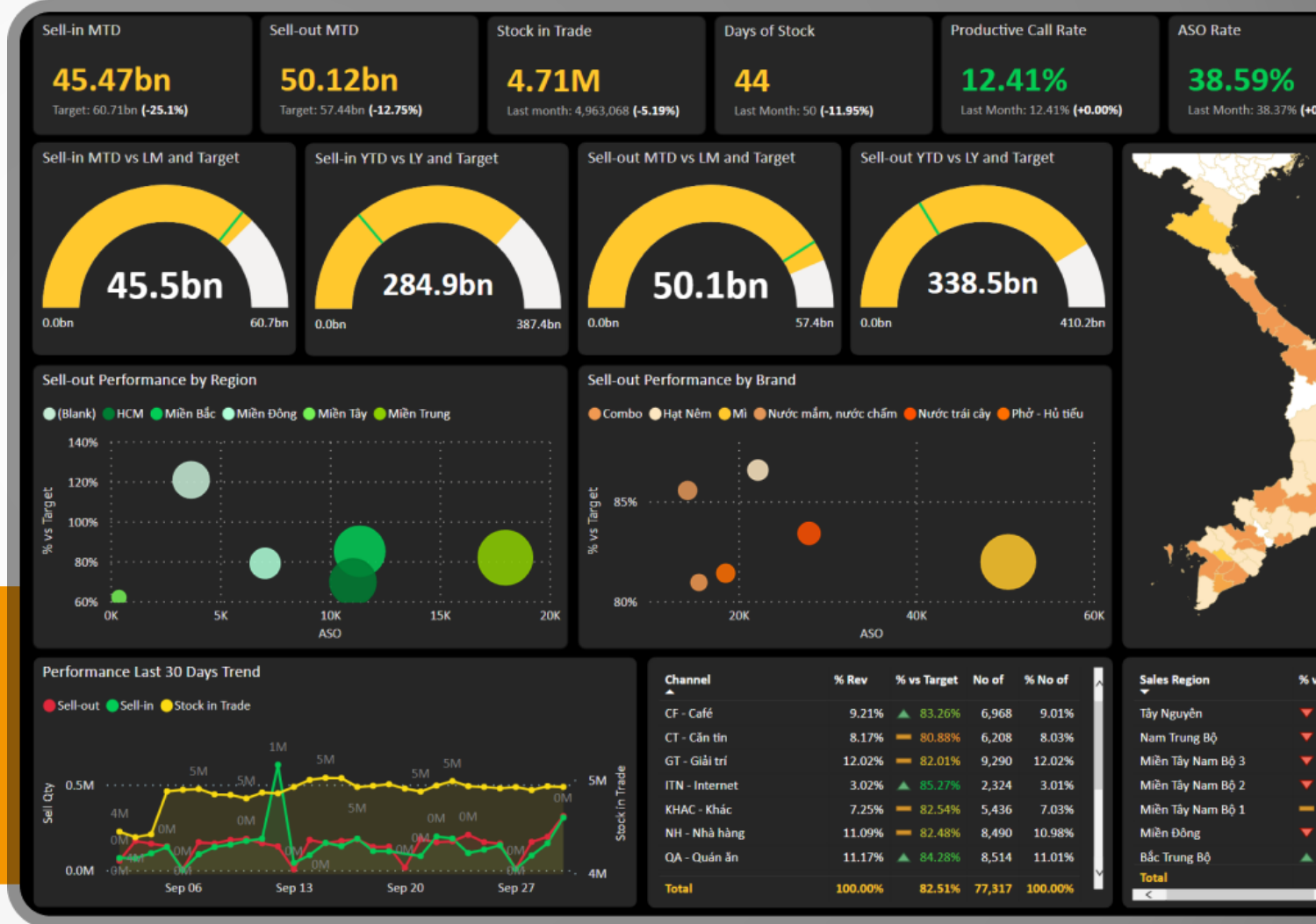**1** The cost of building a data analytics platform **ranges from $200k - $1M, labor costs ~ 55%.**

