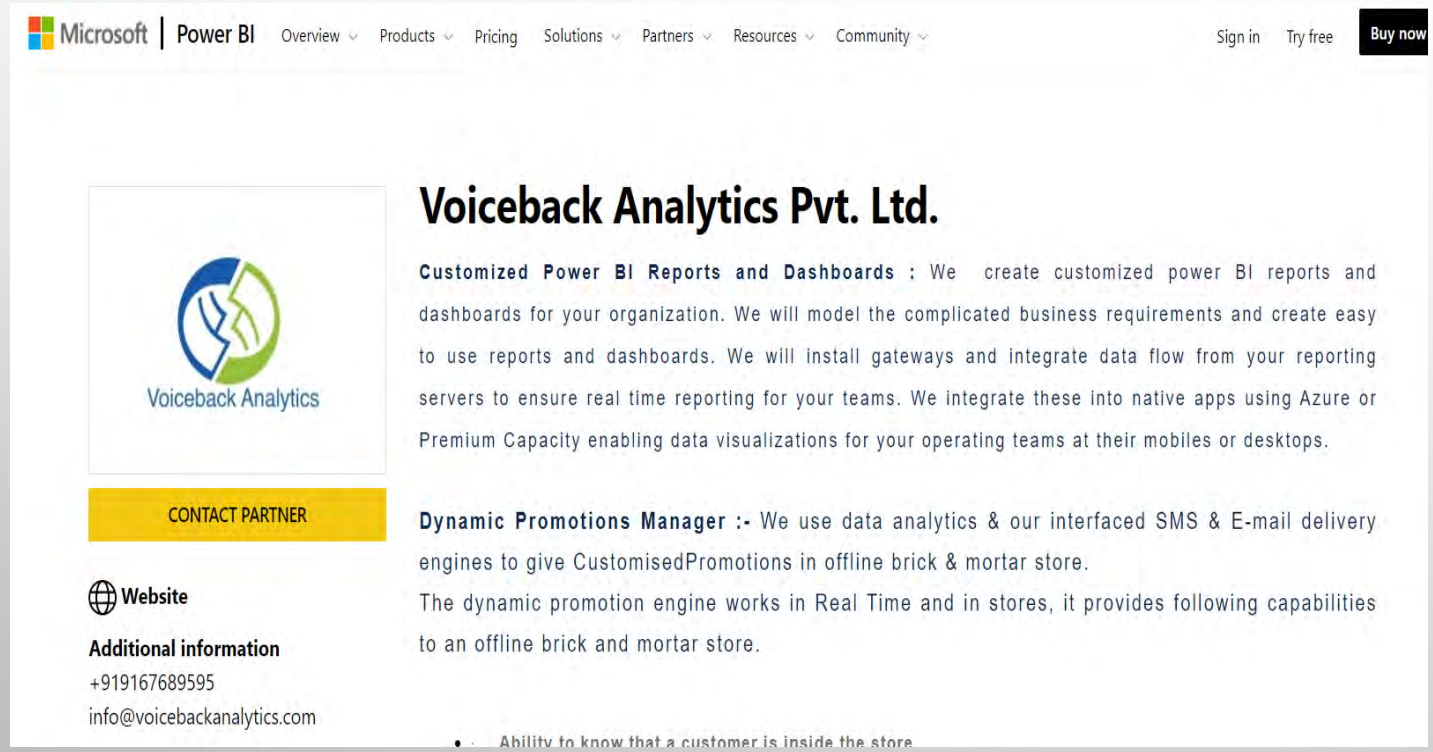
# VOICEBACK ANALYTICS

## A PROFILE

# World-Class Analytics Capability

## WE USE DATA ANALYTICS TO AID IN BUSINESS ENHANCEMENT & TRANSFORMATION !




Gold Microsoft Partner

Microsoft

Listed partner of Microsoft for Power BI capabilities.

https://powerbi.microsoft.com/en-us/partners/voiceback-analytics-pvt-ltd/

Azure Machine Learning

Azure Data Factory

Azure Analytics

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# … in media

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## The journey so far …

The Moodie Davitt Report

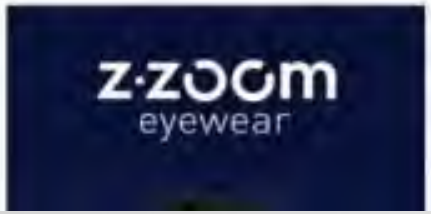
LOCATION: ONLINE / DATES: 12-16

Home | Brand News | Business | Regional | Other Revenues | Data Room | Multimedia

### Voiceback Technologies builds travel retail presence with data analytics services

*by Dermot Davitt*
dermot@moodiedavittreport.com
Source: ©The Moodie Davitt Report

20 January 2020




**INDIA/INTERNATIONAL.** Voiceback Technologies, a company led by former Flemingo Travel Retail CEO Manishi Sanwal, is building a presence in travel retail through new data analytics services for airports, retailers and brands. As reported, Sanwal left Flemingo in 2019 to pursue this new venture.

