



We are Advanced  
**Analytics** and **AI-Native**  
Organization

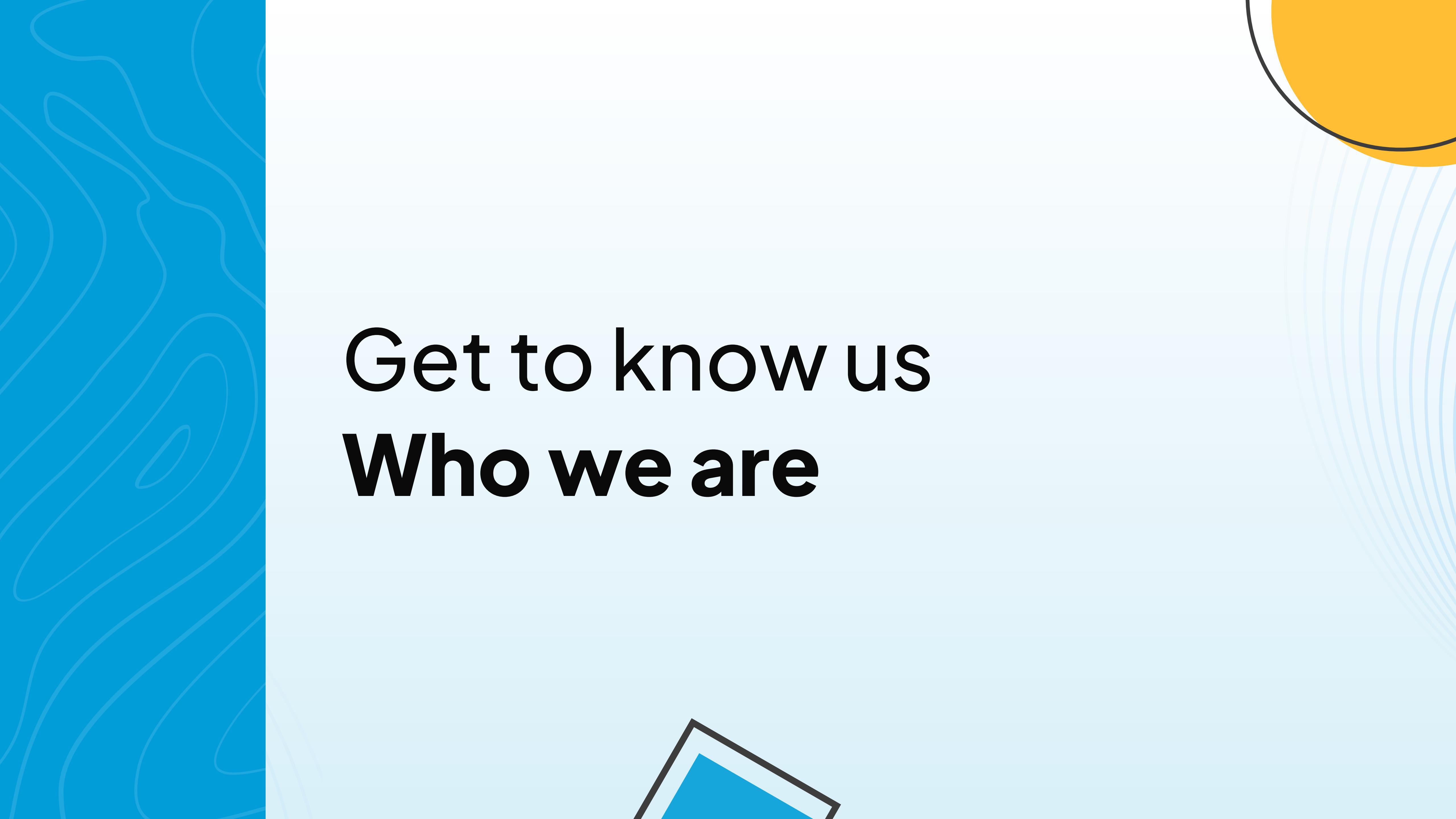


A black and white photograph of Steve Jobs, co-founder of Apple. He is shown from the chest up, wearing round-rimmed glasses and a dark turtleneck sweater over a collared shirt. He is gesturing with his hands; his left hand is held open palm-up near his chest, while his right hand holds a small rectangular object, likely a smartphone or a small tablet. His gaze is directed upwards and to the right. The background is dark and out of focus.

EE

THE ONLY WAY TO DO  
**GREAT WORK IS TO LOVE**  
WHAT YOU DO!

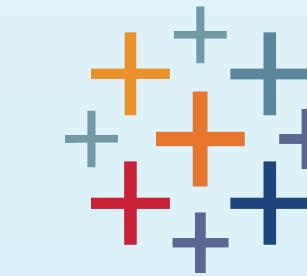
- Steve Jobs



**Get to know us  
Who we are**

# We are a Great Fit for you

- Power House Of **50+ Data Mavens**
- Official Partner Of **Snowplow Analytics**
- Exposure To Work In More Than **8+ Industries**
- Backed By **20 Years Old Leading Technology Firm**
- **Certified Team** Of Google & Adobe Analytics,  
Power Bi, Tableau and Rasa Experts



# Get to know us

## Who we are & How we can Help you?

1.

We Bring Together Rigorous Research Methodologies, Cutting Edge Technologies and Advanced Analytics Techniques to Deliver Unique Perspective that Go Beyond Conventional Approaches.

2.

We Uses Sophisticated Algorithms And Statistical Models To Extract Insights, Identify Patterns, And Make Predication From Complex Data Sets To Help Businesses To Gain Valuable Insights And Allow Them To Take Data Driven Decisions.

3.

We Harness The Power Of AI To Develop Intelligent Systems, Automate Tasks And Conversational Ai Tools To Drive Efficiencies Across Various Business Functions.

# **Glimpse of Client's Whom we have Assisted**

# Clients Across the Globe



Ogilvy & Mather

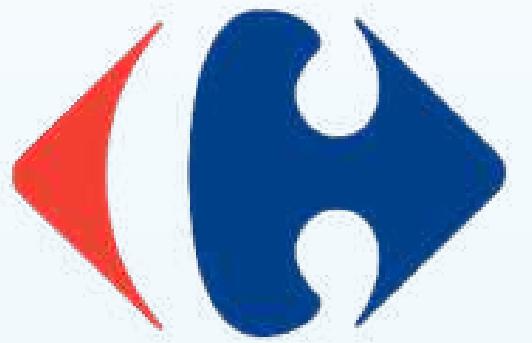


SAMSUNG

wework

WorldStage

# Clients Across the Globe



Carrefour



Dieture

# **Tools and Technologies Knowledge**

# Tools & Technologies



Spark



Power BI



Spark



Azure



Snowflake



Hadoop



Qlik



IBM Watson



Gcloud



Tableau



RASA



Oracle



# Tools & Technologies



PySpark



Pentaho



Kafka

**teradata.**

Teradata

**MicroStrategy**

MicroStrategy



Python



Amazon  
Redshift



Amazon  
LEX



Google  
Dialogflow

# **Experience Industry Expertise**

# Domain Experience

Domain Experience Plays Key Role To Identify And Optimize Various Business Challenges. Our Years Of Experience In Different Domains And Perfect Blend Of Technology & Analytical Skill-sets Allow Us To Deliver Exceptional Results For Your Business.