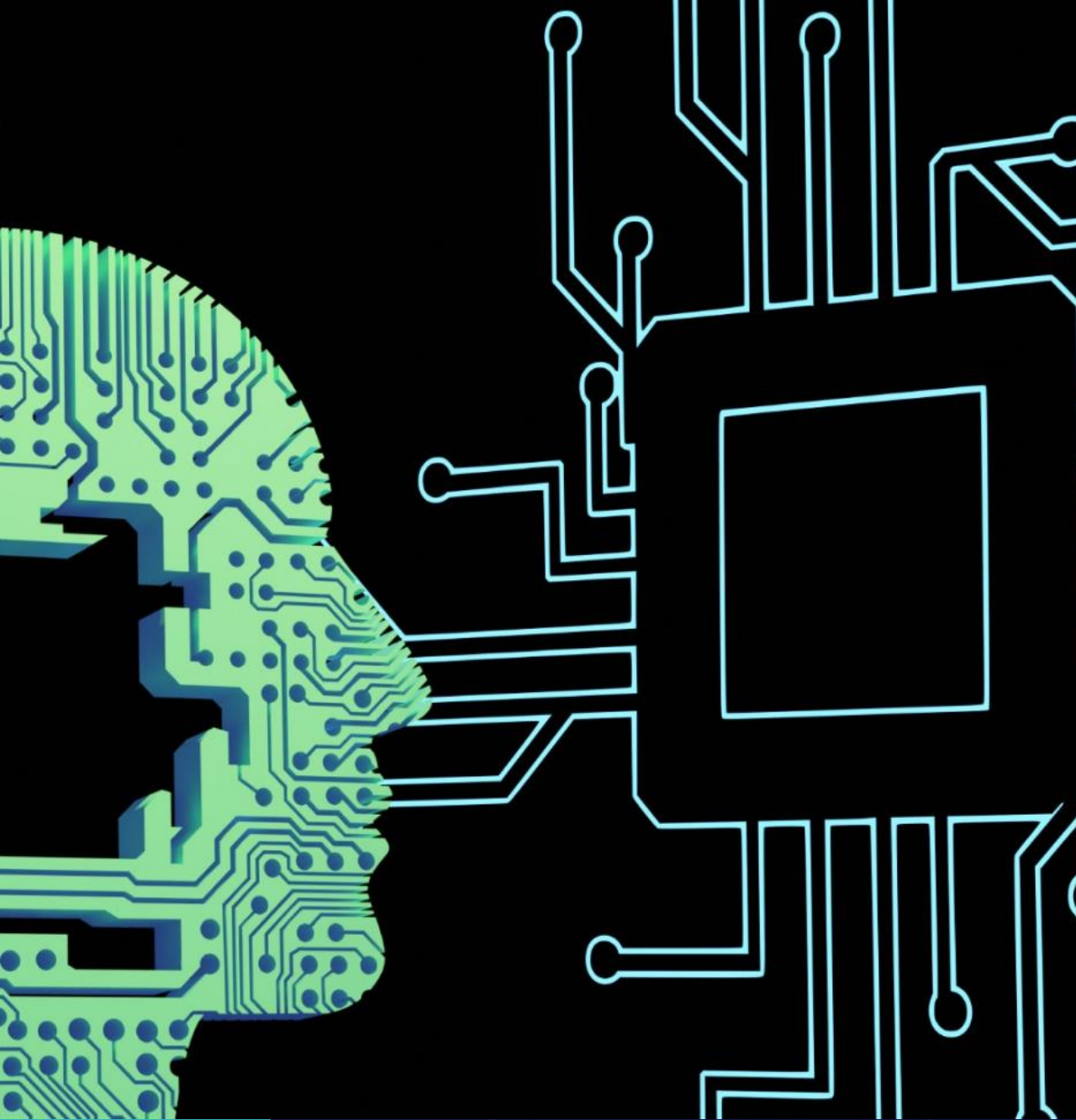**2** Business intelligence tools still require **technical knowledge**

3 **Dashboard report** are suitable for **briefing reports, meeting**

There is a need for an analytics tool that can **serve a variety of users, can be used anywhere, anytime!**
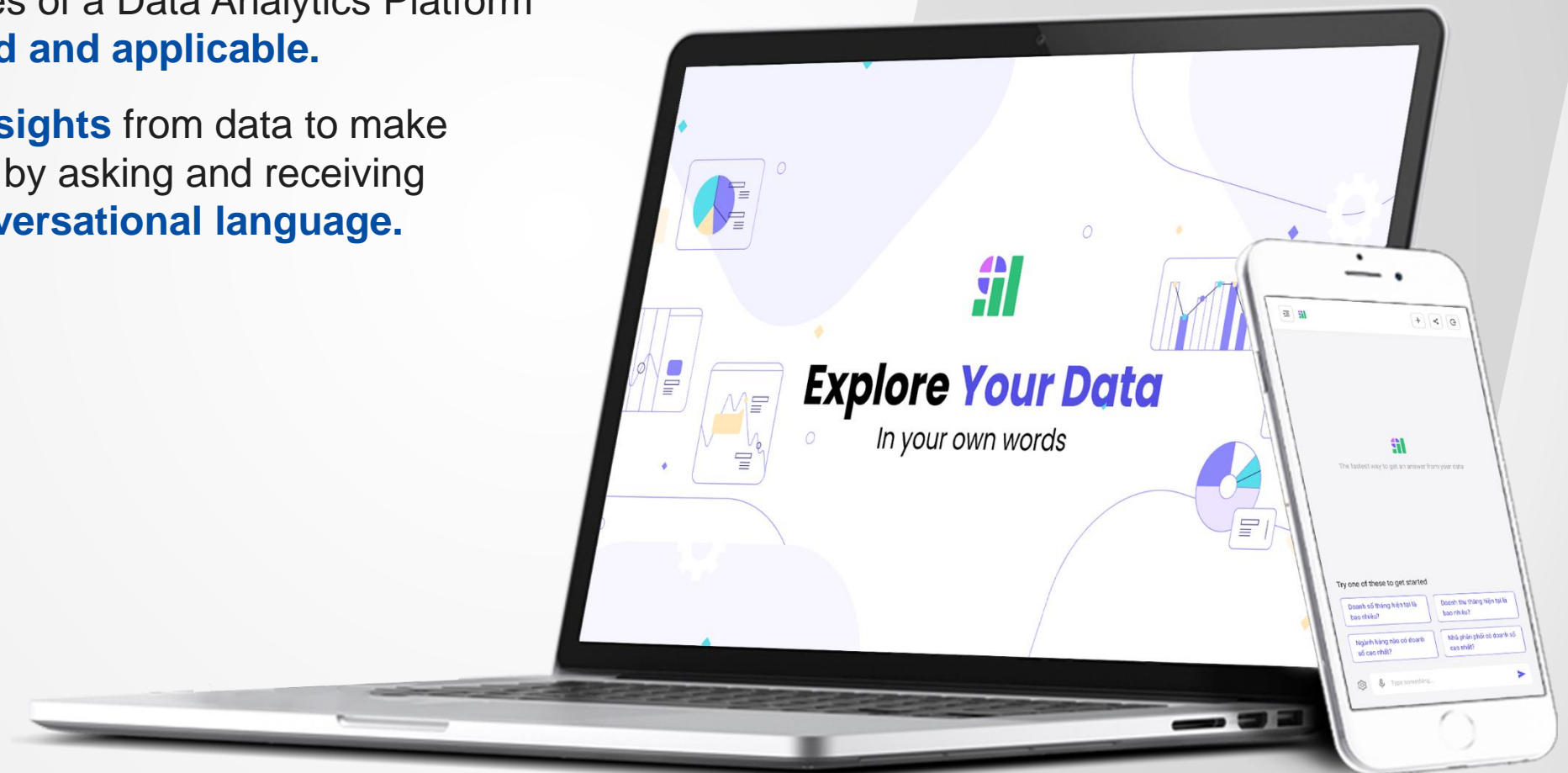
How to **leverage AI** for data-driven decision-making?