The company said its solutions generated through customer and data analysis include depletion analytics, dynamic promotions development, basket assessment to optimise store

BW BUSINESSWORLD
July 02, 2020

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### Business After The Pandemic

*The life after the pandemic could be very different. As businesses start to open, business fundamentals would look very different than before. Few critical things which would change are*

23 April, 2020
by Manishi Sanwal

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Font size 16

If you have a Small & Medium business, the biggest question is how does the world change in the aftermath of this COVID crisis. In this article, I discuss the big shifts which could happen and how best to prepare for them?

There is adequate reason to believe that it will could be a long drawn battle of a year or more till a vaccine emerges or significant proportion of population get infected and get the 'herd' immunity. IMF estimates that the global economy would probably shrink by 3% during 2020, marking it to be the biggest downturn since the great depression of the 1930s. The forecasts for India are equally disheartening; a host of other international agencies have cut India's growth forecast to be in the range of 1.5% to 2.8% - probably the slowest in past 30 years.

hree parts of the Sentiment which needs to be measured are:

) Consumer Anxiety Index

he proportion of consumers who are very worried are less likely to step out for what they consider less critical. Therefore, we eed to assess anxiety quotient for the target audience and track the proportion of very worried, somewhat worried and not orried. The impact of anxiety on consumer behaviour, however, is not a standalone variable but interacts with category riticality. The behaviour with respect to a category considered critical may not get affected despite extreme anxiety and on the ther hand behaviour with respect to a category considered non-critical would get severely affected at a moderate anxiety level.

) Category Disposition Index

ategory disposition index is a mean of 2 distinct unconnected aspects :

### When Traditional Algorithms Fail As Trendlines Are Taken Over By Outliers

*Demand estimate outcomes from the model are continuously assessed against the actual sales values which emerge over time*

Photo Credit

30 May, 2020
by Shubhra Misra , Rishi Sanwal

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# … our commercials

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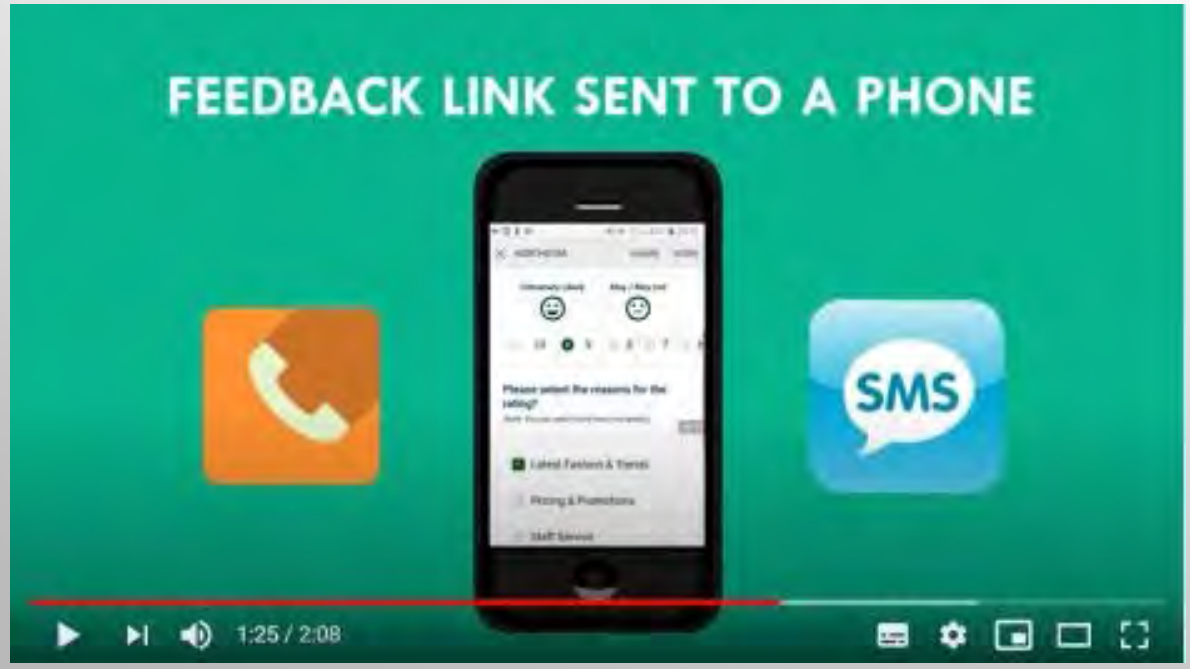
## The journey so far …

