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Zensar's Gen AI Data Buddy - Data Explorer

Natural Language and AI based data insights

Why do we need Data Explorer

What are the businesses doing?

The data exploration market is booming as businesses struggle with complex BI tools. User-friendly solutions like Gen AI Data Buddy, using natural language and real-time dashboards, empower faster insights at a lower cost.

What are the challenges?

- **Lack of Context:** Data overload without context makes it hard to understand the significance of information
- **Limited Exploration:** Restrictive query options may prevent users from uncovering hidden trends or unexpected insights within their data
- **Cost & Time:** Building and maintaining traditional BI dashboards can be expensive and resource-intensive
- **Technical skills** often act as a barrier, hindering data exploration for non-technical stakeholders
- **Complex Queries:** Traditional BI dashboards require writing complex queries slowing down exploration

Throwing light on some facts

60%

of business users lack the technical skills required for complex BI queries, hindering data exploration as per Gartner 2023 study

3-6 months

Time taken in building custom BI dashboards impacting businesses that need faster insights .As per Forrester 2022 report

What is Data Buddy: Data Explorer

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About us: Zensar is a global technology consulting and services company with a strong presence across 30+ locations and a team of over 11,500 associates. We empower over 145 leading enterprises to drive disruption, agility, and competitiveness through our expertise. Our focus lies in conceptualizing, designing, engineering, marketing, and managing digital products and experiences for high-growth companies seeking innovation and velocity.

Our offering, *Zensar's Gen AI Data Buddy - Data Explorer*, is a generative AI-infused service. It helps

- businesses to unlock the data insights faster with Natural Language and AI
- create real-time dashboards and metadata enriched content
- visualize data efficiently and obtain smarter insights
- businesses to take effective business decisions
- cut across multiple industries and can be repurposed across environments

With our team of experts and AI-driven efficiencies, we accelerate time-to-market intervals, enhance innovation, and deliver high-quality solutions for our clients.

Data Buddy: Data Explorer Key Features

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Unleash Generative AI to skyrocket dashboarding velocity & deliver high-quality insights

01. Data Exploration

- Collect data from different sources and provide analysis
- Real-time virtual assistance for business data

02. Metadata Enrichment

- Generate metadata to enhance business and technical data consistency across datasets
- Use dataset to train LLM for data exploration

03. Summarization

- Extract information from large datasets
- Optimal representation of complex data

04. Natural Language Queries

- Use plain English for queries/ problem resolution
- Accessibility for both technical and non-technical users

05. Self-service Dashboards

- Custom dashboards based on the user queries asked
- Real-time visualization of insights

Data Buddy: Data Explorer Benefits

Data Buddy fuels data-driven innovation with faster training and privacy-protected testing for informed decisions

01. Cost Savings

~20% savings

In development projects due to faster discovery of insights and opportunities

02. Data Exploration Speed

3x to 5x

Efficiency of data acceleration tasks due to simplified data insights access

03. Enhanced Data Quality

15-20% increase

Due to metadata enrichment abilities, development of custom dashboards

04. Improved Decision Making

5-10% increase

Faster access to insights allows for more informed decision-making

05. Team Collaboration

100% Central

Concise, easy to understand, summaries & visualization

* % numbers are average and based on our past experiences and could change based on scenarios and complexities

