



Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



A telecom company boosted its overall ROI through real-time Twitter sentiment analysis

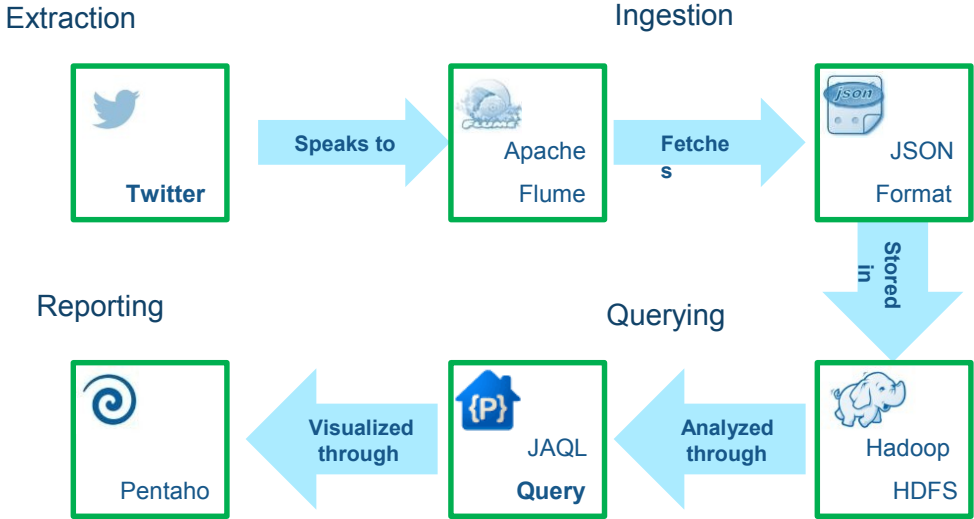
Objectives

With myriads of customer opinions about the brand; client wanted to analyze customer tweets to bucket them into positive, negative or neutral

Impact

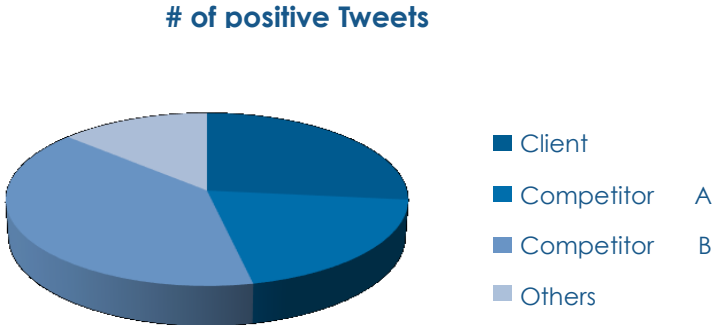
- 80% of the tweets observed as neutral
- Recommended to create a reporting tool that would automatically update the sentiment analysis within lead time

Our Approach



Tweets classified across:

- Competitors
- Geography / Demographics of the user
- Influence of the user in terms of # of followers and activity



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