Entertainment & Media



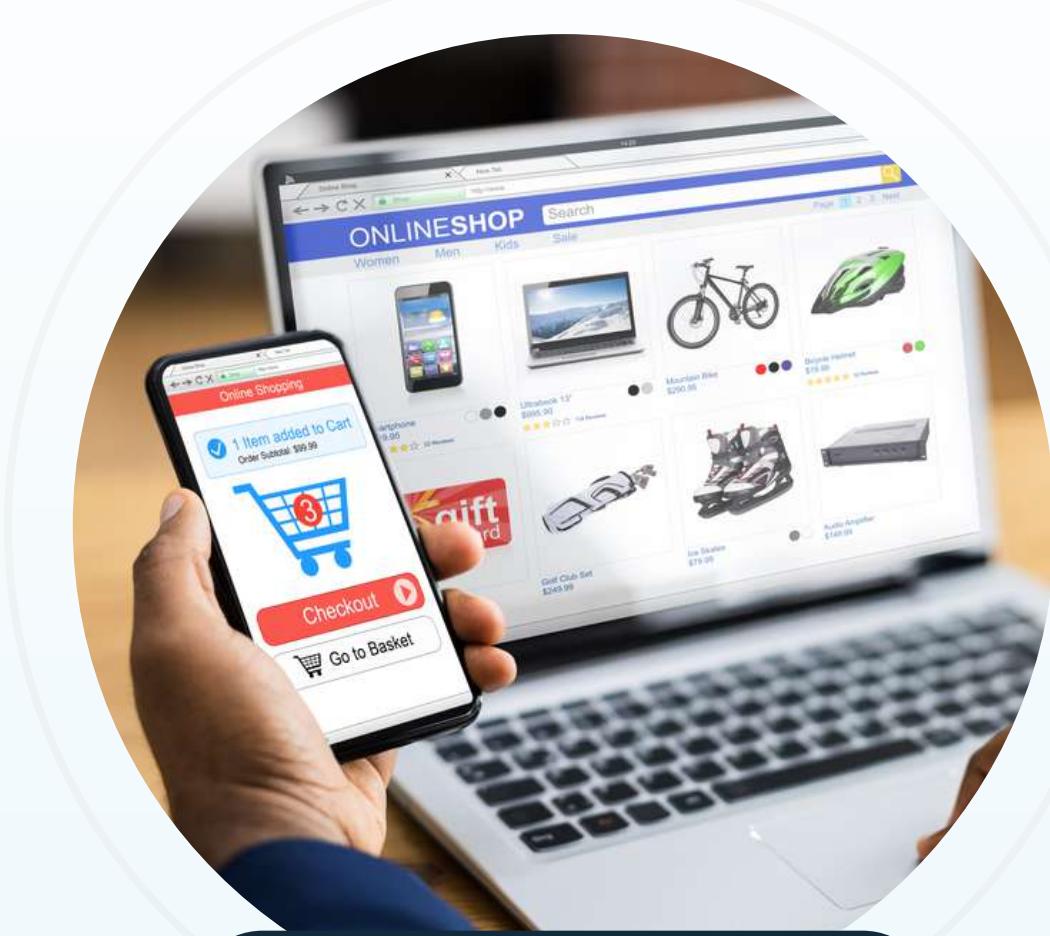
Insurance



Health & Wellness



Banking & Finance



Retail & Ecommerce



Logistics & Transport

# **Experience Our Capabilities**

# Experience Capabilities

## Collect

ERP DSS CRM

Files Database APIs



## Store

OLAP

Data Mart



## Integrate

ETL

Data Model

Query

Data Warehouse



# Experience Capabilities

## Orchestrate

Workflow Management

Alerts and Notifications



## Analyse

AI, ML, NLP

Data and Text Mining

Descriptive Analytics



## Distribute

Portals

Broadcasting Tools

Score Cards & Dashboards



# Experience Capabilities

## Data Engineering



1

### Managed ETL Services

Managed ETL Services refer to cloud-based services that enable organizations to automate the process of extracting data from various sources, transforming it into a consistent format, and loading it into a target data warehouse or database.

2

### Data Warehouse Designing

Data Warehouse Designing involves the process of structuring and organizing data from multiple sources into a centralized repository, optimized for efficient data retrieval and analysis.

3

### Data Lakes Building

Data Lakes are centralized storage repositories that allow organizations to store all types of data (structured, semi-structured, and unstructured) in their native format at scale.

4

### SQL Support

SQL Support provides a standardized way to access and manipulate data stored in databases, allowing users to efficiently retrieve, insert, update, and delete data.

# Experience Capabilities

## Business Intelligence



1

### BI Strategy & Roadmap

BI Strategy involves identifying goals and objectives, assessing data needs, selecting appropriate technologies and tools, establishing processes for data collection and analysis, and defining metrics to measure success.

2

### Change Management Consulting

Change Management Consulting is the process of helping organizations manage and navigate through significant transitions or changes in their business operations, strategies, structures, or technologies.

3

### Enterprise BI Architecture

Enterprise BI Architecture is a framework for organizing data, analytics, and reporting capabilities to support business intelligence needs at scale.

4

### Reporting and MIS Automation

Enterprises need reporting and MIS automation to streamline the creation and delivery of reports, enabling real-time access to critical information.

# Experience Capabilities

## AI & MI



1

### Use Case Development for ML

Use case development for a machine learning service involves identifying and defining specific scenarios or tasks where the ML service can be applied to solve problems or achieve goals.

2

### ML Model Integration with BI Tools

ML model integration with BI tools service refers to the process of incorporating machine learning models into business intelligence tools to extract insights and make data-driven decisions.

3

### ML Model Development

ML model development and deployment include tasks such as data preparation, algorithm selection, model training, and deployment to production systems.

4

### MLOps & Model Lifecycle Management

MLOps is the practice of deploying, automating, and monitoring ML models, while Model Lifecycle Management involves managing models from development to retirement.

# Experience Capabilities

## Conversational AI



### Elevate Your Customer & Employee Experience

Conversational AI can communicate like a human by recognizing speech and text, understanding intent, deciphering different languages, and responding in a way that mimics human conversation.

### We Help You Build Conversational AI Based Data Driven Chatbot For Following Channels :



Social | Web | Mobile  
Platforms



Voice Device  
Virtual Assistance



Contact Center  
Virtual Agent

# **Our Project Case Studies**

# Translate By Humans

## How We Empowered Translate By Humans In Reducing Turn Around Time.

Translate By Humans, is a professional language service provider and is headquartered in London, UK. Translate By Humans delivers all services by certified native language experts.



# Translate By Human's Goals

## To Remain Industry Leader

Translate By Humans wanted to improve turnaround time (TAT) in processing their translations for their clients.

## Aimed to use AI-ML solutions to create Highly relevant translation memories.

To do that, they required a solution that could identify and suggest the correct contextual match for translations, from a database of previously translated text by the company's native language experts.

# Solution Provided By Innovatics

We built an AI-ML solution for creation and storage of translation memories. This AI solution can be used for more than **180 Global Languages**.

We used various high-impact AI-ML technologies and built a **Highly Scalable** solution that stores segments of previously human-translated source text and its corresponding translation into the target language.

When the translations, based on the **Contextual Match**. This reduces the time native language exsame or a similar segment needs to be translated again, the tool suggests suitable parts spend on processing segments of text that have already been translated by a human earlier.