Potential Use Cases



Customer Analytics

- Analyze customer behavior and trends
- Enhance marketing strategies



Sales Performance

- Track and visualize sales metrics and KPIs in real-time



Operational Efficiency






- Monitor and optimize operational processes
- Up-to-date data insights



Financial Analysis

- Summarize and review financial data
- Strategic planning and reporting

User Persona Based Use Case Exploration

User Persona	Data Analyst 	Engineer 	Business Analyst 	Data Scientist 	Executives 
User Goal	<ul style="list-style-type: none"> Analyze large datasets to uncover insights Build interactive visualizations to communicate findings to stakeholders Identify trends, patterns, and anomalies in data for decision-making 	<ul style="list-style-type: none"> Access and understand data for informed development decisions Validate software performance and identify bottlenecks Build data-driven applications and features 	<ul style="list-style-type: none"> Translate business questions into actionable data insights Create data-driven reports and presentation for stakeholders Identify opportunities for business growth and improvement 	<ul style="list-style-type: none"> Prepare large datasets for machine learning models Build and test various machine learning algorithms Deploy and monitor machine learning models in production 	<ul style="list-style-type: none"> Gain insights into business performance and market and revenue trends Make informed decisions based on data-driven insights Monitor KPIs and identify potential risks
Use Case Examples	<ul style="list-style-type: none"> Analyze customer behavior data to optimize strategies Explore sales performance metrics Investigate data to detect anomalies and potential fraud 	<ul style="list-style-type: none"> Analyze application logs to identify performance issues to optimize code User behavior data for feature development and improve experience Build machine learning models using relevant datasets and evaluating their performance 	<ul style="list-style-type: none"> Analyze market trends to identify new business opportunities Assess impact of marketing campaigns on sales performance Measure customer satisfaction and identifying areas for improvement 	<ul style="list-style-type: none"> Develop predictive models for customer churn/ demand etc. Build recommendation engines based on user behavior data Use data exploration to identify features for machine learning models 	<ul style="list-style-type: none"> Track sales and revenue for growth opportunities Analyze customer satisfaction data to measure brand health Monitoring financial metrics to assess business health and identify areas for cost reduction

How we do it – 5 Day Plan

Zensar's structured approach to Data Transformation via Data Explorer is executed with below steps

Day 1: Assess



Discovery & Need Assessment

- Understand customer business and **objectives**
- Identify **pain points**
- Gain a clear understanding of the **type and volume** of data customer typically manages
- Identify **key technology components** customer uses

Day 2: Evaluate



Explain Data Explorer

- **Module Demonstration**
- **NLP** : Ask questions about data in English
- **Contextualized Insights**: As per user personas
- **Real-Time Dashboards**: Generate dynamic dashboards
- **Clear Summaries**: Concise information for complex data

Day 3: Review



Hands-on Exploration & Use Case Identification

- **Dive into Customer Data**: Explore sample data using Data Explorer
- **Focus on Customer Needs**: Explore features most relevant to specific use cases
- **Unlock Data Potential**: How Data Explorer can address customer's challenges and unlock valuable insights

Day 4: Rationalize



Integration & Benefits Analysis

- Explore potential integrations with customer's existing infrastructure and tools
- **Increased Efficiency & Improved Insights**: Analyze the potential benefits of using Gen AI Data Explorer in terms of speed, quality, improved capabilities

Day 5: Next Steps



Wrap-up & Next Steps

- **Key Findings & Value Proposition**: Summarize assessment and discuss the potential value our explorer can bring
- **Address Concerns**: Answer remaining questions/ concerns
- **Steps Forward**: Discuss next steps, including potential pilots/ consulting as per customer needs

Why partner with us?

- We follow Privacy & Security by Design
- Varied skilled team of AI experts, Prompt Engineers & SMEs across geographies
- We leverage due diligence and explainable AI by design
- Train faster & shorten GTM
- Cost effective solutioning
- Right partner to create co-sell AI solutions
- Unleash Business Data Insights with Zensar's AI Model: Generate real-time customizable dashboards and concise summaries to unlock the full power of your data for smarter business decisions

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Next Steps

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Take your next step with us by scheduling a 30 min discussion with our experts.

Contact: data.buddy@zensar.com

Zensar helps businesses understand and utilize the benefits of generative AI through brainstorming and conversations with your team. By bringing together our AI specialists we will dive into your organization's unique needs and goals and help identify if our solution is suited to your specific business scenarios & if there is any other solution that we offer that can drive the most significant benefits from generative AI.

Together we can determine the next steps based on the results of the initial conversations. This may involve conducting a 5-day comprehensive assessment to evaluate the use case and the possibilities of pursuing a Proof of Concept (PoC) or Minimum Viable Product (MVP) build to demonstrate the value of the technology.

