Customer Challenge

Customer is a global CPG conglomerate and a worldwide leader in pet foods. Several statistical and machine learning models are run in parallel to do pricing analysis and estimate sales uplift due price promotion activities. These analytical models need huge data and are expected to crunch results quickly, which is not supported by the existing processes.

The objective was to operationalize analytics and offload heavy lifting processes to run in a distributed environment. Furthermore, this was supposed to be done without impacting model forecast and prediction.

Tiger Solution: Analytical Data Foundation

Tiger's Analytical Data Foundation solution hosted on Azure streamlined end-to-end ML process on a custom configured data science environment. This facilitates rapid development and deployment of promotional pricing scenarios automatically takes care of other aspects of the ML model life cycle such as data ingestion, model selection, validation, deployment and model monitoring. The solution leverages Azure Data Factory, Azure Databricks, and Azure Container Registry to create a container-based implementation, which leads to reliability and consistency in the ML process and can be easily scaled.

Customer Benefits

Streamlined data science environment leads to improved model run times, even when scaled up with heavy computation capabilities. This translates to quicker recalibration to keep up with changing pricing scenarios.

Significantly reduced the run time and model refresh cycle by building a custom robust, and scalable platform to create statistical models.

Eased the deployment on web application.

Enabled heavy computational capability required to keep pace with rapidly changing pricing scenarios.

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Learn More

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