



Innovatics

Where Innovation Blends With Analytics

A Little About Innovatics

Innovatics is a place where innovation blends with analytics to unveil never thought before business growth opportunities.

We aim to build and provide data driven business solutions that are personalized and motivated by innovation, modern technology, and business intelligence. We distinguish each business and treat them distinctively because each business, its objectives, and its vision are different.

How We Can Help You?

We help you to accelerate Your Digital Transformation Journey!

We Drive business to the unpredictable summits of success by blending innovation with business intelligence. We are versed in transforming businesses digitally with Machine Learning & AI, Business Intelligence and Analytics.

Vision

We are here to make our patrons win. Our solutions are an amalgam of analytical results, innovation, modern technology, and business intelligence.

Mission

Our motto is simple: Keep customers and teams at the heart to build a victorious ambiance.



What Makes Us Ideal Partner ?



Business-Centric

We work as your partner and not as yet another service provider.



Promptness

Our approach of taking prompt actions in the goodwill of our clients is our USP



Confidentiality

We understand the necessity of secrecy of your innovative business ideas and information. Thus, we always keep all information confidential with a signed NDA.



Agility

We keep upgrading our teams, skills, and tools to make sure, we can help our clients with the most advanced and suitable IT solutions and services.



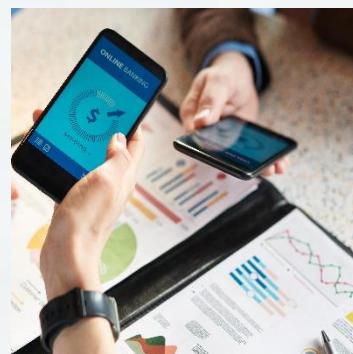
Dedication

We assign a SPOC to each project which makes sure the project goes smoothly from conception to conclusion and the client is posted all the time.

Our Expertise

Services

Product Design & Development



Pioneering User Experience

Enabling digital transformation by novel user experience for your next million user digital product.

Minimum Viable Product

More than 50% digital products fails due to lack of market fit. At Innovatics, we use lean start up approach to deliver valuable product and make sure it is right fit for the market.

Full Cycle Product Development

Based on the data driven and innovative approach, our experienced and certified developers will help you build the state-of-the-art product.

Pick Your Team Member

Cherry-picked Data Scientists, Imagineers and Marketing enthusiasts are further groomed by our specialist leaders to excel in performance for you.

Skillset

Technology Intelligence



AngularJS



PHP



NodeJS



Python



React



ROR

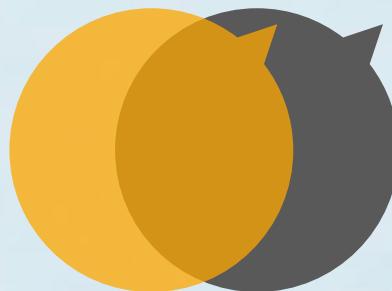


Flutter



Native iOS/Android

Conversational AI



Conversational AI has brought revaluation in the way how customers interact with your brand or organization.

Conversational AI enables interaction between computers and humans. With the help of advancement in automation, artificial intelligence and natural language processing it has become possible to deliver ground-breaking digital experience to the customers.

Smart Skills

Elevate Customer Experience

We Help You Build Conversational AI Based Data Driven Chatbots For Following Channels

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.



Social | Web | Mobile

Platforms



Voice Device

Virtual Assistance

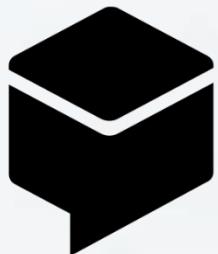


Contact Centre

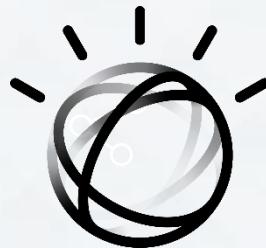
Virtual Agent

Skillset

Technology Intelligence



Google
Dialogflow



IBM Watson



Amazon Lex



Open Source
Enterprise
Conversational AI



Certified Developers



Improve Your Business
Decision With Deeper Data
Insights



Analytics Forte

We help you to bring tangible results through analyzing your data.