Power Analytics Services

POWER INSIGHTS

The fastest way to get insights from your data
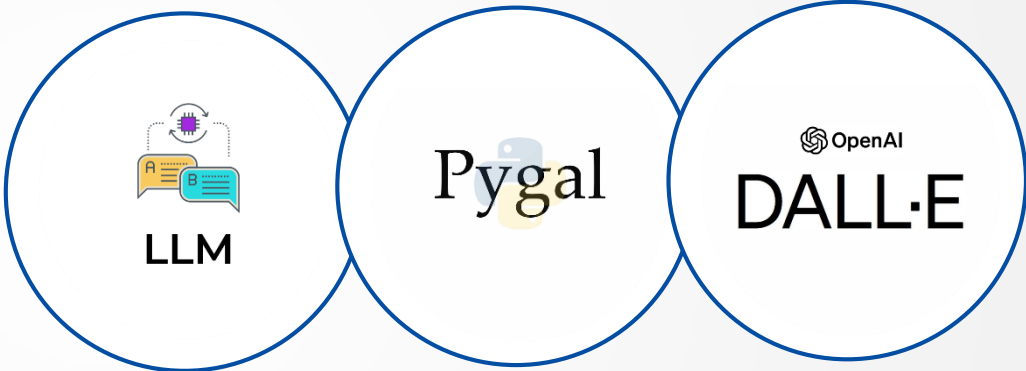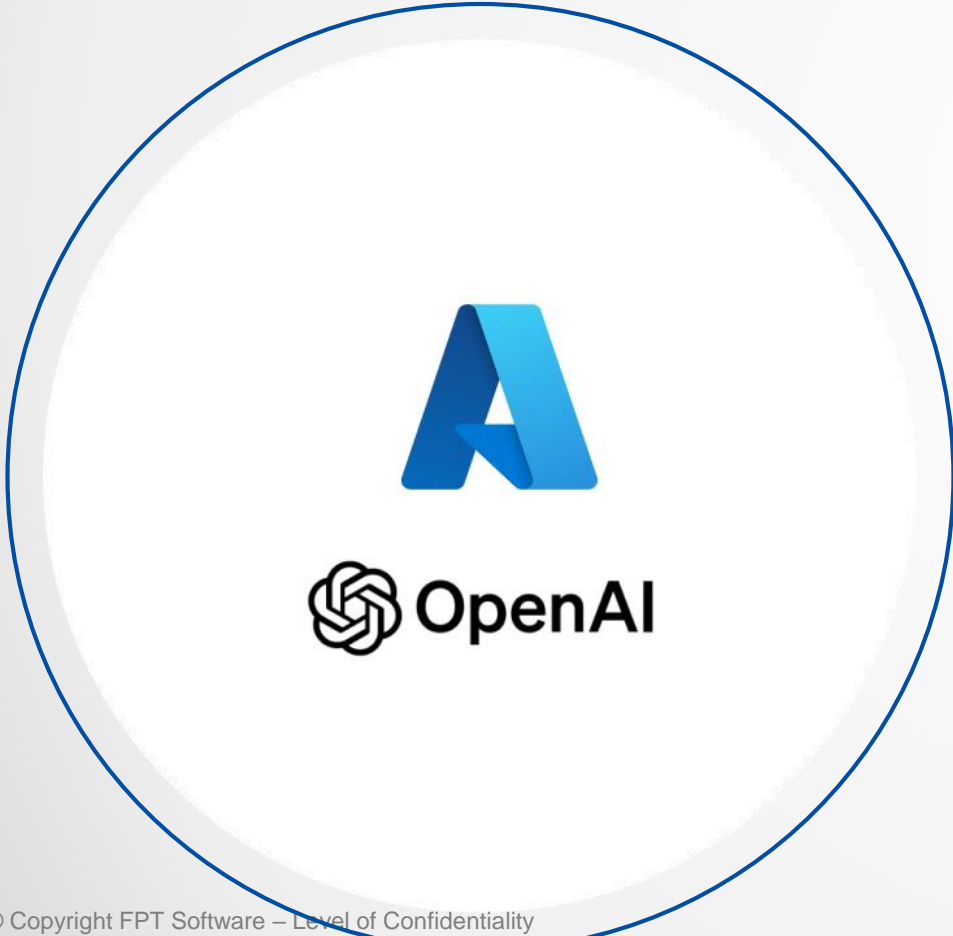
What is Power Insights?

