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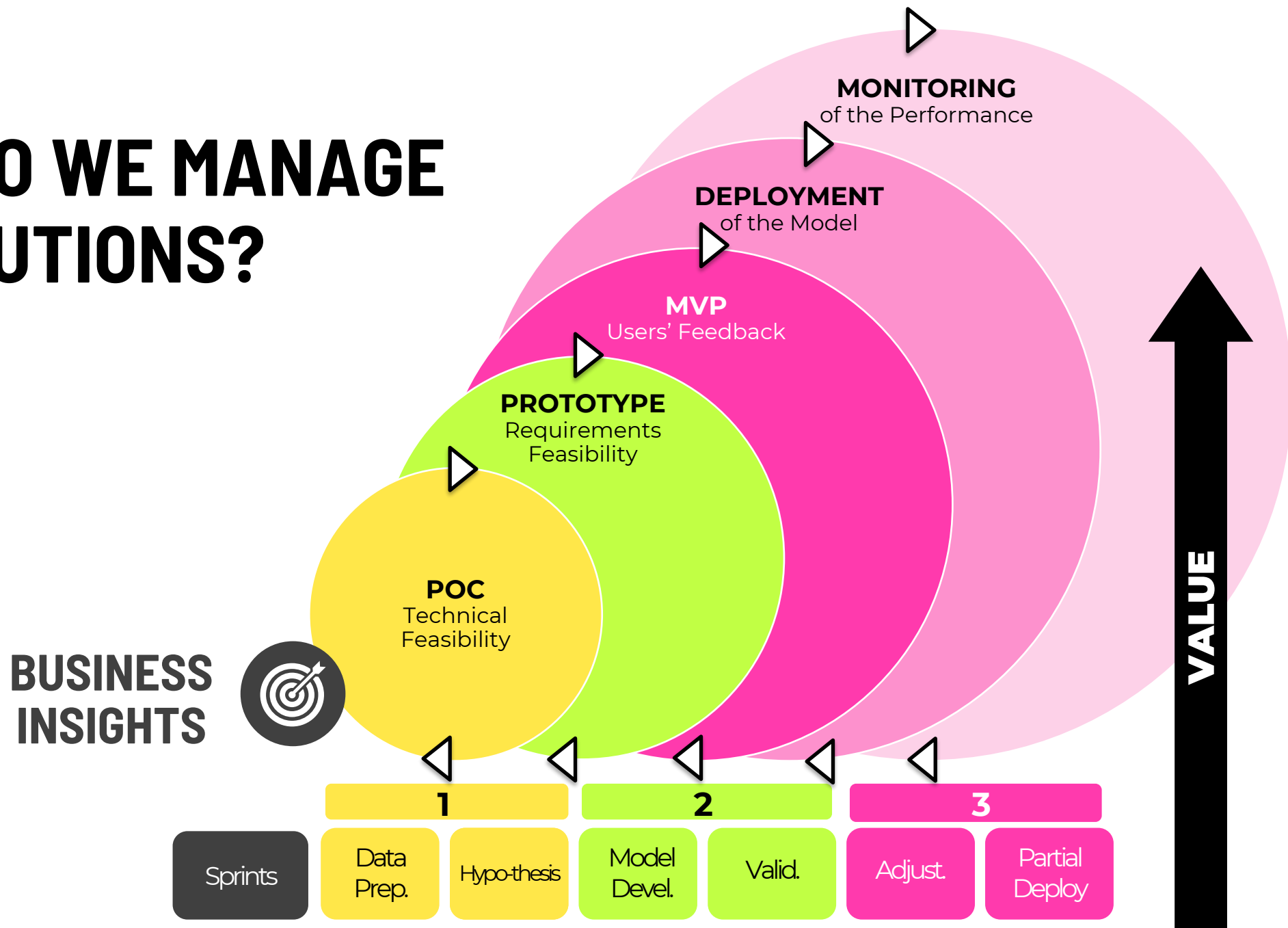
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AI TO MAXIMIZE PEOPLE POTENTIAL



HOW DO WE MANAGE AI SOLUTIONS?



THE COMPANY

TASA is a Peruvian fishing company, a leader in the production of high-quality, value-added seafood ingredients and foods that operates in harmony with the community and the environment. Founded in 2002, it is the world's largest producer and exporter of fishmeal and fish oil and a leading supplier of refined Omega-3 fish oil and concentrate.

THE CHALLENGE

TASA, leader in the production of ingredients and seafood, needed to promote the use of information generated by maritime echo sounders from the automatic detection of schools of anchovy, improving the prediction of distribution of these schools.

THE SOLUTION

We developed a solution using Azure Machine Learning, Data Lake, Container Registry, App Insight&Monitor that runs both centralized and on the boats allowing:

- Data reading, modeling and visualization of the ultrasound.
- Automatic detection of anchovy shoals.
- Capture of characteristics of schools of anchovy and automatic mapping of schools in coastal curves.

THE BENEFITS

- Increase in fishing efficiency (reduction of navigation time and fuel consumption).
- Improvement of the projection of fishing for sales decision making (timing).

CASE STUDY

INNOVATION AND SUSTAINABILITY IN FISHING THROUGH ARTIFICIAL INTELLIGENCE



THE COMPANY

Founded in Switzerland in 1972 and a member of the Starr Companies group since 2011, Assist Card is the world's leading comprehensive traveler assistance company. They provide assistance in more than 17 thousand cities, in more than 16 languages, and to more than 10 million travelers with services ranging from high medical complexity, to assistance in the recovery of lost luggage.

THE CHALLENGE

Assist Card needed to know the potential value of their customers and obtain a single vision of Customer Lifetime Value for all business areas and to improve the effectiveness of marketing campaigns, as well as the operation of agencies and telemarketing.

THE SOLUTION

We carried out collaborative workshops with different business areas of Assist Card where proto personas and their customer journey were defined. The data was then analyzed to determine the quality level of the data where key criteria of the industry was identified to develop different models of prediction of customer value using Machine Learning methodologies and statistical models.

THE BENEFITS

The complete diagnosis of the state of maturity and use of data for decision making - Collaborative definition of the customer model - Detection of the relevant variables to obtain the future value of your customers and their purchase frequency - Promotion and retention actions more segmented and focused on customer value - Roadmap of initiatives to strengthen the model and evolve the MVP.

CASE STUDY

AI APPLIED TO CUSTOMER LIFETIME VALUE PREDICTION



CASE STUDY

MOBILE APP REVIEWS ANALYSIS

THE CHALLENGE

A dedicated team specialized in assessing user reviews of a mobile application deciphering and addressing concerns raised by users

THE SOLUTION

With Natural Language Processing algorithms we automatically classify these reviews and generate a report with the most mentioned topics

THE BENEFITS

Improved visibility and traceability of application issues

Strategic prioritization of solutions based on the type of problem detected

Superior user experience, reflecting positively on customer satisfaction and engagement



CASE STUDY

DEMAND PREDICTION

THE CHALLENGE

A coalition of agricultural producers along the West Coast of the USA aims to leverage advanced forecasting techniques to accurately predict and align monthly deliveries with market demand for Hops

THE SOLUTION

To address this challenge, we implemented a predictive time series model Customized to forecast demand for each crop variety. This model was complemented by a risk assessment framework, allowing them to quantify the balance between potential spot market earnings and the risk of failing to fulfill existing contracts with customers.

THE BENEFITS

60% increase in sales (spot market)

Achieve inventory cost savings in anticipation of forthcoming events and demand fluctuations

Minimize the risks of stockouts, ensuring the consistent fulfillment of pre-established long-term contractual obligations

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