Discover hidden possibilities lying in the real interaction for your business success pursuit. We can help you with our data analytics proficiency to recognize user behavior, market opportunities, and business growth breakthrough.

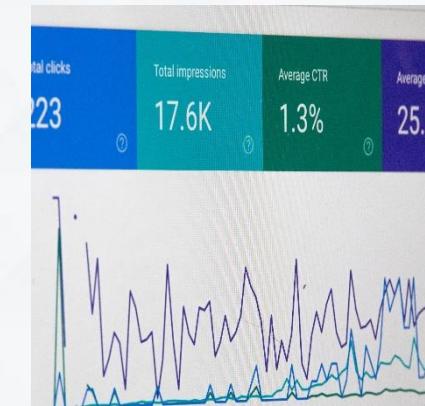
Analytics

Most organizations recognize that truthful data adds value to their decision making process.



Predictive Analytics

With the help of advanced machine learning techniques and historical data we help you to predict future value of your business outcomes.



Web/App Analytics

Through web and mobile marketing, we can help you to streamline your marketing and business activities more efficiently.

Analytics



Business Intelligence

We are experienced BI Experts with having strong command over Data Visualization tools. We can help you to build data warehouse, integrate a data source to optimize data transformation process.



Recommendation System

Recommendation system which classifies behaviour patterns and predicts consumer decisions. Based on this insightful data, it recommends the next preferable items to the consumer.





Industry Expertise

Experience

Domain Expertise



Health & Wellness



Banking & Finance



Entertainment & Media



Insurance



Retail



Logistics & Transport

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.

A black and white photograph of a professional meeting. Five people are visible: two men in the foreground shaking hands, a man with a beard and glasses gesturing with his hands, and a woman standing to the right. They are all dressed in business attire. The background shows a modern office environment with large windows and a geometric ceiling.

Case Studies

Case Study

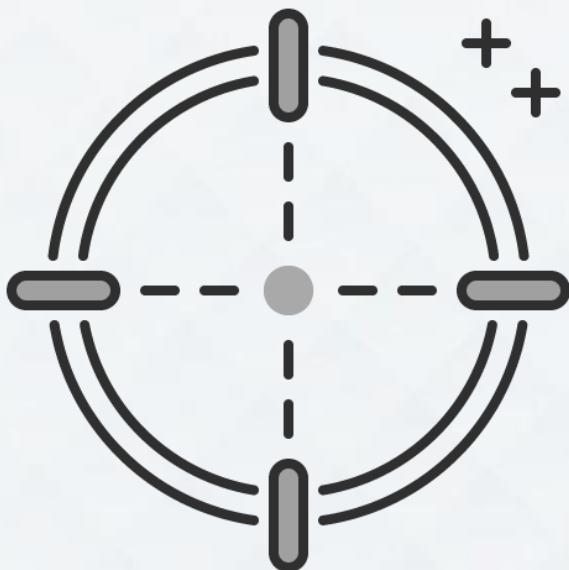
How We Empowered Translate By Humans In Reducing Turn Around Time.

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
Humans

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 same or a similar segment needs to be translated again, the tool suggests suitable translations, based on the contextual match. This reduces the time native language experts 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.