Power Insights is an AI chat application that **simplifies the data analysis process.** The tool integrates all the features of a Data Analytics Platform but is **more streamlined and applicable.**

Anyone can extract insights from data to make better decisions, simply by asking and receiving answers entirely in **conversational language.**

Our technology

Power Insights is built on the foundation of **Azure OpenAI** technology from Microsoft. The application combines the power of Generative AI, Large Language Model and FPT's expertise in data processing and analysis.

With Azure OpenAI, Power Insights can generate answers, such as text and visualizations, in response to users' questions. This technology enables Power Insights to understand natural language queries, analyze data, and generate meaningful responses in a conversational manner.

Features of Power Insights

Conversational data exploration and insight extraction

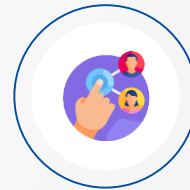Data visualization

Anomaly detection and pattern recognition

Prompt examples and guidance

Answer explanation

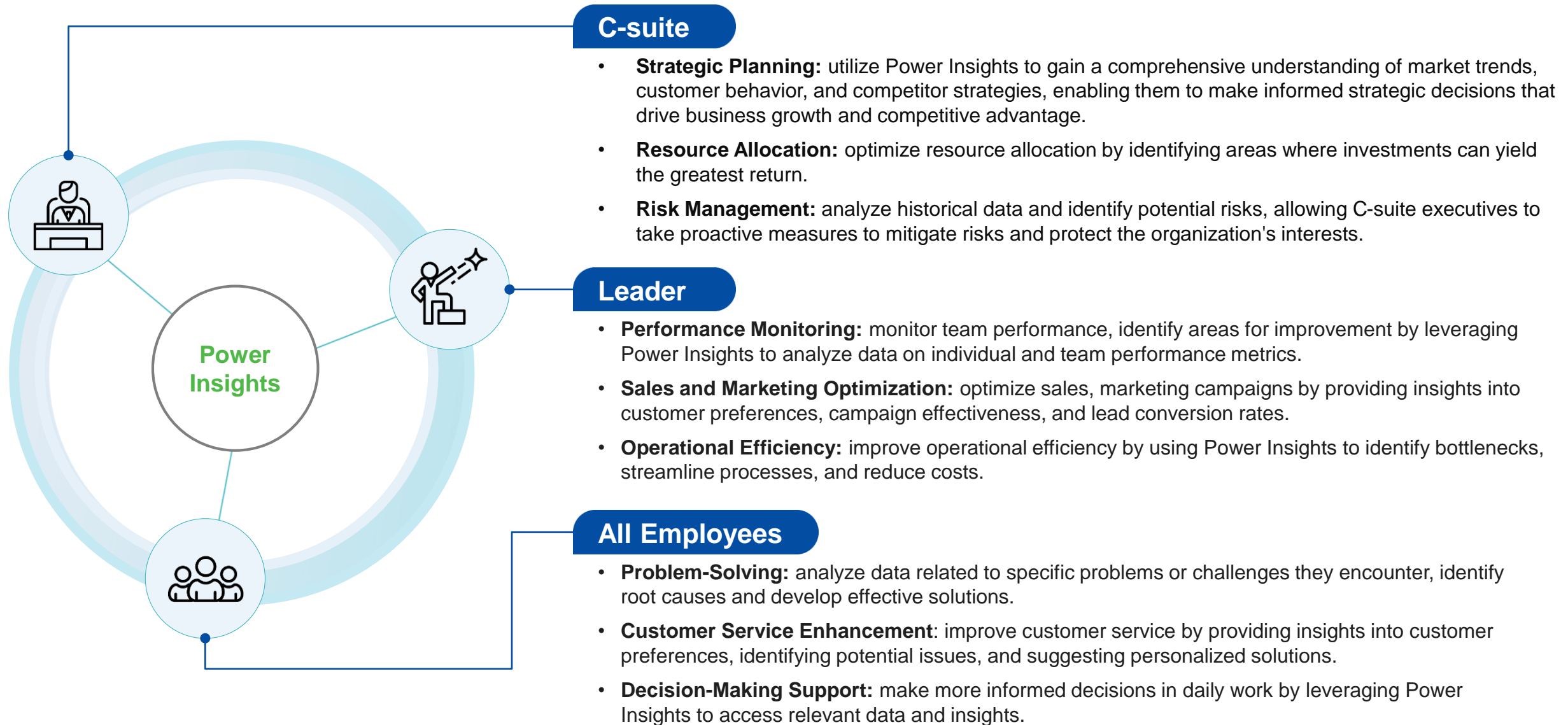Sharing Insights with others through Email, Teams,…

Empower every role with data-driven decisions

Power Insights

C-suite

- **Strategic Planning:** utilize Power Insights to gain a comprehensive understanding of market trends, customer behavior, and competitor strategies, enabling them to make informed strategic decisions that drive business growth and competitive advantage.

- **Resource Allocation:** optimize resource allocation by identifying areas where investments can yield the greatest return.

- **Risk Management:** analyze historical data and identify potential risks, allowing C-suite executives to take proactive measures to mitigate risks and protect the organization's interests.

