



WE ARE BAUFEST

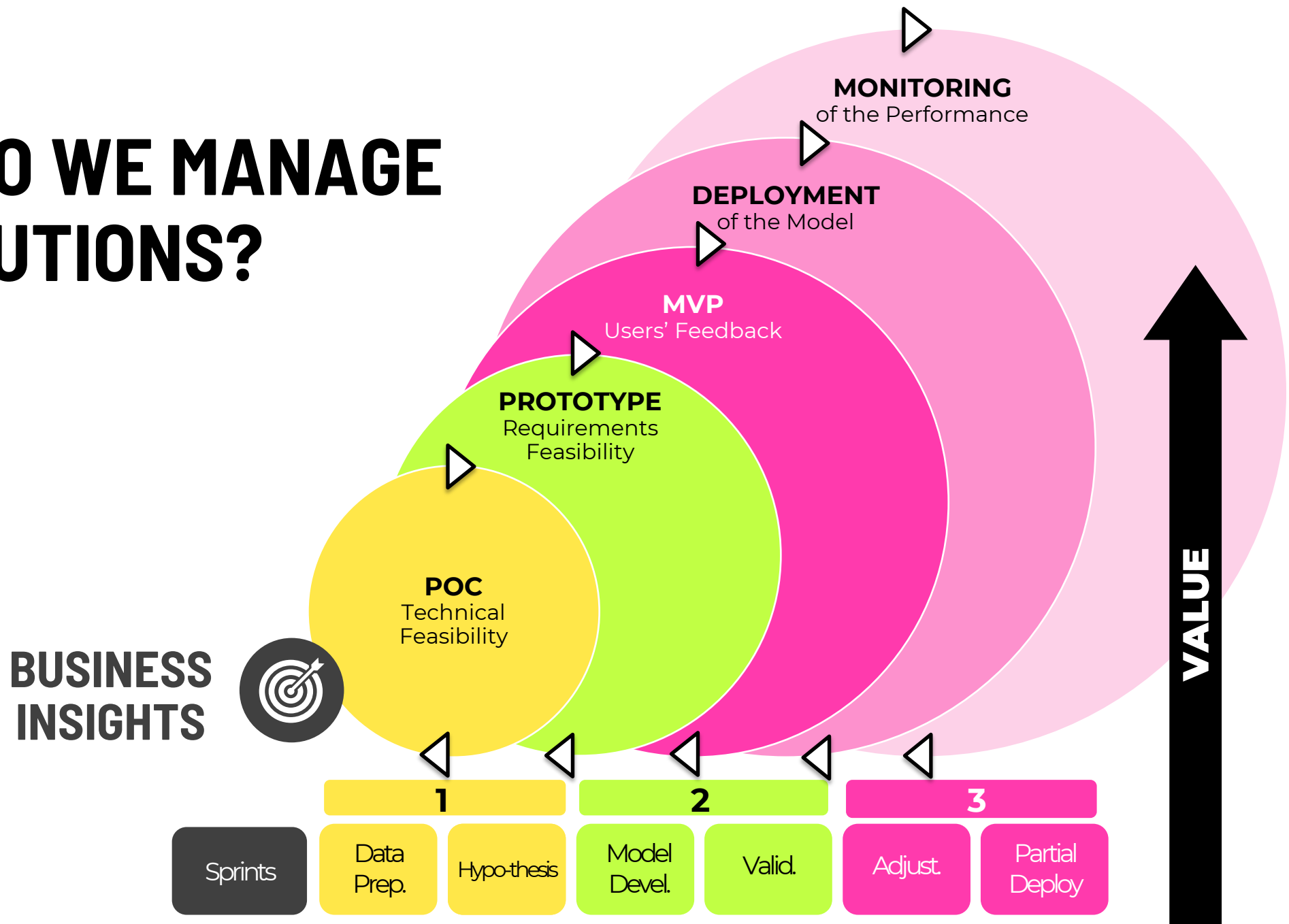
EVOLVING . BUSINESS . **TOGETHER**

baufest

**AI TO MAXIMIZE
PEOPLE POTENTIAL**



HOW DO WE MANAGE AI SOLUTIONS?



THE COMPANY

TASA es una empresa pesquera peruana, líder en la producción de ingredientes y alimentos marinos de alta calidad y valor agregado que opera en armonía con la comunidad y el medio ambiente. Fundada en el 2002, es el mayor productor y exportador de harina y aceite de pescado del mundo y uno de los principales proveedores de aceite refinado y concentrado de pescado Omega 3.

THE CHALLENGE

Consolidando su compromiso con la sostenibilidad, el cuidado del mar y el medio ambiente, TASA buscaba innovar su proceso de pesca de anchovetas a través de la incorporación de Inteligencia Artificial para optimizar los viajes y evitar la pesca de otras especies.

THE SOLUTION

Desde Baufest acompañamos a TASA en el desarrollo de una solución de Inteligencia Artificial que permite determinar la ubicación y características relevantes de los cardúmenes de anchovetas. Mediante información obtenida a través de ecosondas marítimas, la herramienta posibilita la lectura e interpretación de las imágenes crudas generadas para conformar un ecograma que luego es procesado con algoritmos de IA para la planificación de nuevos viajes.

THE BENEFITS

- Disminución del tiempo de navegación y de los pescadores en altamar.
- Mejor proyección de la pesca para la toma de decisiones comerciales.
- Ahorro de costos y reducción de la huella de carbono gracias a un menor consumo de combustible y la reducción de la pesca de otras especies marinas.

CASE STUDY

INNOVACIÓN Y SOSTENIBILIDAD EN LA PESCA A TRAVÉS DE LA INTELIGENCIA ARTIFICIAL



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