# Result Obtained



**22% Reduction** in costs incurred - repeated segments no longer need to be translated manually.

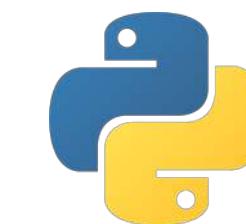


**38% Reduction** in average TAT with the translation memory database.



**17% Improvement** in customer satisfaction as a result of faster TAT.

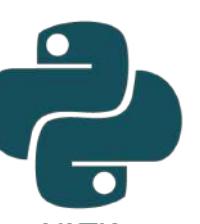
## Technology Stack



Python



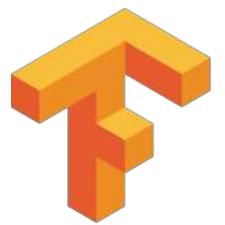
Spacy



NLTK



AWS Cloud  
Services



Tensorflow  
(Keras)

# AI-powered real-time B2B data prospecting tool



## Boosting the B2B Companies Market Value

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Prospectly is a tool for CRM enrichment and contact discovery. The platform is an all-in-one sales intelligent platform that provides you with prospect information to increase your ROI. It streamlines the marketing strategy by sharing the details about companies and contacts around the world.

# Shortening the Sales Cycle

Our main objective was to build personalized customer experiences driven solution that drives more revenue, and levelling up the marketing strategy to the next level.

## Problem we faced

The traditional practice by the people for reaching the data manually and still there are no proper vision or contact details because they were hidden behind a switchboard wall.

- Building the trust online.
- Lack of Scalable data.
- Hassle Information.
- Unqualified of leads.
- Difficulty in Lead Management.
- Unverified Data.
- Engaging multiple decision-makers within a company.
- Challenging in finding and maintain the customers.

## Solution we offer

With approach of Innovatics, we were able to build Prospectly, a platform focusing on B2B companies to attract and convert more customers. In terms of the scope of people we can target and reach out to, and increase in meaningful conversations, it all just went up.

- Standing apart from Competitor
- Updated Sales Blogs
- Easy To understand Hierarchy make the contact easy to go.
- Prospecting good leads by understanding companies details.
- Verified Details of the Leads

# Our Solution drives with the Information that Includes



Information about  
the Company



Point of  
Contact Details



Verification of  
Uploaded Email Files



Recent  
Achievement



Articles / Blogs



Gross Revenue



Lead List



Downloading the list

# Result Obtained

Prospectly is a CRM platform that enables companies to obtain contact information and details about prospects. Its primary goal is to engage and grow business using data intelligence and automate workflows. It is an intelligent module that provides the insight to measure and learn through the enrichment of the sales and marketing vision through the application of best practices.

**50%**

Cost savings



**3X**

Increase in open rates



**45%**

Decrease in time to meeting



# Digital Optimization for Leading OTT Brand

Digital Optimization | UX  
Optimization | A/B Testing |  
Tracking | Reporting Analytics



# Digital Optimization OTT Subscription Company

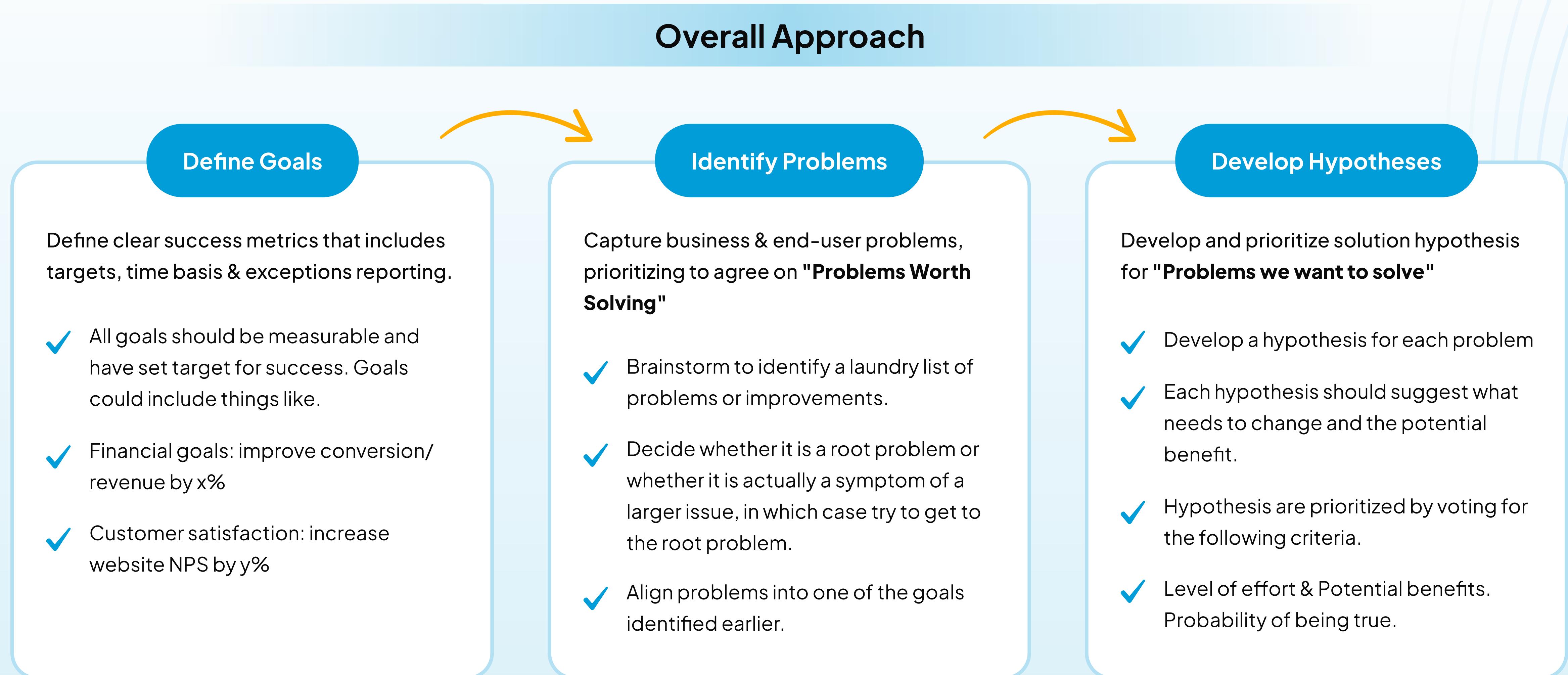
## Background

- ✓ Optimize user experience and engagement on website and mobile app.
- ✓ Key goals included: Increase conversion by **0.5%**
- ✓ Improve page load times for low bandwidth devices and geographies.
- ✓ Increase session with photo gallery views by **3%** and photos/session by **10%**
- ✓ Increase ad impression and viewable/measurable impressions

## Business Benefits

- ✓ Customized landing page for social traffic helped reduce bounce rate.
- ✓ Light weight marketing pages improved conversion for low bandwidth users.
- ✓ Variants of "click to subscribe" button improved flow to start of the funnel.
- ✓ Alternate gallery page design increased ad impressions as well as engagement with photos.

# Digital Optimization OTT Subscription Company



# Competitor Benchmarking on Social Media

Retail and Media - Ecommerce Retailer

## Background

### Objective :

- ✓ Benchmark Social Media presence of the brand vs. competitors to understand real time brand sentiment, derive actionable marketing insights, and drive acquisition strategies.
- ✓ Feedback actionable insights to Brand teams and Marketing teams.

