

We are
SURROUNDED
by **DATA**, but
STARVED for
INSIGHTS



How a lack of data strategy is killing ROI?

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%.**

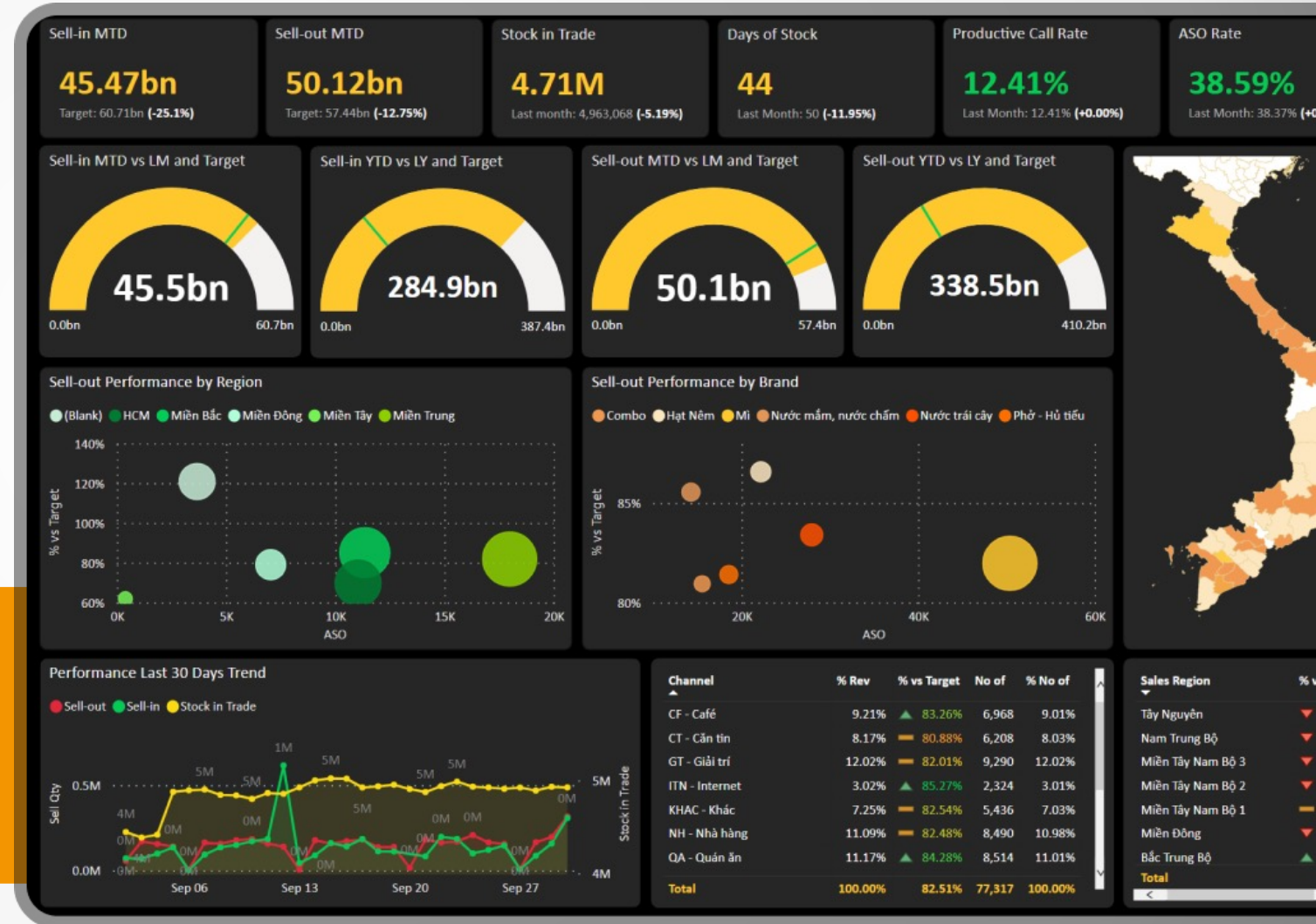
2

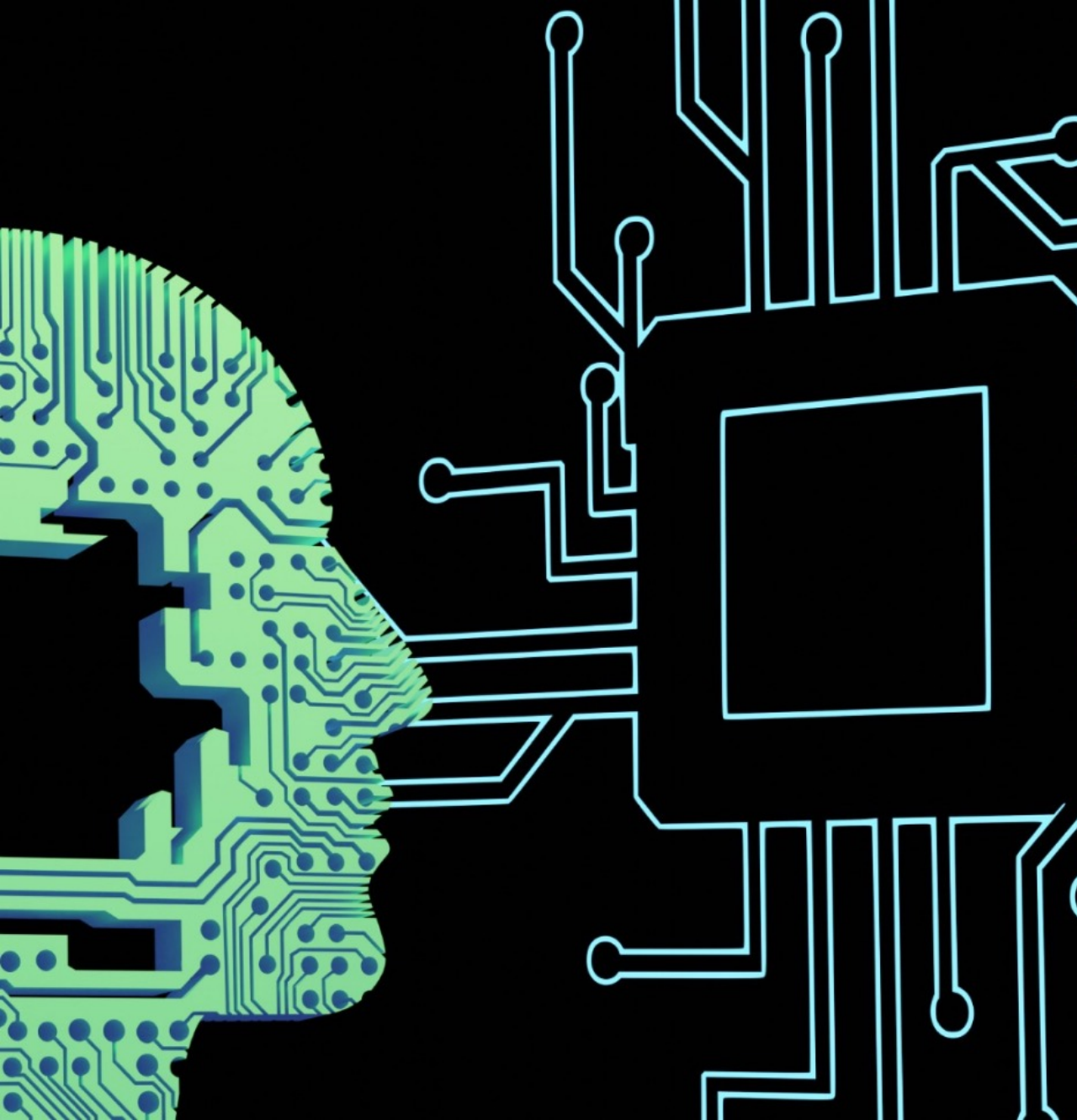
Business intelligence tools still require **technical knowledge**

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

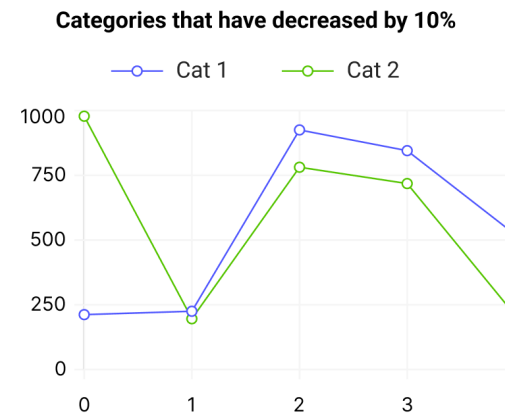
POWER INSIGHTS

The fastest way to get insights from your data

List the provinces whose revenue in July 2023 decreased by more than 5% compared to the previous month.

