NAVIGATE YOUR NEXT

Infosys Solution:
AI Powered Smart Insights

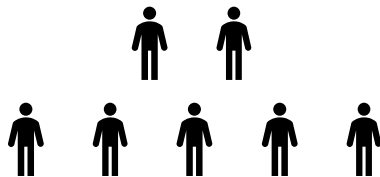Infosys®
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An effective bionic business analyst

BEFORE AI-PSI	AFTER AI-PSI

Business Intelligence Output

Business Analysts

Business Intelligence Output

AI-PSI

Infosys Data Scientists and Business Analysts for configuration and support
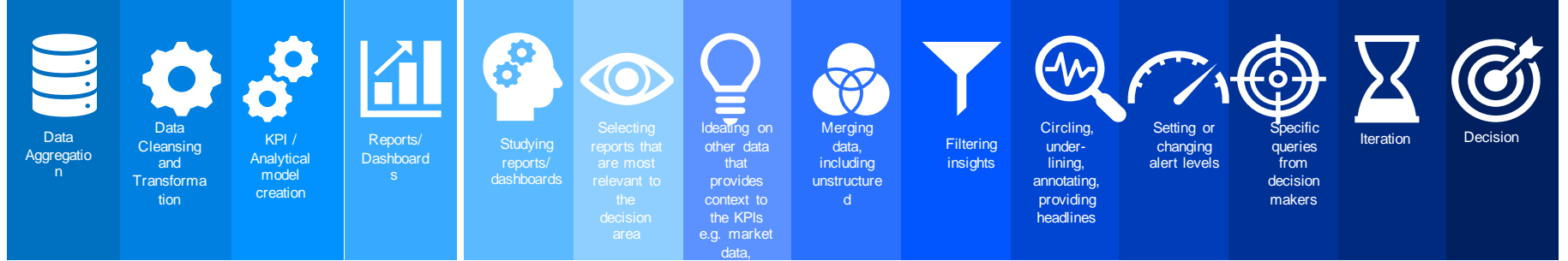

Issues faced currently

- Creating a narrative requires multiple drill-downs and drop-downs, taking business users' time and effort
- Users apply 80/20 rules and do not try to drill down and use drop-downs to interpret reasons unless there is sufficient bang for the buck, this leaves some dollars on the table
- Whether something is considered an exception is not scientific
- Digital boardrooms are not in use due to the effort in preparation

Benefits realized

- AI generated narratives built around exceptions, and their underlying reasons derived through drill-downs or across drop-downs
- 48x productivity gain (for a telecom sales analysis)
- 0.05% reduction in inventory cost (of spares for an OEM)
- 3x increase in MEI (marketing engagement indices) monitored for worldwide campaigns by a hi-tech major

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Injecting AI into manual tasks on the path from data to decision

Data Aggregation	Data Cleansing and Transformation	KPI / Analytical model creation	Reports/ Dashboards	Studying reports/ dashboards	Selecting reports that are most relevant to the decision area	Ideating on other data that provides context to the KPIs e.g. market data,	Merging data, including unstructured	Filtering insights	Circling, under-lining, annotating, providing headlines	Setting or changing alert levels	Specific queries from decision makers	Iteration	Decision

DATA

DECISION

AI-PSI in Action

Current Actor : BI tool

Current Actor : Business User

Future Actor : AI

Future possibility
- ❖ Scanning of all drill-down attributes and drivers
- ❖ Summarizing, commenting and annotating dashboards
- ❖ Creating a storyboard to explain KPI movements
- ❖ Prioritizing alerts and KPIs
- ❖ Learning from user behavior through image analysis on past comments, if available

WHAT? Apply AI to analyze trends and patterns and bubble up the "Exceptional"

HOW? Intelligent systems pore over more data in less time than any human could reasonably examine & can auto - refresh narratives whenever reports refresh

RESULTS: AI-Powered Smart Insights augment or improve data analysis efficiencies impacting "Time to Insights"

AI Powered Smart Insights:
- ➢ A Bionic business analyst who applies AI to automate dashboard analysis and augments decision-making with faster and more accurate insights at a larger scale
- ➢ Enhances existing dashboards with AI-sequenced smart narratives
- ➢ Can use both internal and external data sources (if available)
- ➢ Allows or changes prioritization based on usage patterns and business feedback, if necessary

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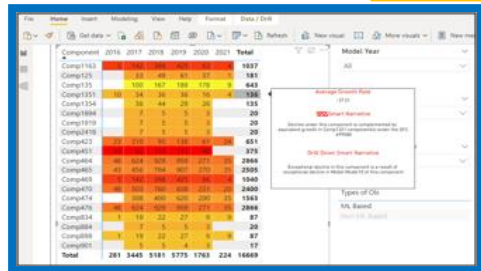# AI Powered Smart Insights: Case studies

Product component/ Item movement trend

Ran AI-PSI on the Spare parts Dashboard to apply AI to analyze trends and identify any exceptional decline or rise in spare parts demand globally and find the drivers behind these exceptions.
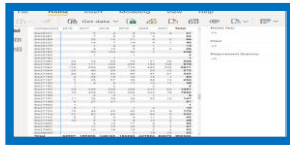
Engagement Index movement

Implement AI-PSI on a Marketing Engagement Index KPI to apply AI to analyze global trends, and track exceptions in MEI Rank % for different geographical areas and identify drill-down drivers such as marketing tactic, audience, product, geography, industry, segment etc.

Gross sales Analysis

Enhanced Sales analysis through AI-PSI which applies AI to analyze trends and track exceptions in Gross Sales for different brands, and identify drill down drivers such as channel partner, income slab, education level, ethnicity, family member etc.

Before AI-PSI

After AI-PSI

Before AI-PSI

After AI-PSI

Before AI-PSI

After AI-PSI

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THANK YOU

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