Click the links to see our videos

→ Give muscle to your CRM

→ Introducing VBA Survey

→ BI for post COVID situations



# DATA ANALYTICS & BUSINESS STRATEGY

# Transforming through Data

Voiceback Analytics
www.voicebackanalytics.com

Serving business users and end users with intelligent and dynamic applications, based upon an actionable Data Strategy

## Build a unified and usable data pipeline

## Train ML and DL models to derive insights

## Operationalize models and distribute insights at scale

# Insights is a journey

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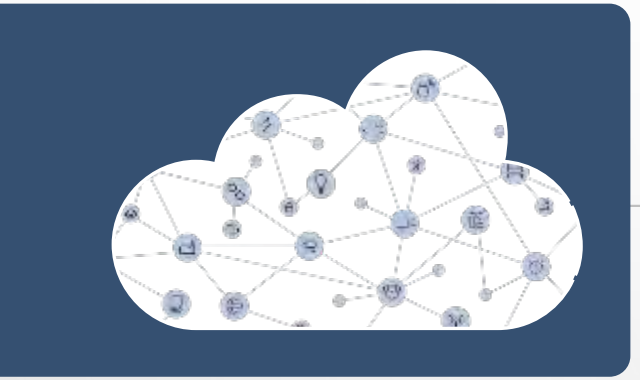

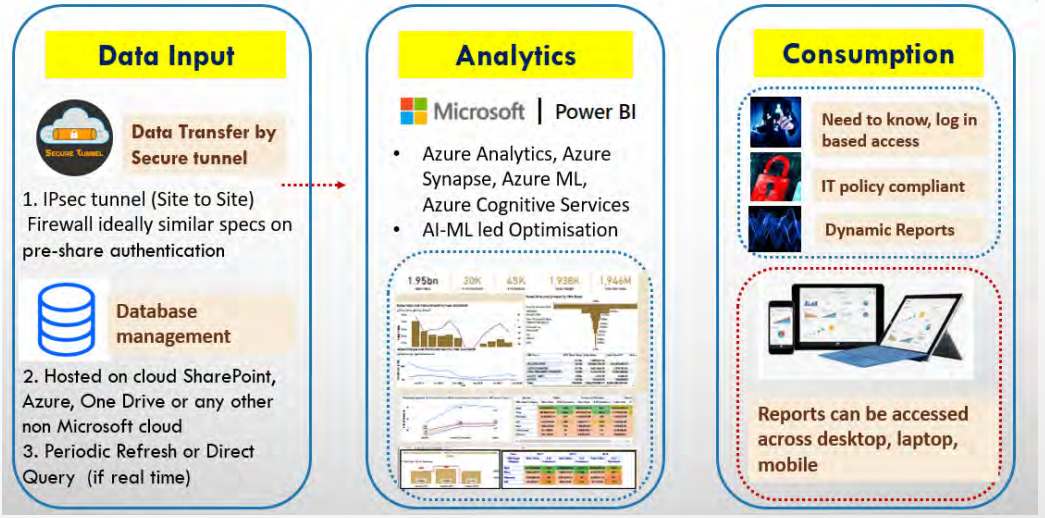


| What happened? | Why did it happen? | What will happen? | What should I do? | Insight |
|---|---|---|---|---|
| Reports | Interactive Dashboards | Predictive Models | Recommendations & Automation | |

# Innovate across your business

Voiceback Analytics
www.voicebackanalytics.com

## OPERATIONS

- Predictive maintenance
- Demand forecasting
- Operational efficiency
- Inventory optimization
- Operations anomaly insights
- Quality assurance
- Connected devices and smart buildings
- Supplier and spend insights

## MARKETING

- Personalization
- Customer insights
- Churn analytics
- Dynamic pricing
- Product innovation
- Marketing optimization
- Product recommendation