Binh Duong, Da Nang, Dong Nai

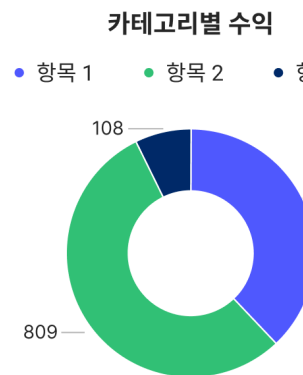
Are there any product categories that have decreased by 10% from the previous month?



2023 年 7 月の収入が前月と比較して 5% 以上減少した都道府県をリストしてください。

ビンズオン、ダナン、ドンナイ

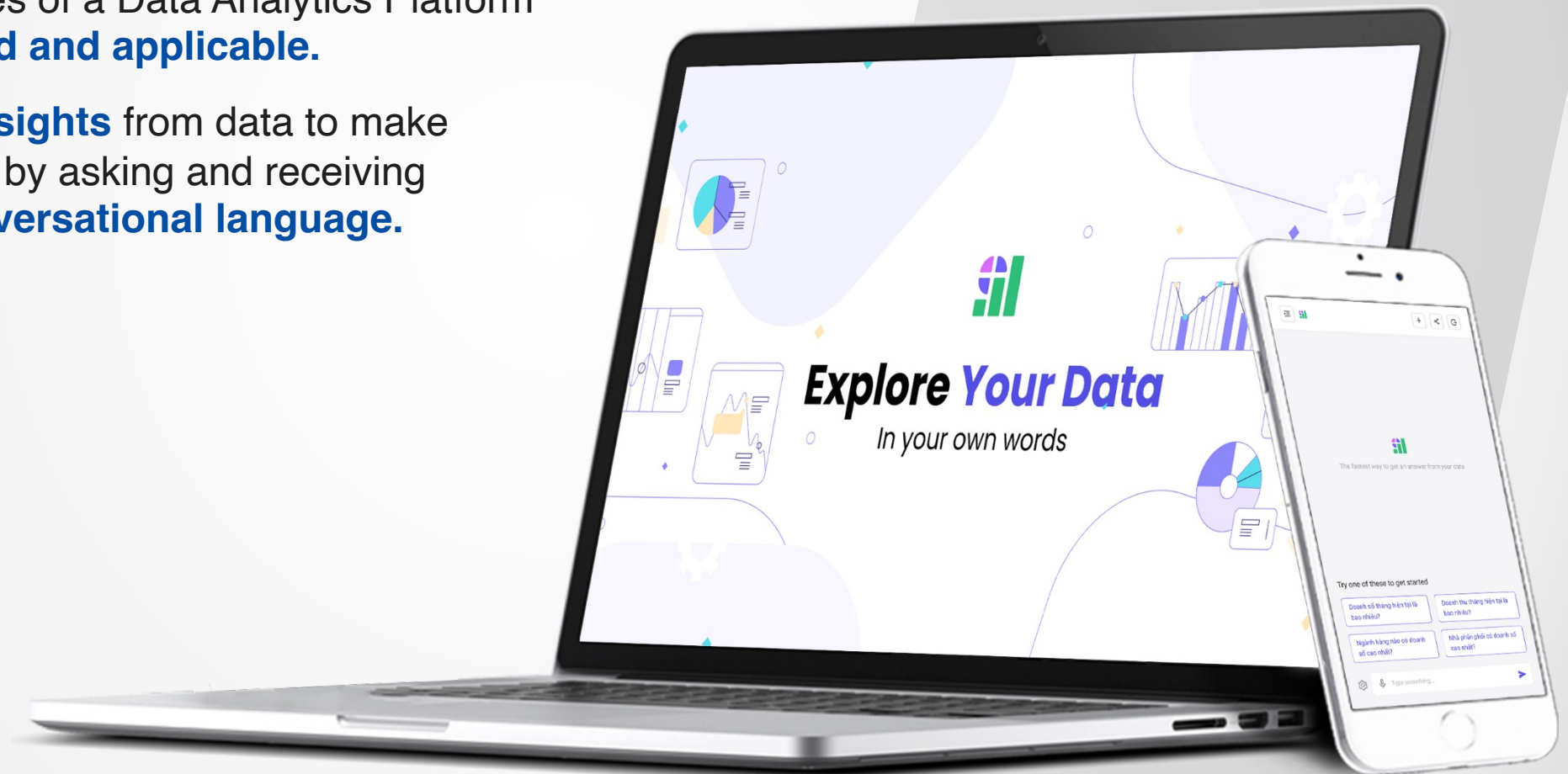
지난 3개월 동안 구매하지 않았지만 구매한 고객 및 판매원을 나열합니다.



