ACCELERATE PRODUCT INNOVATION WITH CONSUMER INSIGHTS

SEMANTIC DATA HUB

wipro

Accelerate Product Innovation using Consumer Insights powered by Semantic Data Hub

Enables retailers & Consumer Goods companies to leverage artificial intelligence and machine learning to identify and coalesce customer sentiments and product launch parameters.

Business Applicability

- Improve product design and drive customer satisfaction using sentiment and affinity intelligence using customer review data.
- Helps marketing managers drive campaign ROI through effective targeting and content marketing
- Strategize the new product launch with shopper-interweaved perceptions and maximize market share

Business Benefits

- Granular analysis of Amazon reviews to discover customer pain points, monitor competition and improve the product
- Intelligent Insights on cross sell and up sell opportunities
- Strategize the new product launch with shopper interweaved perceptions
- Planning and execution of successful campaigns

Solution Features

- Automated Ingestion of the data on products and reviews
- Sentiment Analysis and Topic modeling using NLP
- Semantic based search to help analyze various trends and concepts.
- Relate varied concepts from product to reviews and reviewers across different categories and uncover hidden insights.
- Unified connected view across products, reviews and reviewers in a knowledge graph representation.

•THANK YOU FOR YOUR TIME