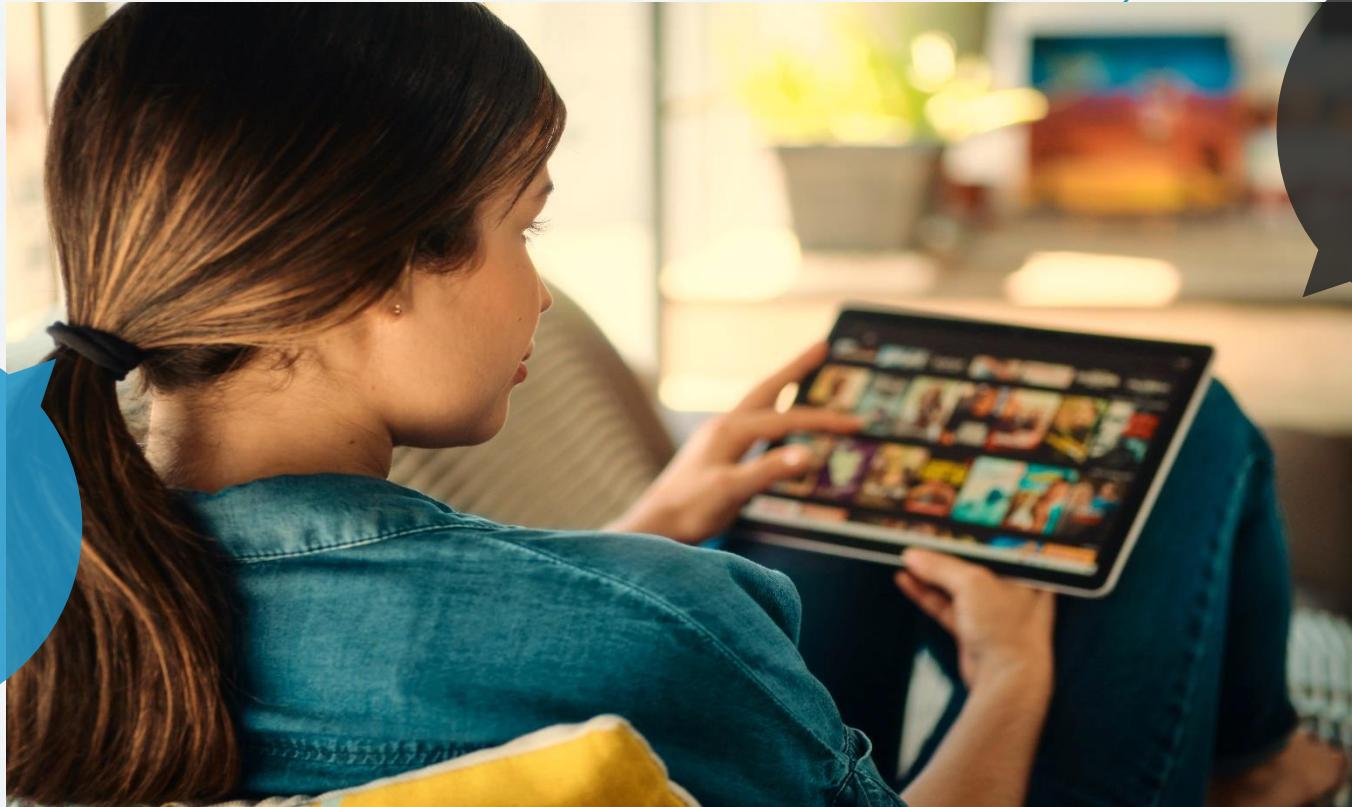
17% improvement in customer satisfaction as a result of faster TAT.

Technology Stack

Python, Spacy, NLTK, Tensorflow (Keras), AWS Cloud Services

Case Study

Influencer Marketing Leading Media Subscription Company



Leading Media Subscription Company

Objective

Understand share of voice across influencers and cannibalization factors Target right audience based on interests and keywords on Twitter

Challenge

BAU social media metrics does not account for external factors that may influence the share of voice



Our Approach



Identify Influencers

Define panel of twitter accounts that frequently tweets about the brand.

Thresholds based on # of tweets, followers, # of retweets, etc are imposed.

Multiple panels for news anchors, product reviewers, public, etc.

Define Competitors

Define list of competition that needs to be tracked for share of voice.

Identify keywords and hashtags that identify own brand/products and competitors.

Identify any additional topics e.g. Election that can influence share voice of all competitors.

Track Performance

Track share voice in terms of volume of engagement reach and unique reach.