## FINANCE

- Finance forecasting
- Fraud management
- Rise management

## WORKFORCE

- Employee insights
- HR insights
- Resource matching and planning

## SERVICE

- Intelligent contact center
- Patient care and healthcare analytics

## SALES

- Intelligent contact center
- Patient care and healthcare analytics

# Differentiate your strategy

Voiceback Analytics
www.voicebackanalytics.com

Combine the power of analytics with the intelligence of AI

## Personalized

Personalize customer interactions to deepen engagement

## Insightful

Improve insights to better predict outcomes

## Efficient

Optimize operational efficiency

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Our work
EXAMPLES OF OUR DATA INTERVENTIONS

# Data Analytics - Structured Data

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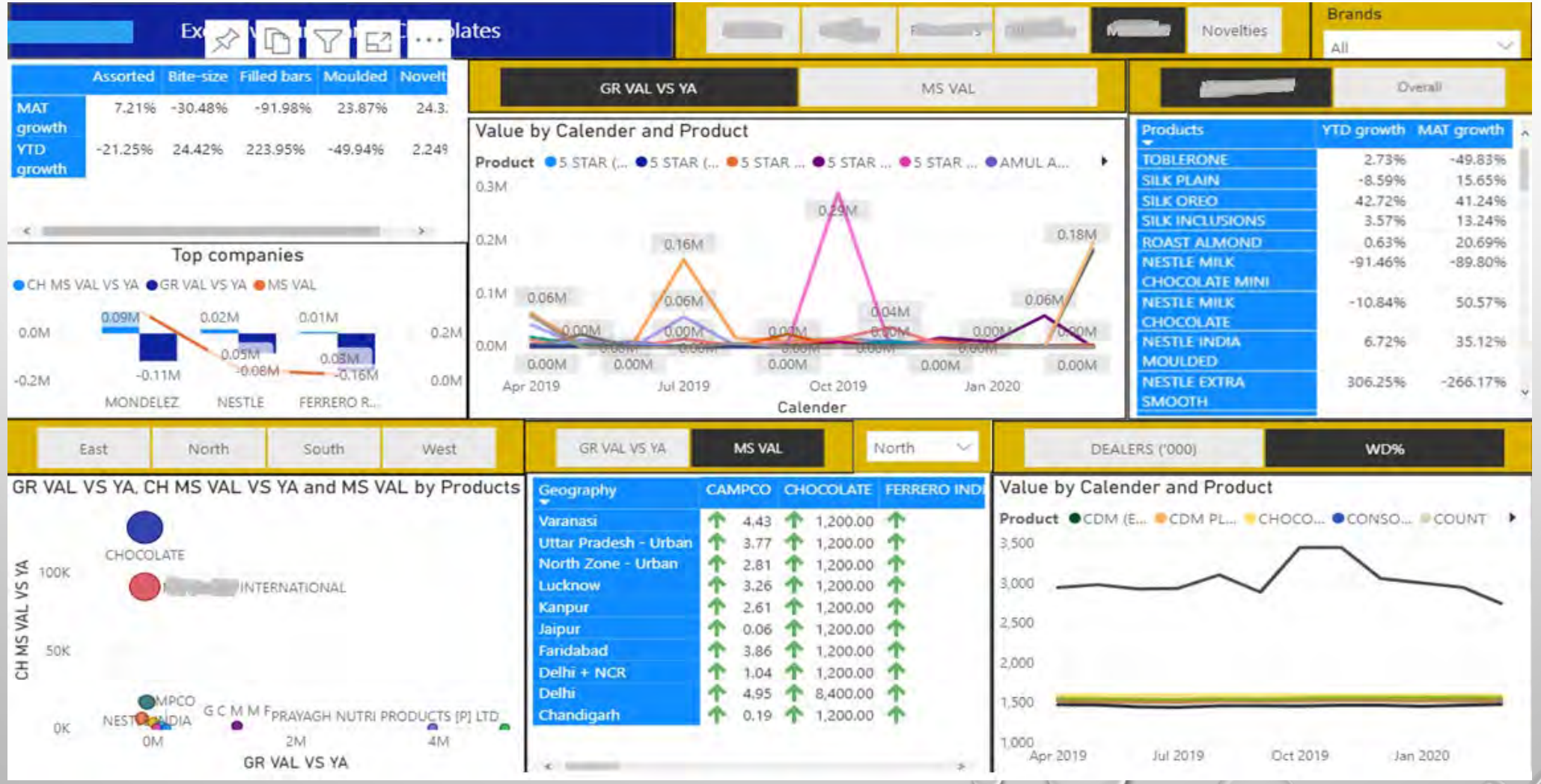
## Sample Analysis of Primary, Secondary and Tertiary Sales of an FMCG Company