What is Power Insights?

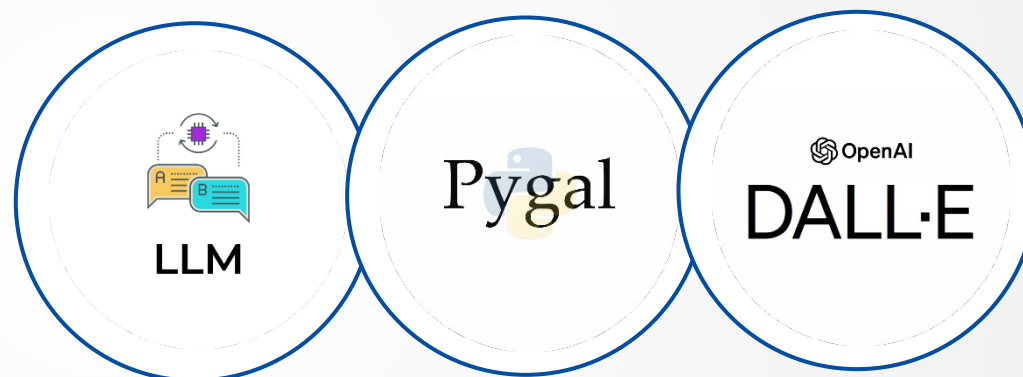
Power Insights is an AI chat application that **simplifies the data analysis process**. The tool integrates all the features of a Data Analytics Platform but is **more streamlined and applicable**.

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



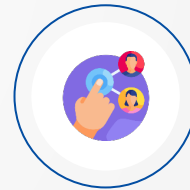
Anomaly detection and
pattern recognition