### Challenges :

- ✓ Lack of understanding of competitive stand on social media; No understanding of audience affinities.

## Business Benefits

- ✓ Marketing strategy driver; Key decision making enabler.
- ✓ Ability to feedback learning in real time and course correct.

- ✓ Uplift in acquisition of new customers acquired through social media.
- ✓ Uplift in NPS

# Competitor Benchmarking on Social Media

Retail and Media - Ecommerce Retailer

## Overall Approach

### Identifying the keywords

- ✓ Identify key competitors, their social media handles and key products, services as well as sentiments to track and diagnose.

### Develop Benchmarking Engine

- ✓ Identify key metrics like #Fans, Fans change rate, #Posts and engagement to benchmark vs competitors
- ✓ Compare audience affinities to competitors to inform brand marketing strategies and acquire new customers engaged with other brands
- ✓ Monitor tweet sentiment of competitors to get a concrete sense of brand perception

### Root Cause Deep Dives

- ✓ Diagnose by key dimensions like account type, location and time of the day to derive competitive actionable insights.
- ✓ Diagnose key sentiments and extract tweets, profiles to better understand the root causes.

### Feedback Learning

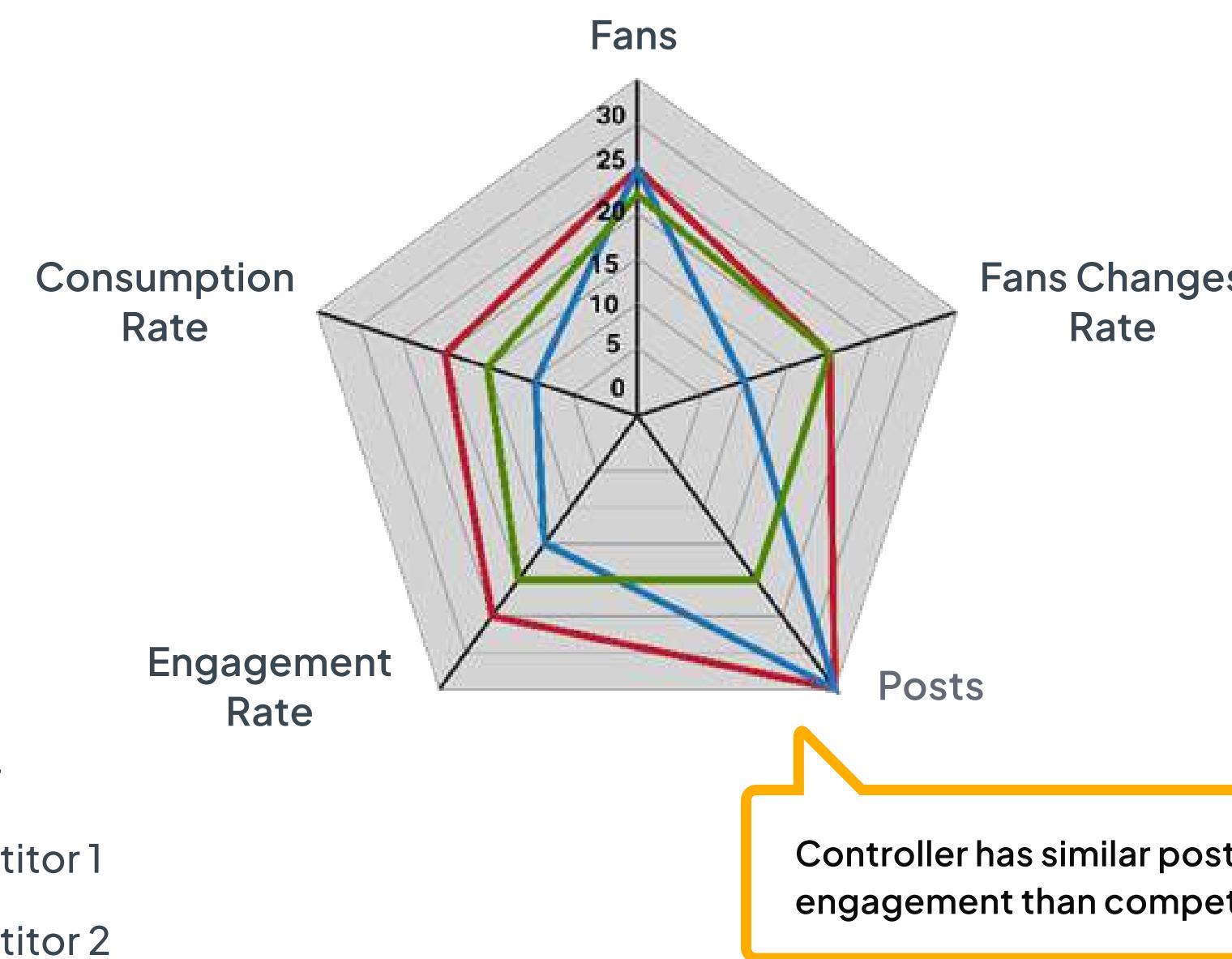
- ✓ Feedback valuable insights to product, marketing and branding teams to action in real time.
- ✓ Use Corpus of learning during key sales and festive Times.

