

# From Visualization to Storytelling...

AI and Natural Language Generation (NLG) helped a global French food products leader slash dashboard time by 90 percent.



## Problem Statement

Trying to derive specific actionable insights from sales and brand performance dashboards was costing our client many hours – and extensive manual effort. Having information spread on multiple dashboards for different audiences complicated their efforts.

## Client Objective

- Use AI to find key information hidden in heaps of data in real time, then transform these nuggets into actionable insights
- Present the actionable insights in a human-understandable way, with computer-generated language that mimics the company’s unique style and vocabulary

## Absolutdata’s Approach & Solution

Simple data harmonization and analytics automation were not enough for this challenge. We had to go the extra mile, creating an insight-writing process that mirrored the business users’ natural verbal style. This called for a 3 pronged strategy:

- **Identifying the relevant business KPIs:** Extensive research into our client’s data and in-depth conversations with various stakeholders helped us identify which KPIs were critical to the business decision-making process
- **Developing actionable insights:** A robust Python-based algorithm was built to analyze data trends. NLG transformed the raw analysis into human-like sentences that decision-makers could quickly grasp
- **Layering on a client dictionary:** To make the insights seem like they were prepared by the consumer and market insights (CMI) team, we built a customized AI model that learned the team’s writing style



### Current Situation

Several hours of data crunching to derive insights from structured data



### Requirement

An automated solution capable of generating role based relevant insights from the structured data



### Solution

NLG-based automated insights solution capable of transforming ‘datapoints’ into ‘meaningful insights’

## Business Impact

“It changed the way the client processed data, shifting from ‘What is happening?’ to ‘What are we going to do about it?’”

Once the sales and marketing team began leveraging this solution, the client experienced:



### Real-Time Automated Insights

Instant data analysis expertise, scaled across the entire organization



### Better and Faster Decision-Making

Critical information and essential answers available on demand



### Unmatched Reliability

Unprecedented speed and accuracy