Leader

- **Performance Monitoring:** monitor team performance, identify areas for improvement by leveraging Power Insights to analyze data on individual and team performance metrics.

- **Sales and Marketing Optimization:** optimize sales, marketing campaigns by providing insights into customer preferences, campaign effectiveness, and lead conversion rates.

- **Operational Efficiency:** improve operational efficiency by using Power Insights to identify bottlenecks, streamline processes, and reduce costs.

All Employees

- **Problem-Solving:** analyze data related to specific problems or challenges they encounter, identify root causes and develop effective solutions.

- **Customer Service Enhancement**: improve customer service by providing insights into customer preferences, identifying potential issues, and suggesting personalized solutions.

- **Decision-Making Support:** make more informed decisions in daily work by leveraging Power Insights to access relevant data and insights.

The potential spans boundlessly across every business sector

FMCG

Logistics

Hospitality

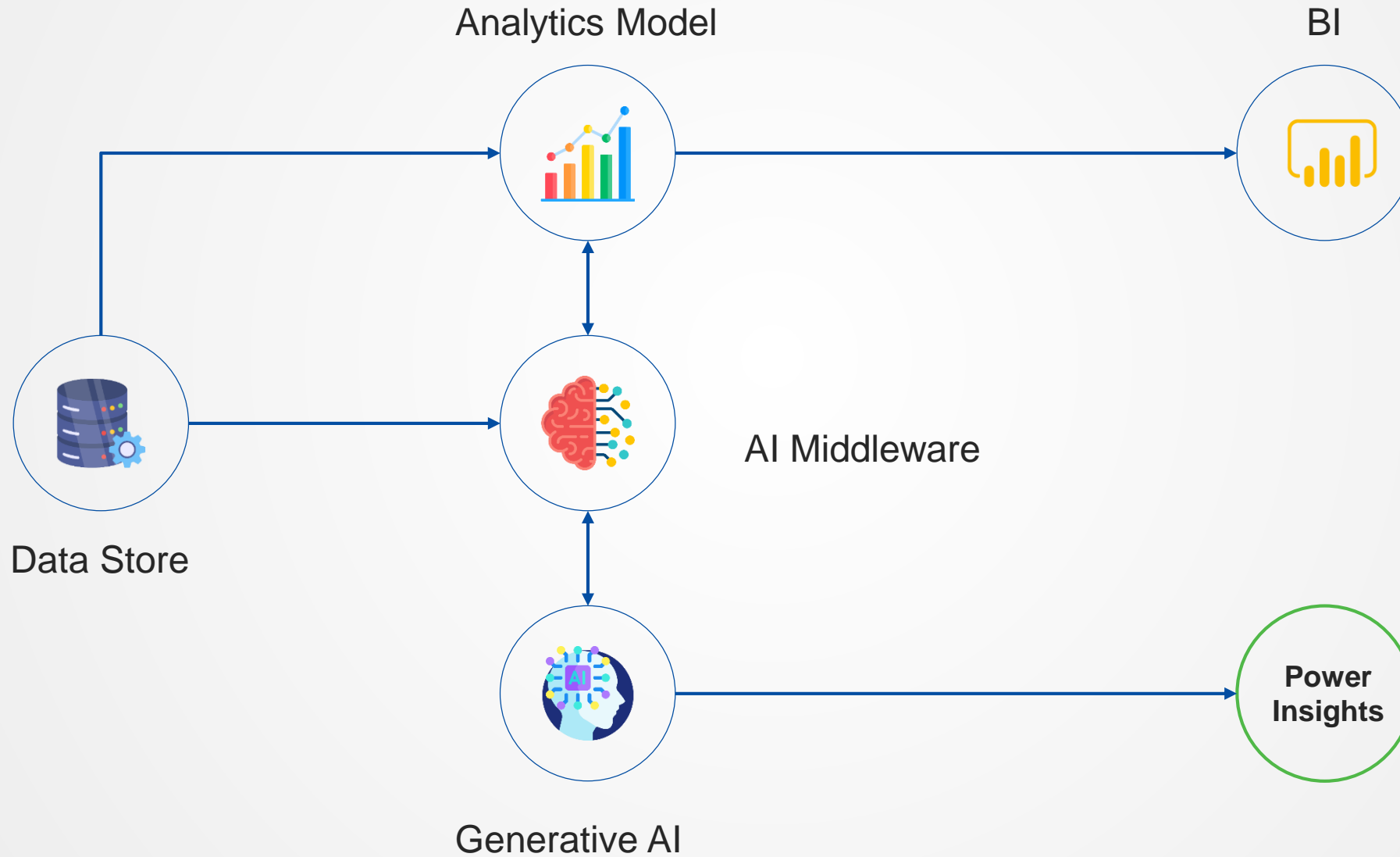Insurance

Retail

FinTech

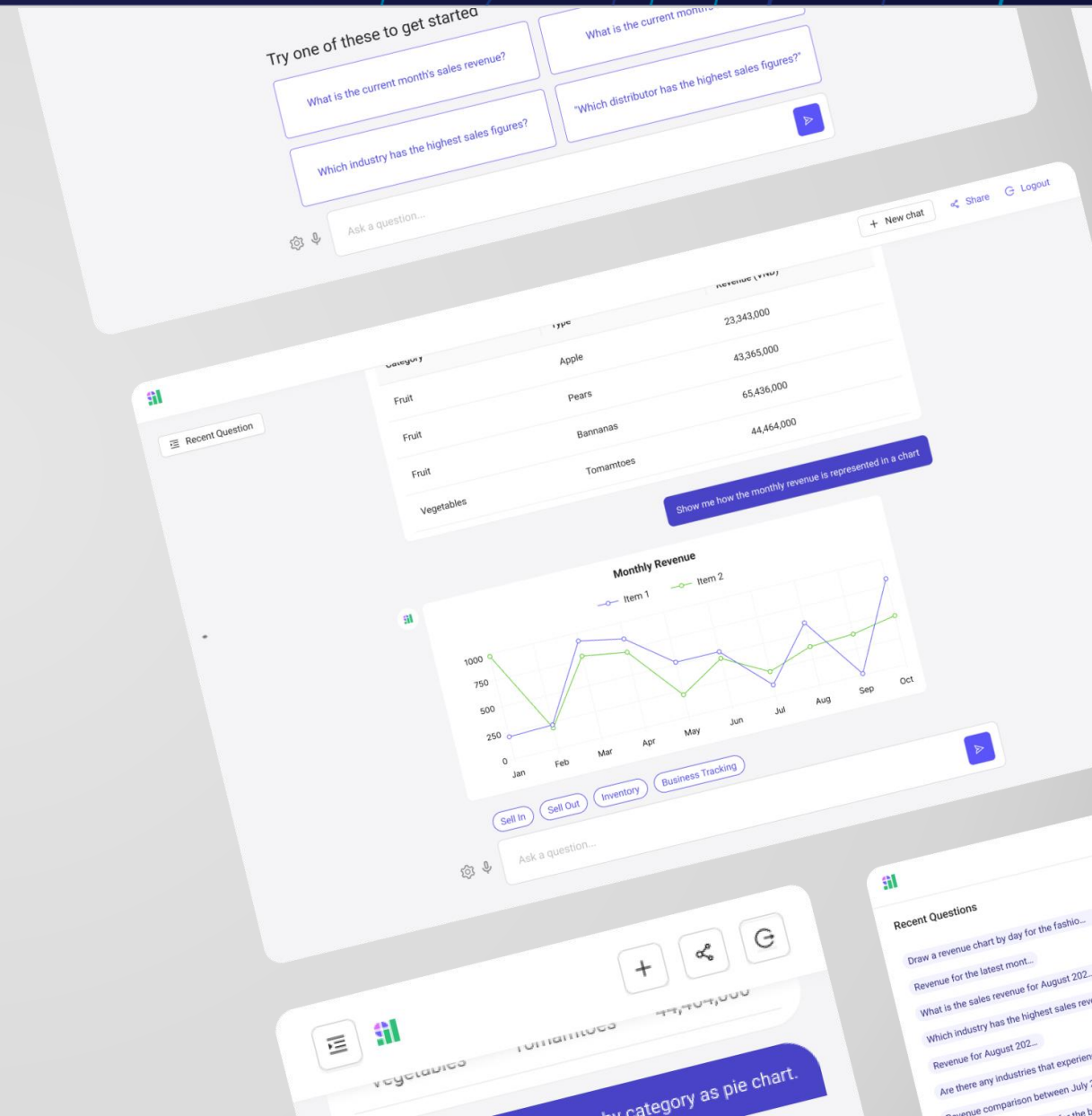Healthcare

Stock Trading

Marketing

Production

Model

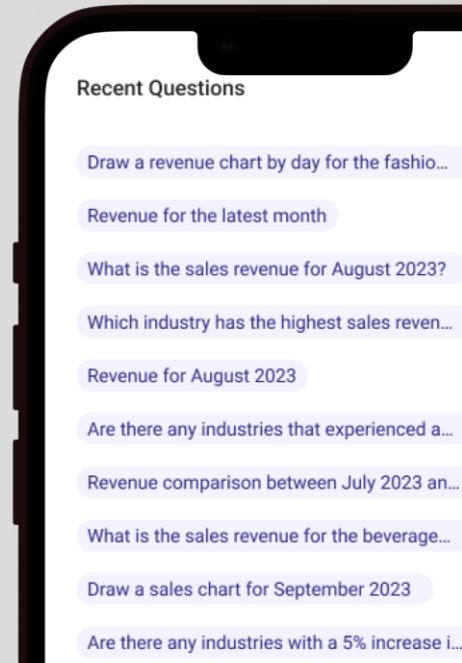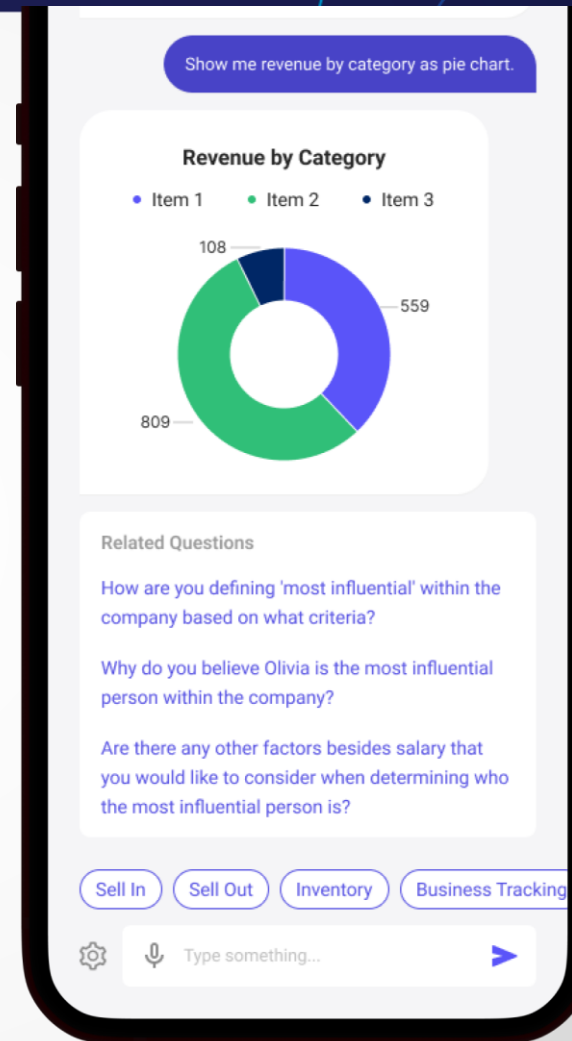# Insight, anytime, anywhere, for everyone!