# Competitor Benchmarking on Social Media

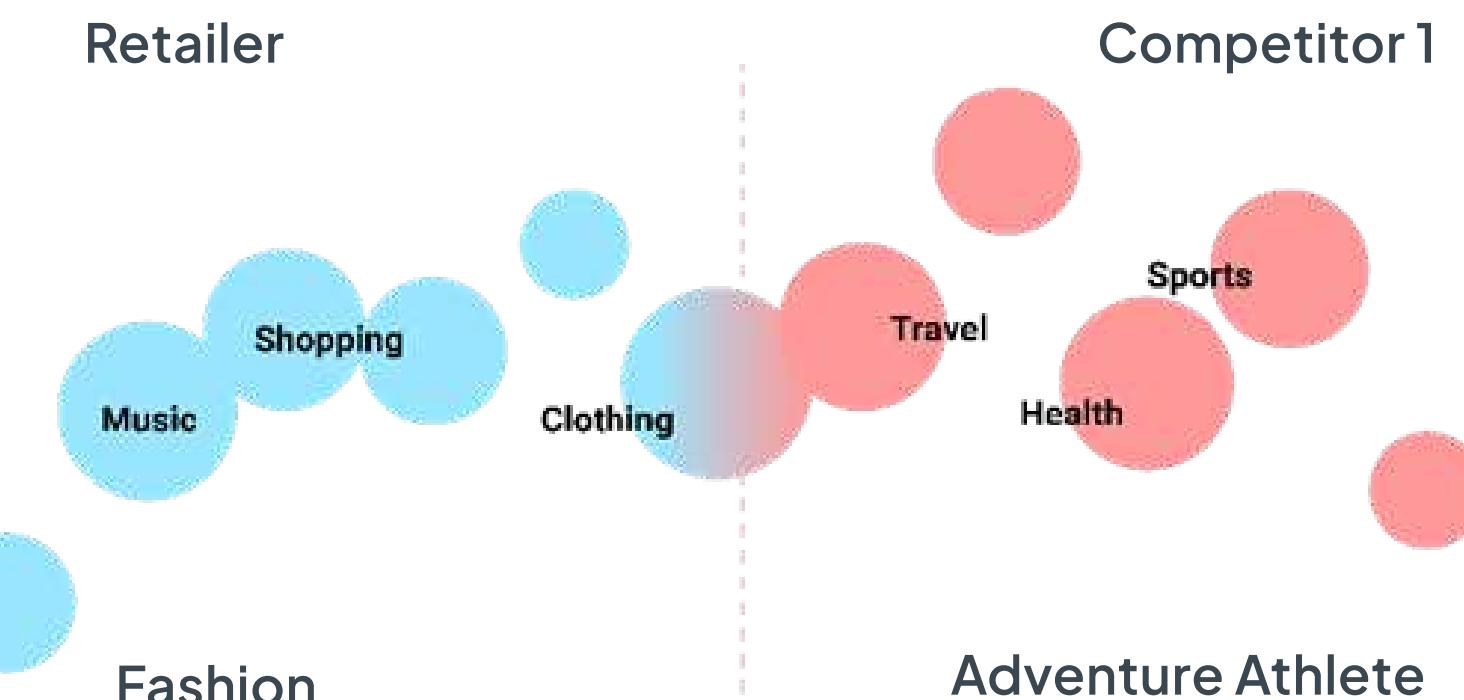
Retail and Media - Ecommerce Retailer

## Illustrative Output

### Top Level Competitor Benchmarking



### Compare Audience Affinities



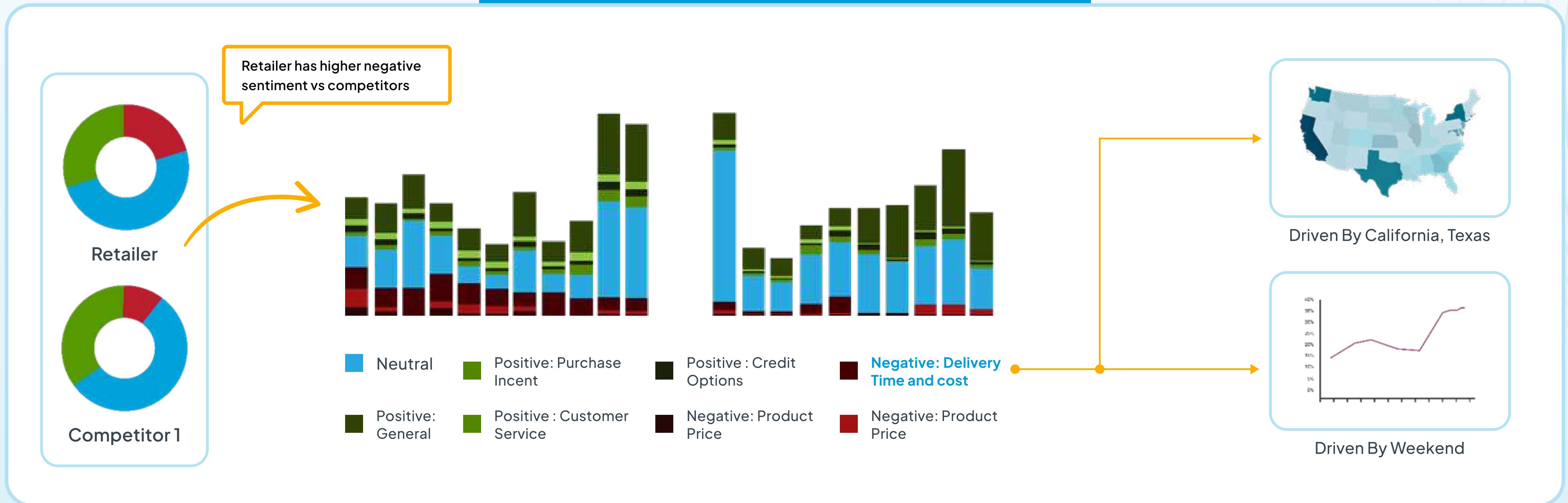
Inform brand marketing strategy and acquire competitor's customer

# Competitor Benchmarking on Social Media

Retail and Media - Ecommerce Retailer

## Illustrative Output

### Mix of tweet sentiment vs competitor



# Social Media Brand Health Engine

Retail Bank

## Background

### Objective :

- ✓ Monitor Brand health, media presence and sentiments of its various brand products, and services on key social media platforms.
- ✓ 11 key products and services of the bank were identified to be monitored.

### Challenges :

- ✓ Lack of understanding of consumer sentiment towards the brand in real time. All social channels not integrated into one dashboard.

## Business Benefits

- ✓ Single source of insights led to hours savings across the business.
- ✓ Increase in NPS attributable to Social Media.

- ✓ Marketing strategy driver, Key decision making enabler.
- ✓ Increase in positive sentiment on Twitter

# Social Media Brand Health Engine

Retail Bank

## Overall Approach

### Identifying the keywords

- ✓ Identify key social media handles and key products, services as well as sentiments to track and diagnose.

### Develop Benchmarking Engine

- ✓ Define key relevant metrics to different social media accounts such as #Fans, Fans change rate, #Posts, tweets, #video views, engagement etc. to track.
- ✓ Unify all handles and corresponding metros into a single view enabling democratization of data and insights.
- ✓ Link all handles to corresponding root cause diagnostics.

### Root Cause Deep Dives

- ✓ Deep dive into every handle to analyse the root cause of the trend.
- ✓ Diagnose by key products, services, themes, account types, location and time of the day to generate actionable insights.

### Feedback Learning

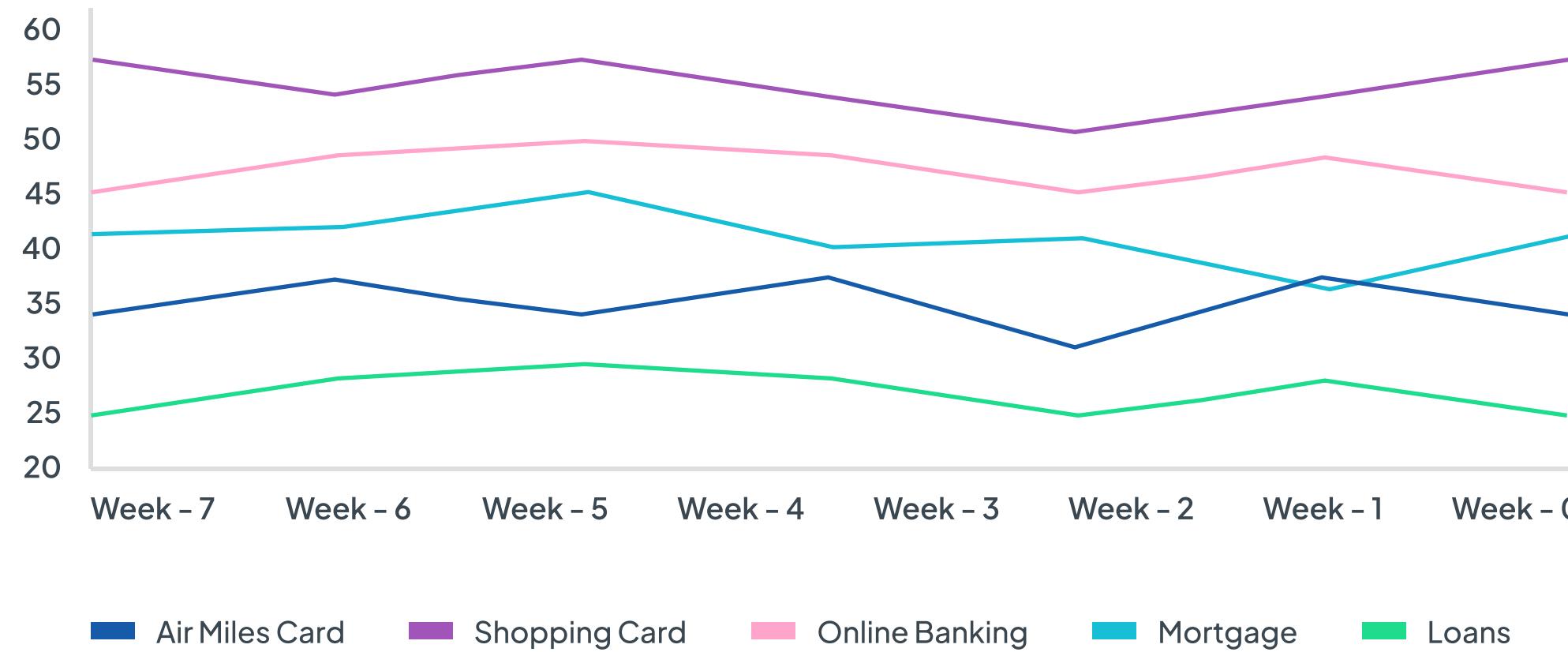
- ✓ Feedback valuable insights to product, marketing and branding teams to action in real time.