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# Data Analytics - Unstructured Data

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## Sample Analysis of the Social Feed of a retailer

### Dashboard - Key findings

- Sentiment scores map
- Sentiment density by time map
- Sentiment density by geography maps
- Outlier analysis by geography
- Rake charts - Key positives and negatives
- Impact analysis – for interventions

**Identifying elements leading to sentiment scores – positives / negative**

**Key positives**

It was observed that largely positives are driven by the interaction they have with the sales staff. Wherever the interaction was good, overall feedback in those stores were positive.

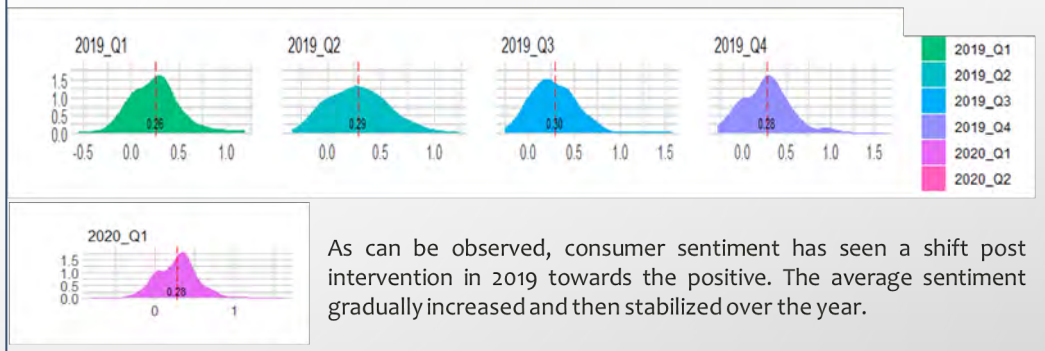
Key is helpful sales staff, who are friendly, attentive and knowledgeable.

Apart from these making customers comfortable while buying the product and professional attitude also seems to have influenced positive sentiment towards the brand.

**Key Words - Word Cloud**

## IMPACT ANALYSIS

**Sentiment density time map**




As can be observed, consumer sentiment has seen a shift post intervention in 2019 towards the positive. The average sentiment gradually increased and then stabilized over the year.

Intervention in January 2019

As can be observed, consumer sentiment has seen a shift post intervention in 2019 towards the positive. The average sentiment gradually increased and then stabilized over the year.

This can further be deep dived into understand at store level if required to assess which store has seen better correction.