Prompt examples and
guidance

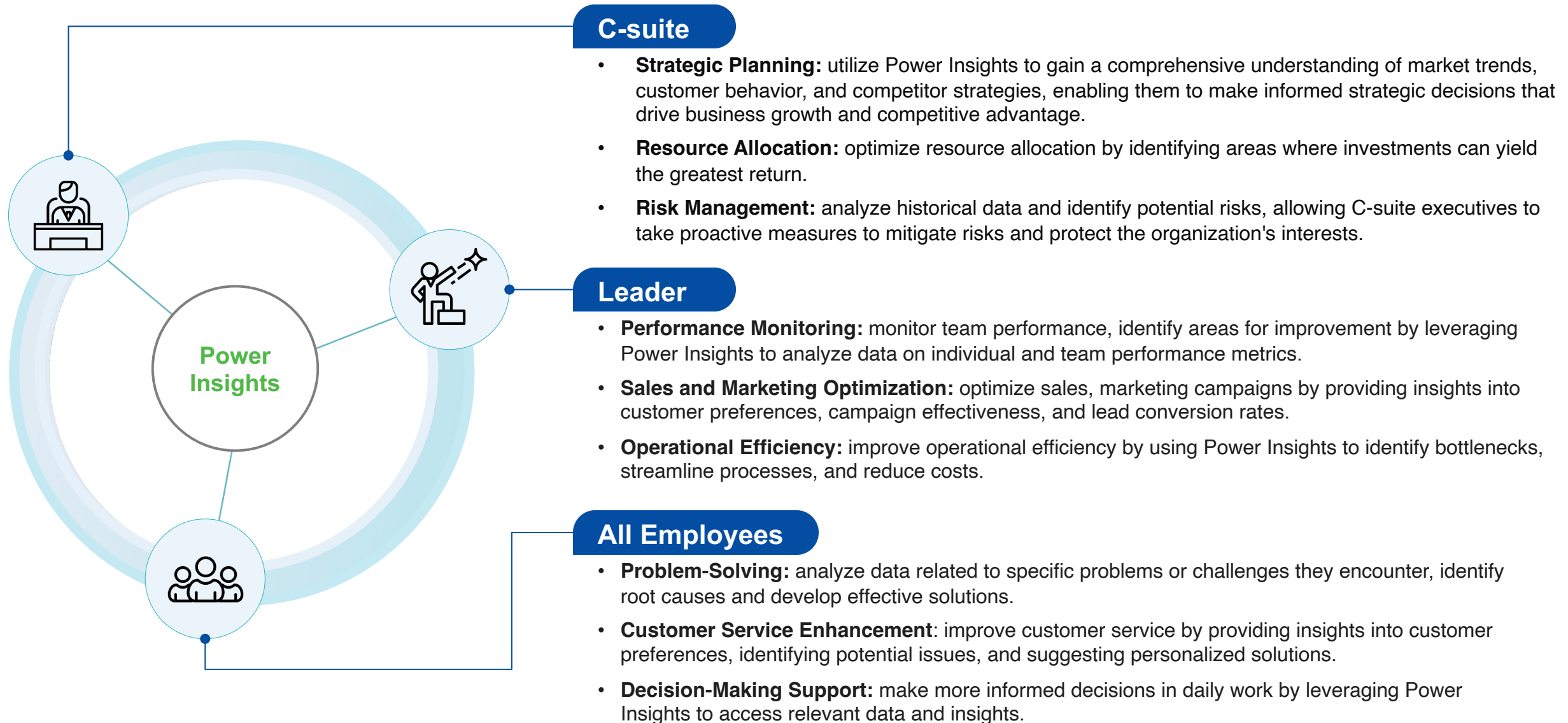


Answer explanation



Sharing Insights with others
through Email, Teams,...