# Social Media Brand Health Engine

Retail Bank

## Illustrative Output

Sentiment breakdown around key product and services



Share of voice around key themes



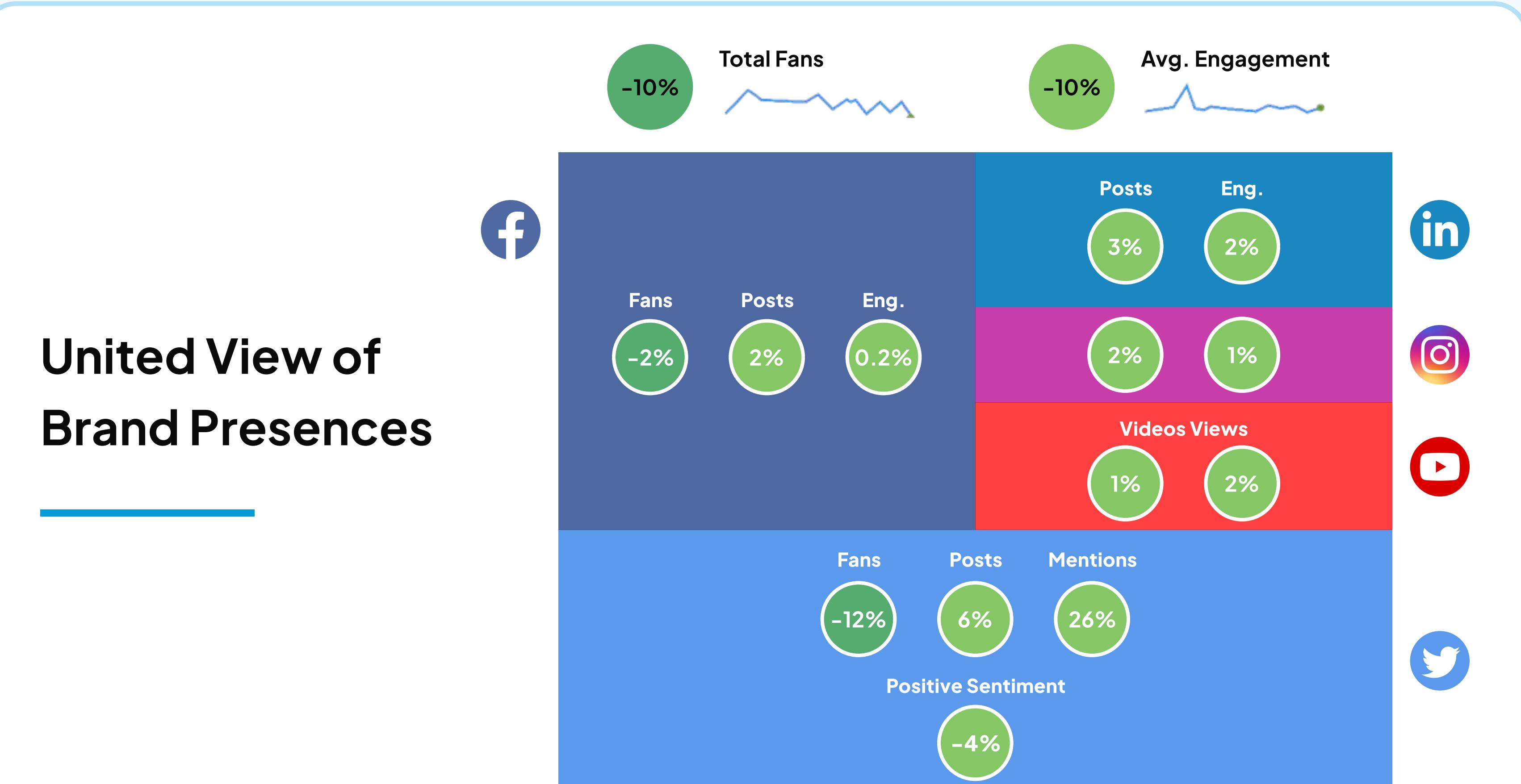
Positive Sentiment down for Air Miles card.

Recent spike in complaints

# Social Media Brand Health Engine

Retail Bank

## Illustrative Output



# Digital Media Advertising

Enhance Digital  
**Marketing Returns on  
Advertising Spend**



# Digital Media Advertising Dashboard

A comprehensive tool spanning multiple marketing platforms & channels to help clients enhance their digital marketing ROAS

## Major Business Challenges

- ✓ Marketing performance across different platforms is tracked using multiple excel reports produced manually every day.
- ✓ Lack of singular platform to assess and compare Campaign and Ad performance across multiple marketing platforms.
- ✓ Inability to validate 3rd party conversion metrics with in-house conversion data.

## Our Solution

- ✓ DAD offers a unified daily view for performance tracking across platforms & channels down to an individual Ad level.
- ✓ Helps optimize & plan online ad spend across platforms for increased RO.
- ✓ Verify platform reported metrics against clickstream metrics for optimized attribution.