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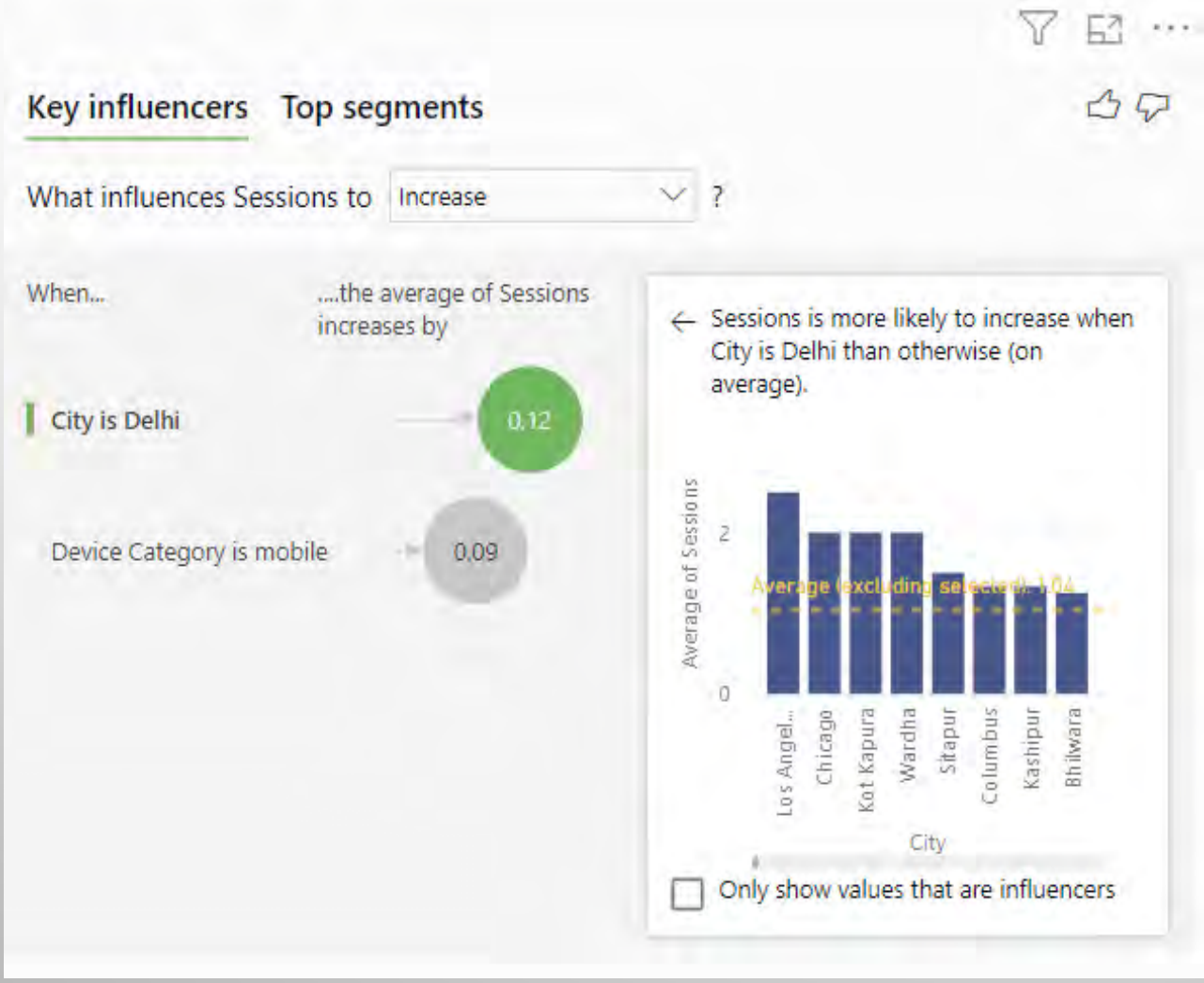
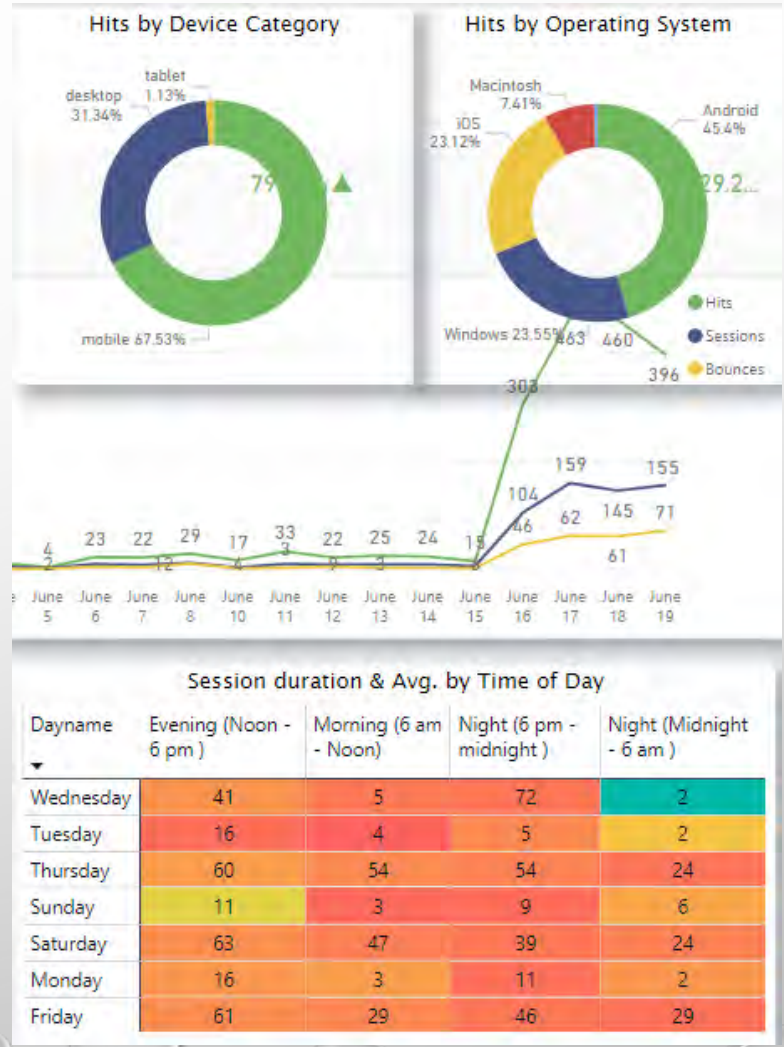
# Data Analytics - Online Businesses