Empower every role with data-driven decisions



The potential spans boundlessly across
every business sector

FMCG

Logistics

Hospitality

Insurance

Retail

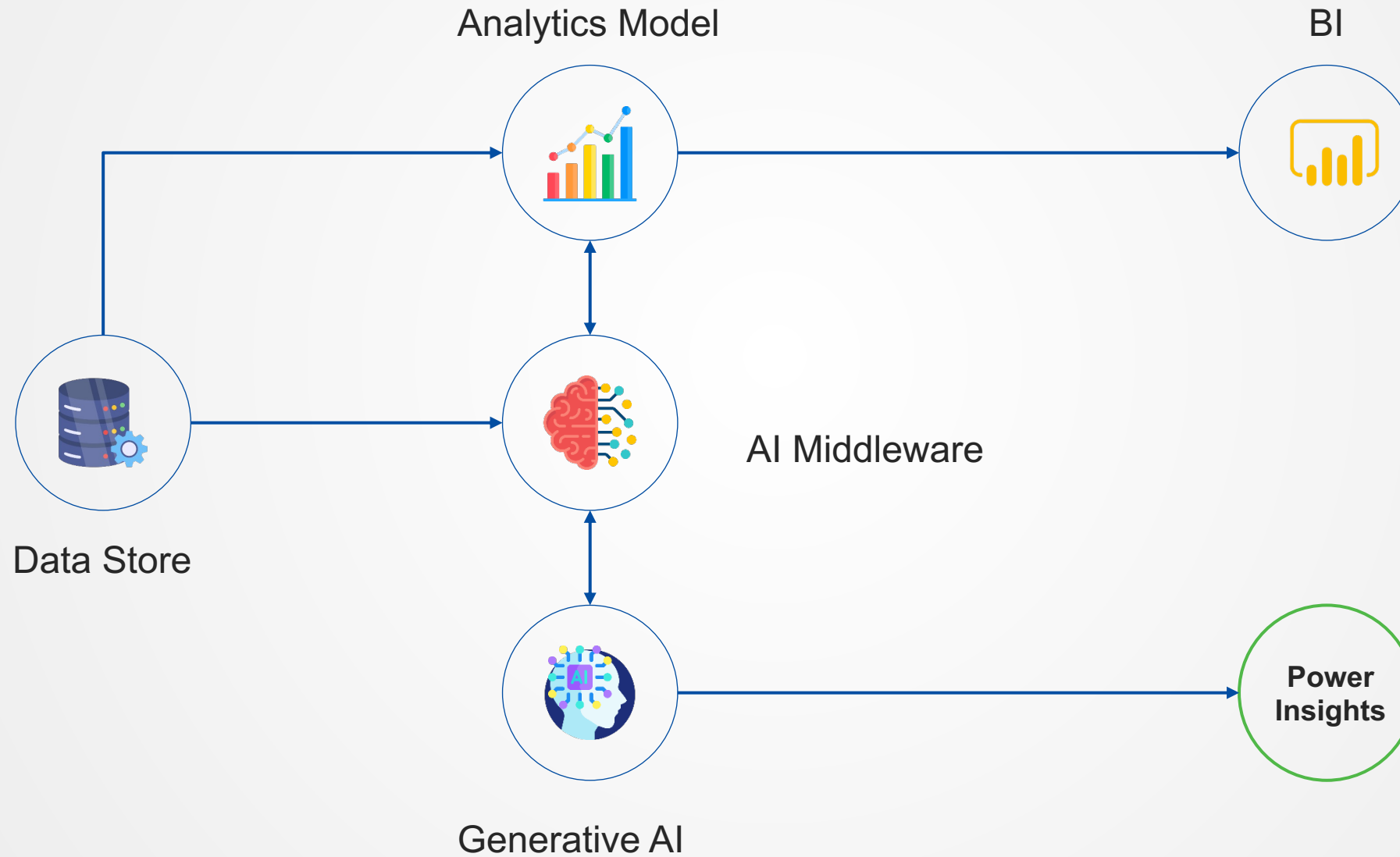
FinTech

Healthcare

Stock
Trading

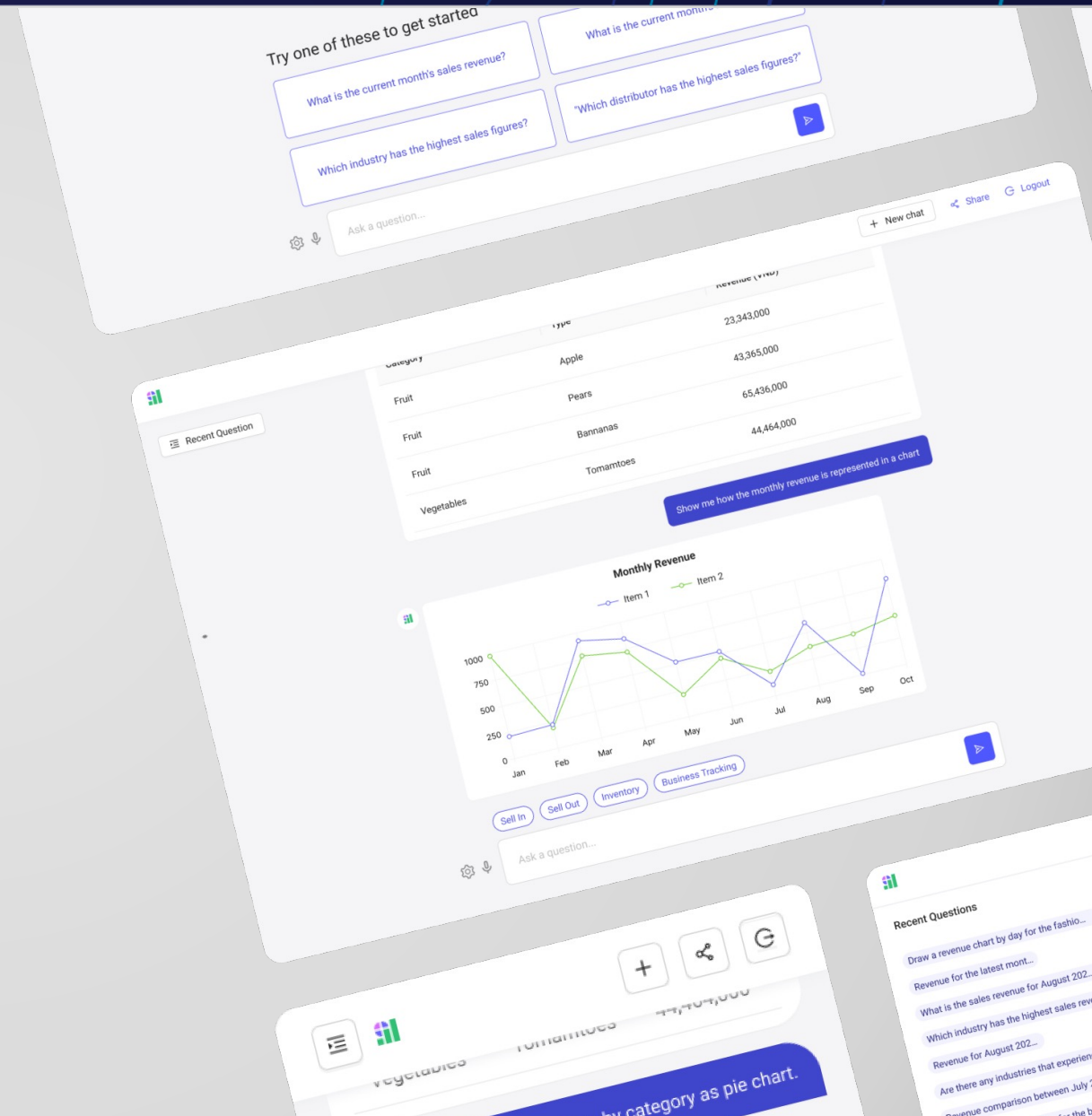
Marketing

Production



Insight, anytime, anywhere, for everyone!