- Provides analysis results in **just a few seconds**

- **Short implementation time** (3 weeks - 1 month)

- **Eliminates human error**

- **Streamlined and easy to use** (mobile, desktop)

- **Reduces the cost** of recruiting and training

- Allows for deeper/broader questioning to **find more insights**

- Supports **over 120 languages** worldwide

- Domain knowledge is **packaged** and **customized**

Benefits

- Customer acquisition rate **increased 23 times**

- Customer retention rate **increased 6 times**

- Profitability **increased 19 times**

- Insight-driven business **growth averaged 30% per year**

- Outperformed competitors by **6% in profit and 5% in productivity**

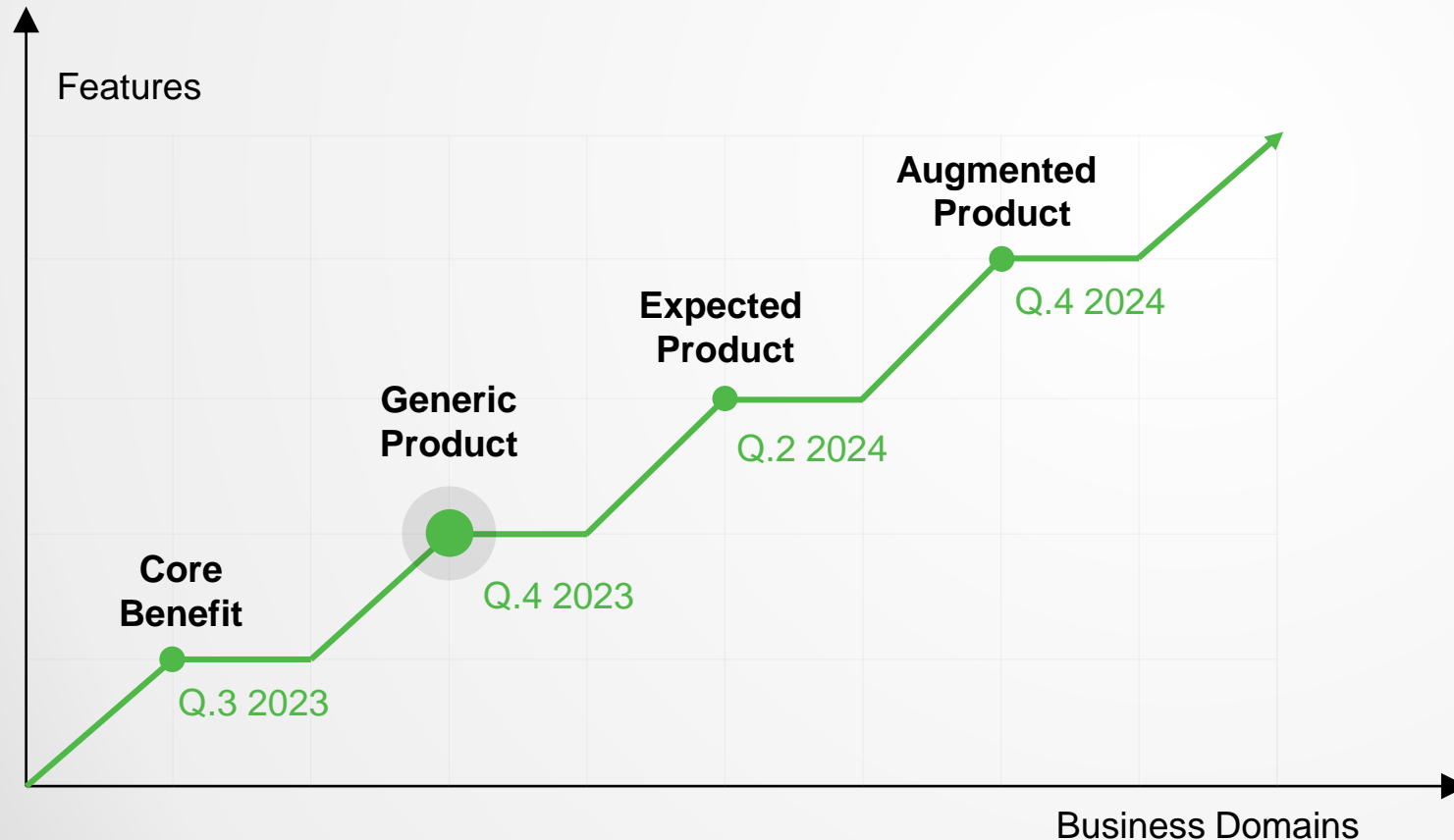- **Eliminates language barriers** in data analysis