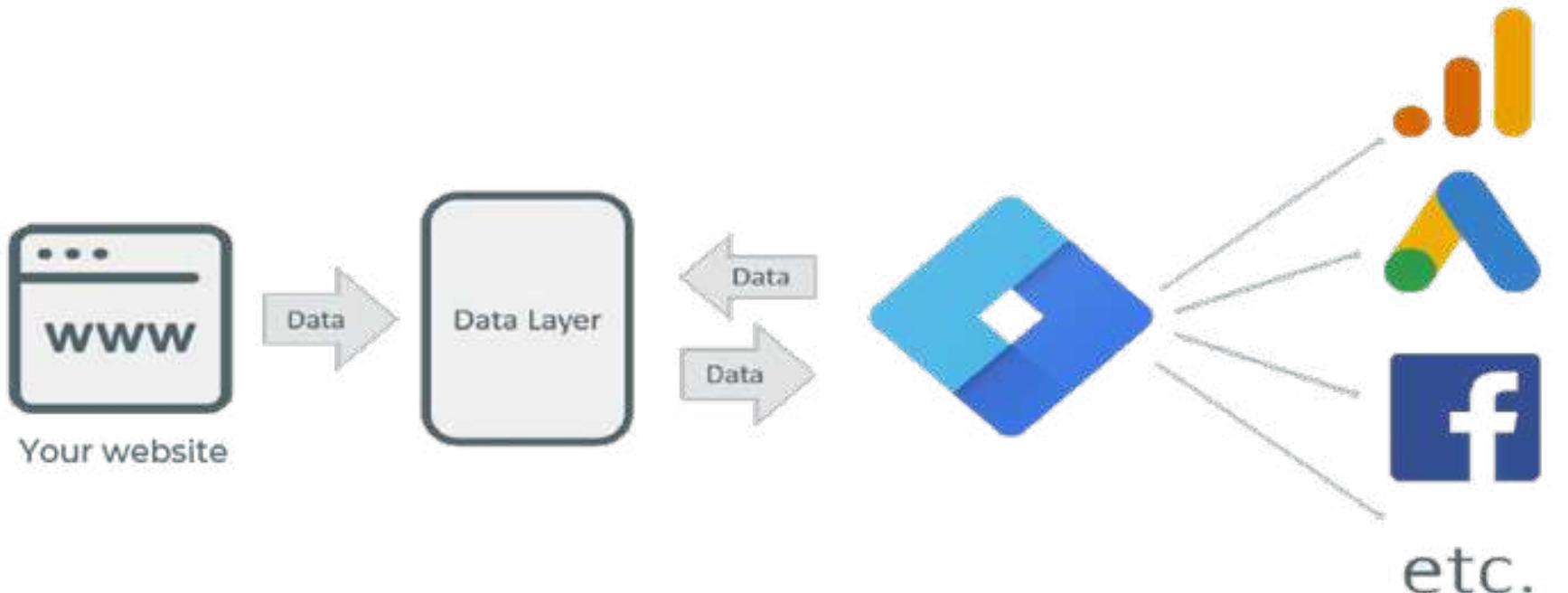
# Execution Challenges



- ✓ Develop a hypothesis for each problem.
- ✓ Too many excel reports to study.
- ✓ Different templates, methods and definitions.



- ✓ Weekly reporting cycle.
- ✓ Delay in data availability, and ill-timed data updates.
- ✓ Data dependency on different stakeholders.

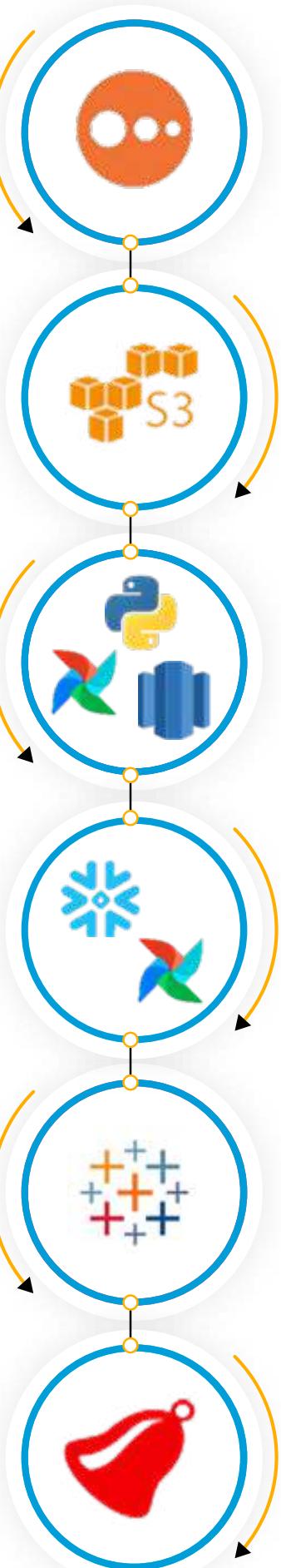


- ✓ Poor campaign tagging rules.
- ✓ Lack of uniformity in campaign configuration.
- ✓ We concentrated the tracking needs and helped them establish a common rule for setting up right UTM tags.



**Before**

Data pipeline for transferring data from funnel to S3.



Establish APIs connections for individual platforms as per data requirement using 3rd party connector service.

Establish the workflow for storing the data in user schema in the form of data tables.

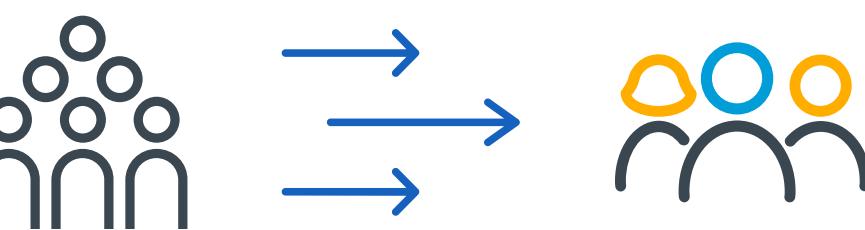
Based on platform clickstream integration and business needs, prepare the data according to the designed workflow dependencies.

Alerts-mails on issues and completion.



**After**

# Execution Challenges



14 stakeholders impacted;  
35 potential manhours saved per week.

## Marketing Platforms

Managed over 7 platforms,  
10+ API connections



## Metric Integration

Platform and Campaign Alignment

### Cost, Clicks & Impressions



### Video Metrics

75% ad views   
100% ad views

### Offline Metrics



### Platform Specific Metrics



## Extract, Transform, Load

Data Unification, Funnel Management

- ✓ Data warehousing & management using Funnel, AWS Redshift & Python.
- ✓ Workflow management using Apache Airflow
- ✓ Systematic backend checks.



### Top + Bottom Metric Stitching

- ✓ UTM Parameters Tracking.
- ✓ Cross Channel Attribution.