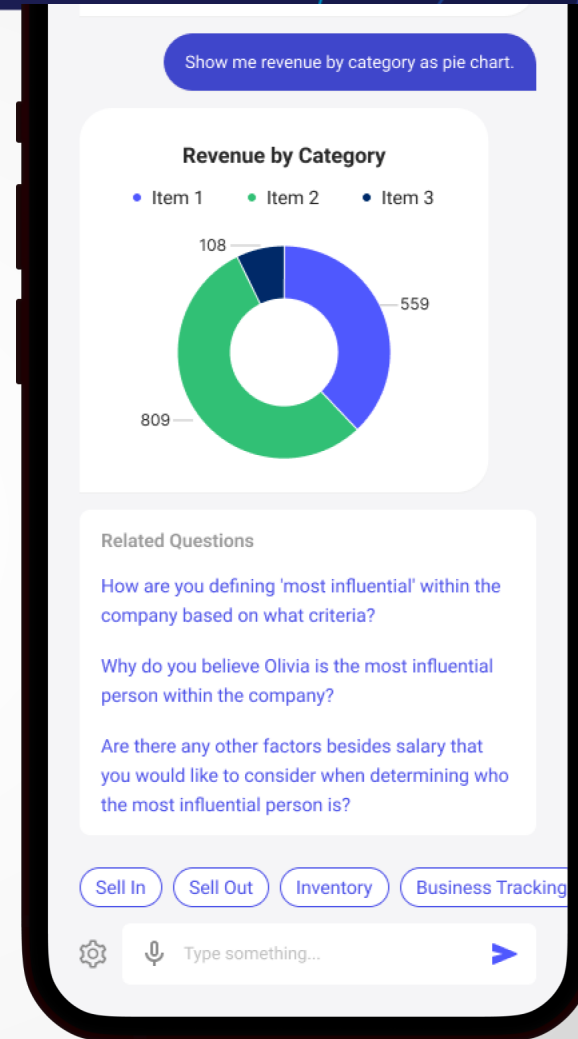
- Provides analysis results in **just a few seconds**
- **Short implementation time** (3 weeks - 1 month)
- **Eliminates human error**
- **Streamlined and easy to use** (mobile, desktop)
- **Reduces the cost** of recruiting and training
- Allows for deeper/broader questioning to **find more insights**
- 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

McKinsey Global Institute
keboola.com/blog/5-stats-that-show-how-data-driven-organizations-outperform-their-competition
PricewaterhouseCoopers International (PwC)
echelonedge.com/infographics/how-data-driven-organizations-outperform-their-competitors



Recent Questions

Draw a revenue chart by day for the fashio...

Revenue for the latest month

What is the sales revenue for August 2023?

Which industry has the highest sales reven...

Revenue for August 2023

Are there any industries that experienced a...

Revenue comparison between July 2023 an...

What is the sales revenue for the beverage...