## Sample Analysis of an Online Retailer




| Dayname | Evening (Noon - 6 pm ) | Morning (6 am - Noon) | Night (6 pm - midnight ) | Night (Midnight - 6 am ) |
|---|---|---|---|---|
| Wednesday | 41 | 5 | 72 | 2 |
| Tuesday | 16 | 4 | 5 | 2 |
| Thursday | 60 | 54 | 54 | 24 |
| Sunday | 11 | 3 | 9 | 6 |
| Saturday | 63 | 47 | 39 | 24 |
| Monday | 16 | 3 | 11 | 2 |
| Friday | 61 | 29 | 46 | 29 |

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# Data Analytics – Public data

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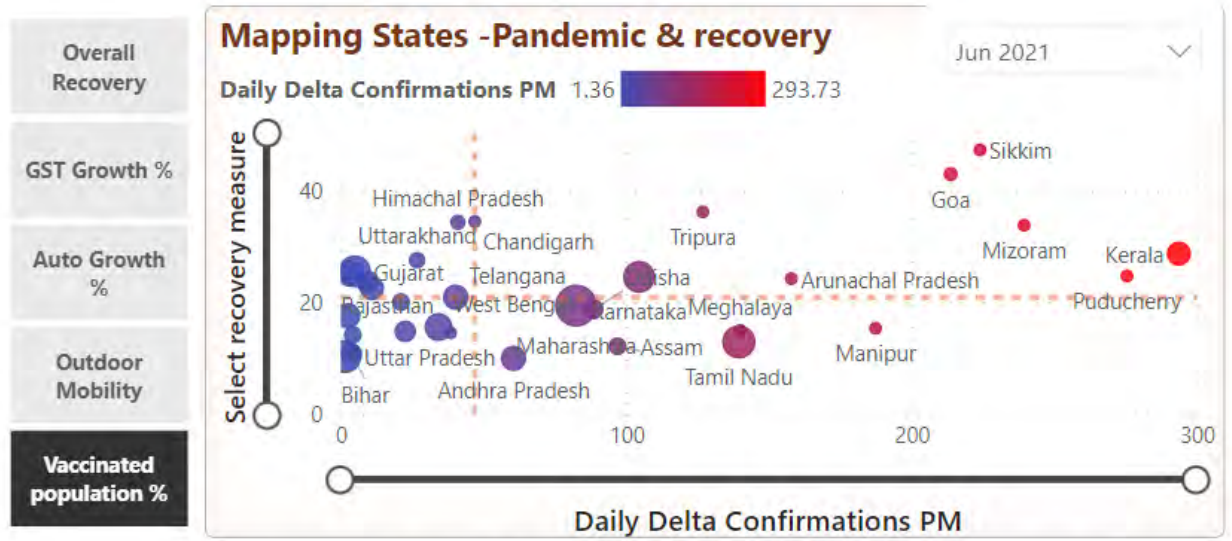
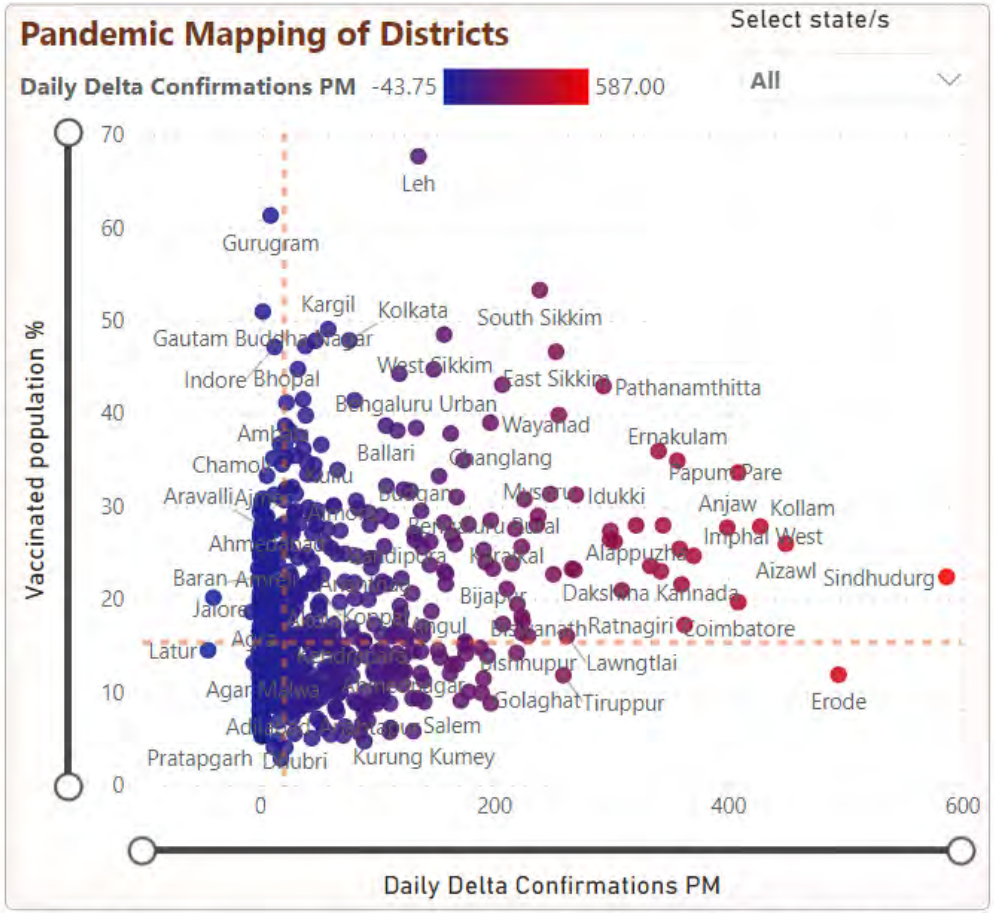
## Sample Analysis of Macro Data Analytics on COVID Pandemic Data