## Stakeholders

A comprehensive, versatile campaign management solution

### Finance

- ✓ Cost Accounting
- ✓ Commissions Tracking



### Analytics

- ✓ Attribution models
- ✓ Optimized targeting

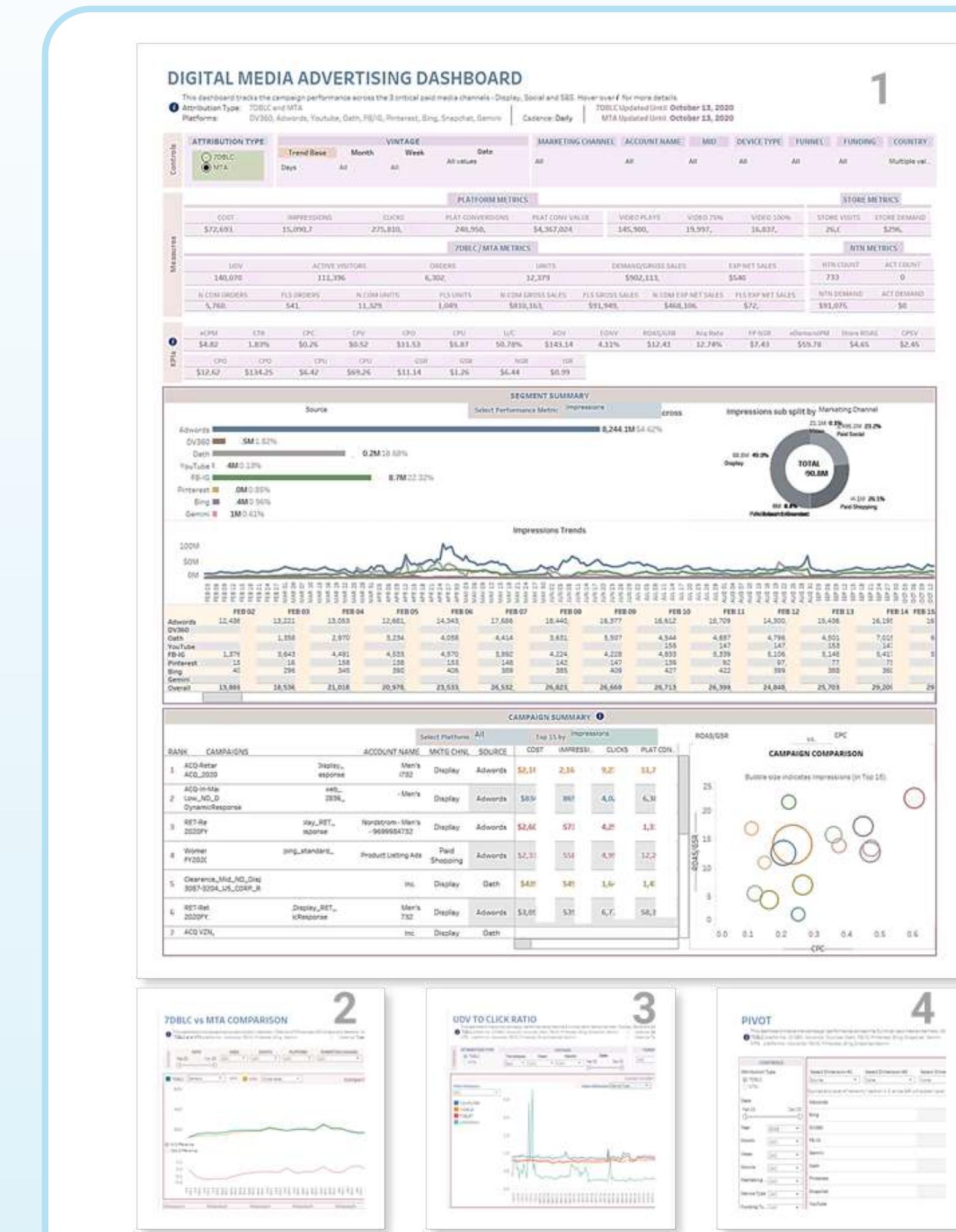


### Marketing

- ✓ Campaign Performance tracking.
- ✓ Spend Management.



# Dashboard Design Principles



# ROI Reduced 2/3rd of Reporting Time!



Fully automated process (Funnel -> S3 -> Workflow -> Redshift -> Data Prep -> Tableau -> QC Report/Alerts)  
Daily view (T-1). Test quickly (new tactics vs existing tactics).



Catch tracking issues rapidly. Catch bid issues quickly - Real time refresh helps Real Time Bidding Promptly turn-off low performing line to save bad cost.

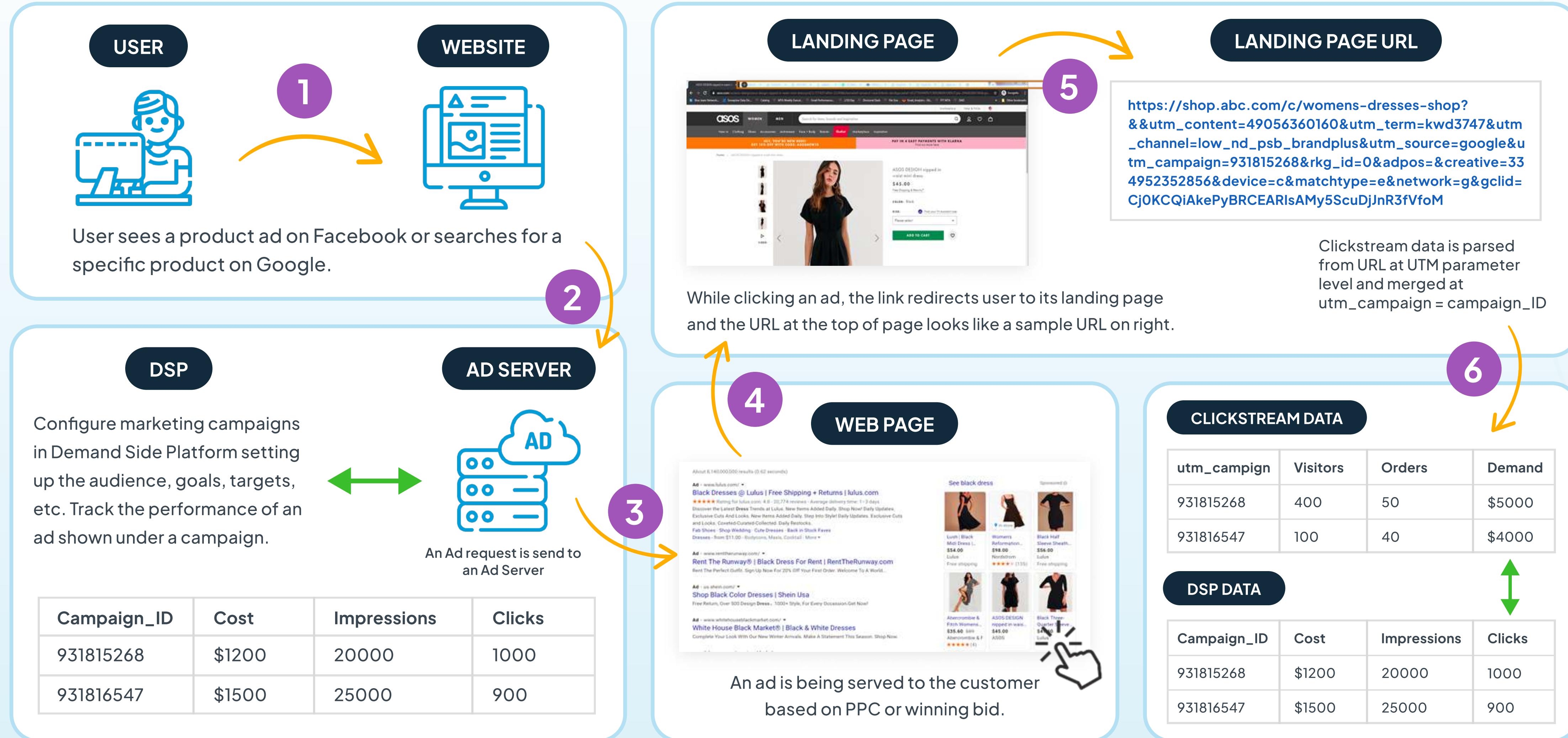


Separate repository of historical data.  
Quick pull of data



Cross-Platform performance check within same digital marketing channel. Easy to apply calculations for forecasting performance metrics. Improved internal tagging mechanism for improved tracking and optimum capture rate. Read campaign performances with different attribution methods.

# Upstream & Downstream Merge Process



# Our Office & Contact Details



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# Thank You.!

For Your Attention

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