Development strategy

DEVELOPMENT STRATEGY

Features
- Text to speech
- Personalized answers
- Make assumptions about the analytics
- **Analysis Vitual Assistant (AVA)**

MILESTONES

Core Benefit	Core product that meets basic analytical needs
Generic Product	Packaged product that serves the analytical needs of various businesses
Expected Product	Product that combines features that meet user expectations
Augmented Product	Product with extended/additional features that optimize the user experience, a "must have" solution for businesses

Features

Augmented Product
Q.4 2024

Expected Product
Q.2 2024

Generic Product
Q.4 2023

Core Benefit
Q.3 2023

Business Domains

DEMO IMAGES

Today 16:32:37

Revenue in September 2023, unit billion VND

Today 16:32:50

131.34

Today 16:33:23

List provinces and revenue in September 2023, unit billion VND

Today 16:33:41

PROVINCE	REVENUE (BILLION VND)
An Giang 01	1.72
An Giang 02	2.29
Bà Rịa - Vũng Tàu	2.45
Bình Dương	7.20
Bình Phước	2.98
Bình Thuận	2.70
Bình Định	3.34
Bạc Liêu	1.27
Bắc Giang	2.49
Bắc Kạn	0.65
Bắc Ninh	1.92
Bến Tre	2.01
Cao Bằng	1.07
Cà Mau	2.36

Sell In   Sell Out   Inventory   Business Tracking

⏸ Stop generating

🎤   Ask a question...   ➤

List 10 provinces and cities in September 2023 whose revenue decreased compared to the previous month. Sort in descending order of revenue difference
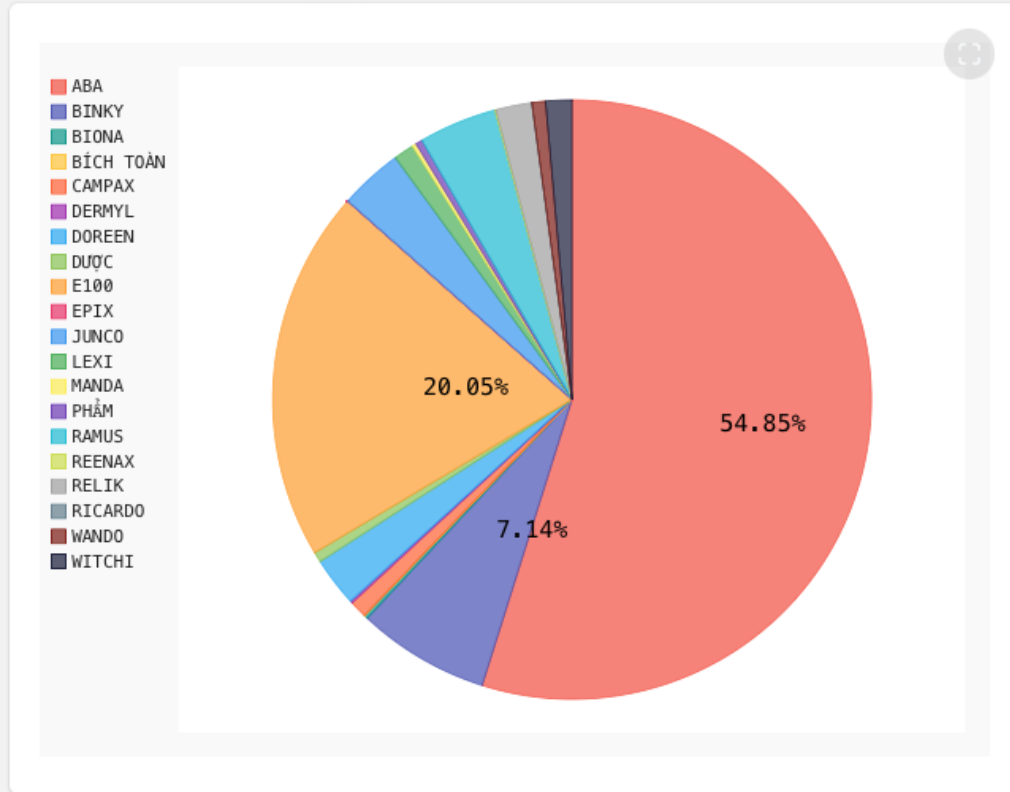
Today 16:34:42

PROVINCE	2023-08	2023-09	REVENUE_DIFF
Đồng Nai	5,930,982,503.00	5,451,091,709.00	-479,890,794.00
Bình Thuận	3,114,174,814.00	2,701,538,239.00	-412,636,575.00
Hoà Bình	1,792,299,883.00	1,472,968,090.00	-319,331,793.00
Tiền Giang	3,467,381,399.00	3,212,902,161.00	-254,479,238.00
Trà Vinh	2,703,896,960.00	2,467,776,831.00	-236,120,129.00
Tây Ninh	2,121,094,443.00	1,885,056,298.00	-236,038,145.00
Bình Dương	7,430,558,458.00	7,202,290,768.00	-228,267,690.00
Cà Mau	2,587,906,993.00	2,361,242,833.00	-226,664,160.00
Nam Định	1,176,354,031.00	965,728,632.00	-210,625,399.00
An Giang 01	1,928,125,759.00	1,718,104,789.00	-210,020,970.00

THANK YOU