Personalized Insights at Scale Business Data App

Pain Point

Rich data resided internally but siloed; not connected real-time to actionable consumer-centric outcome. Models lacked logic to be usable and insightful when cross-combined.

Business Outcome

Efficiency of data analysts and higher value work done (data science); time saved by doing it in a single platform and shared; acceleration of insight output. Implementation roadmap accelerated.

Data Sources

Mobile app - website usage - DWH - CRM data - external APIs on user data - Internal Risk Model - email - SMS - Call Center

Time to Value

1 month to POC. Fully operational in 3 months.