**Click on the states / districts in the scatter plot to see vaccination status on the chart above**

* PM - Per Million population

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# Voiceback team … globally scalable

**Manishi Sanwal**
**Managing Director**

Manishi Sanwal is a leading retail & marketing professional of the country. Previously, he was the CEO, of Flemingo - the biggest Duty-Free retailer in India & Managing Director with DFS Group in India & in various leadership roles at LVMH group in India and in China. He is an engineering graduate from IIT, BHU, Varanasi & MBA from IIM Ahmedabad.

**Aruna Priyadarshini**
**Director, NLP**

Aruna Priyadarshini is a research professional with specialization in AI-ML & Natural Language Processing, and semiotics decoding. She has worked on strategy projects with corporates like Star Plus, Parle Products, SBI Life Insurance, HDFC, Sanofi Aventis and Abbott. Based in Mumbai, she runs the Mumbai business. Aruna is Azure Certified Machine Learning Associate.

**Sujay Misra**
**Chief Strategy Officer**

Sujay is research professional and is an expert in the field semiotics and ethnography. He has helped develop applications for employing these research techniques to handle large data sets effectively. He has worked with corporates like HDFC, Maruti, Eveready, Luminous, Toyota, Bharti Delmonte, SBI Life Insurance, Anchor Panasonic etc.

**Shah Nawaz**
**CEO, Digital & Web analytics**

Shah Nawaz has more than 20 years of experience in brand management, Sales management and Retail management. He was Regional Director, with LVMH group (TAG Heuer) managing extensive Sales network across India and business across Indian Sub-Continent for TAG Heuer Watches. He leads the e-commerce, digital and web analytics business

**Shubhra Misra**
**Director, Head of Research & Technology**

Shubhra Misra is a research professional for the last 25 years. She is an expert in the field of structured and unstructured data analytics. She has worked with corporates like Biocon, Pfizer, Eveready, Mylan, Abott etc. on projects ranging from data analytics, natural language processing to Regression & correlations. Shubhra Misra is an MBA from IIM Lucknow.

**Venkatesh**
**VP, Technology**

Venkatesh is a technical expert on data analytics He has 15+ years of experience on platforms like C, C+, SQL server, R & Python.

He leads the entire analytics and data engineering team.

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# VOICEBACK ANALYTICS

## CONTACT US |


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