Draw a sales chart for September 2023

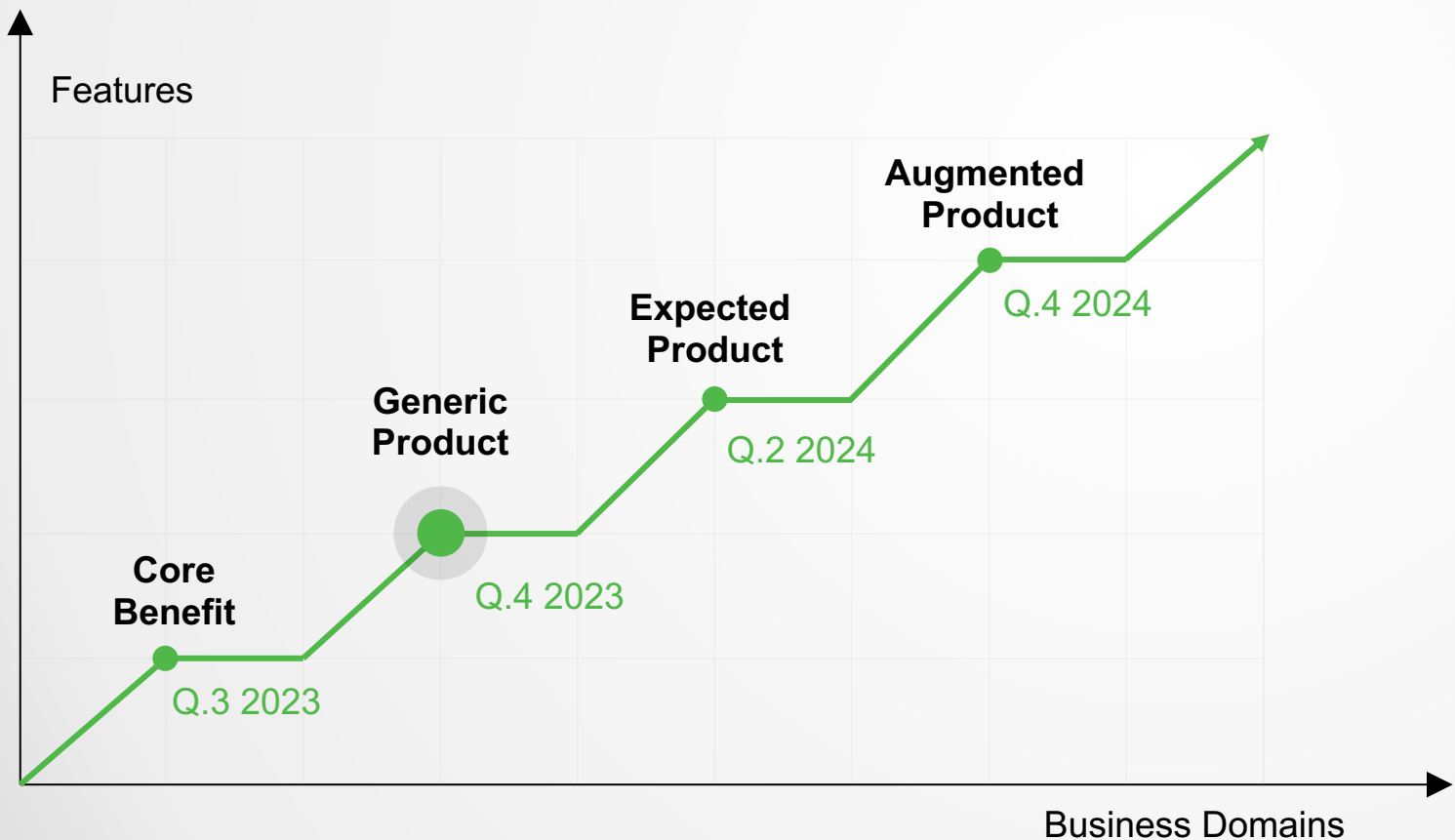
Are there any industries with a 5% increase i...

Development strategy

DEVELOPMENT STRATEGY

Features

- Text to speech
- Personalized answers
- Make assumptions about the analytics
- **Analysis Virtual 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

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...



Today 16:33:48

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

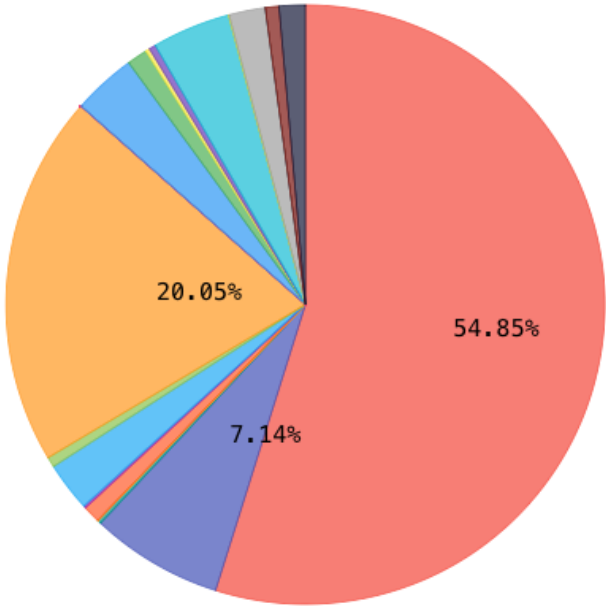
Today 10:34:47

Draw a pie chart showing the revenue of each brand in September 2023



Today 16:35:01

- ABA
- BINKY
- BIONA
- BICH TOAN
- CAMPAX
- DERMYL
- DOREEN
- DUOC
- E100
- EPIX
- JUNCO
- LEXI
- MANDA
- PHAM
- RAMUS
- REENAX
- RELIK
- RICARDO
- WANDO
- WITCHI





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THANK YOU