Track WOW or MOM change in share of voice to understand why share of voice is changing.

Understand cannibalization from other non-competitor activities like elections, holiday seasons etc.

Business Benefits

Quantitative approach to bypass market research-based approach to evaluate competitor performance and impact of macro factor outside the shape of business.

Refined timing and approach for planning marketing campaigns.

Examples

Events like xfactor and motogp cannibalize share of voice.

Target users using keywords associated to the above events.





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

Overall Approach

Define Goals

Define clear success metrics that includes targets, time basis & exceptions reporting

- All goals should be measurable and have set target for success
- Goals could include things like:
 - Financial goals: improve conversion/revenue by x%
 - Customer satisfaction: increase website NPS by y%

Identify Problems

Capture business & end-user problems, prioritizing to agree on "Problems worth solving"

- Brainstorm to identify a laundry list of problems or improvements
- Decide whether it is a root problem or whether it is actually a symptom of a larger issue, in which case try to get to the root problem
- Align problems into one of the goals identified earlier

Develop Hypotheses

- Develop and prioritize solution hypothesis for "problems we want to solve"
- Develop a hypothesis for each problem
 - Each hypothesis should suggest what needs to change and the potential benefit
 - Hypothesis are prioritized by voting for the following criteria
 - Level of effort
 - Probability of being true
 - Potential benefits

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

Case Study

Renown Digital Publisher

India's top-notch digital ultimate platform for start ups and entrepreneurs.

Digital



Digital Publisher



Problem

To understand TG more closely

Client wanted to implement advance tracking to understand the reading patterns of the users. However, they were unsure about the data points needed to be addressed to achieve KPI reporting and dashboard requirements.

Solution

By Consultative approach of Innovatics, we were able to identify what custom dimensions and metrics needed to calculate KPIs. Apart from blog page visits, we also identified custom events that needs to be tracked to understand the content interactions of the users.

Process



Dimensions
Identify list of custom dimensions



Metrics
Identify list of custom metrics



Data Layers
Identify Data layer needed to implement on website

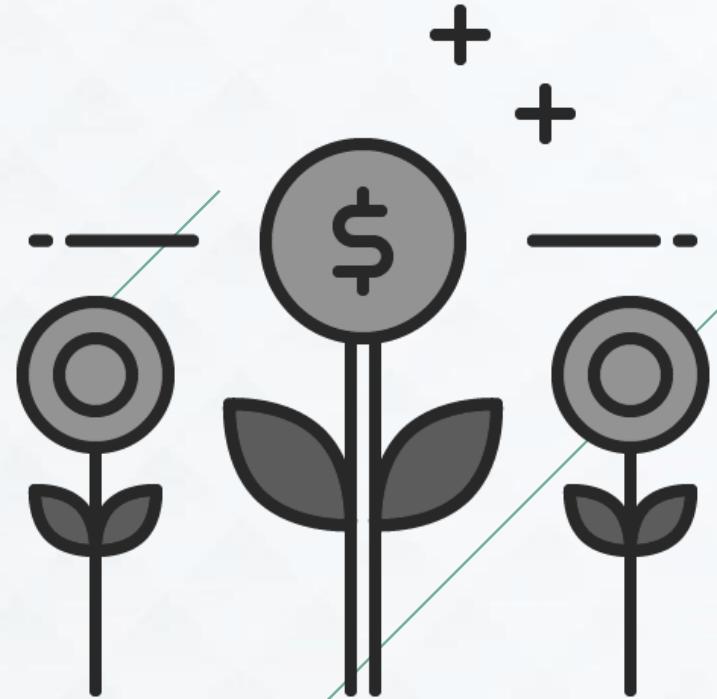


Tag Implementation
Implement tags not only for GA but also implemented remarketing pixels with right custom attributes to build audience

Dashboard Creation

Result Obtained

- Better data quality
- Better Reporting Dashboard
- Enhanced Funnel Reporting
- Improved User Experience
- Improved Social Share of articles



Thank You!

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