Multinational CPG company of beauty and cosmetics uses AI to identify ways to drive **$10M** in additional sales by optimizing first orders in **17** days

Company Profile

Multinational manufacturer and distributor of beauty and cosmetics products

Industry

Consumer Goods and Manufacturing

Region

International

Challenge

A global cosmetics and manufacturing company aimed to improve the rate of consultants closing their first sales order and optimize resources spent for sales consultant recruitment and training.
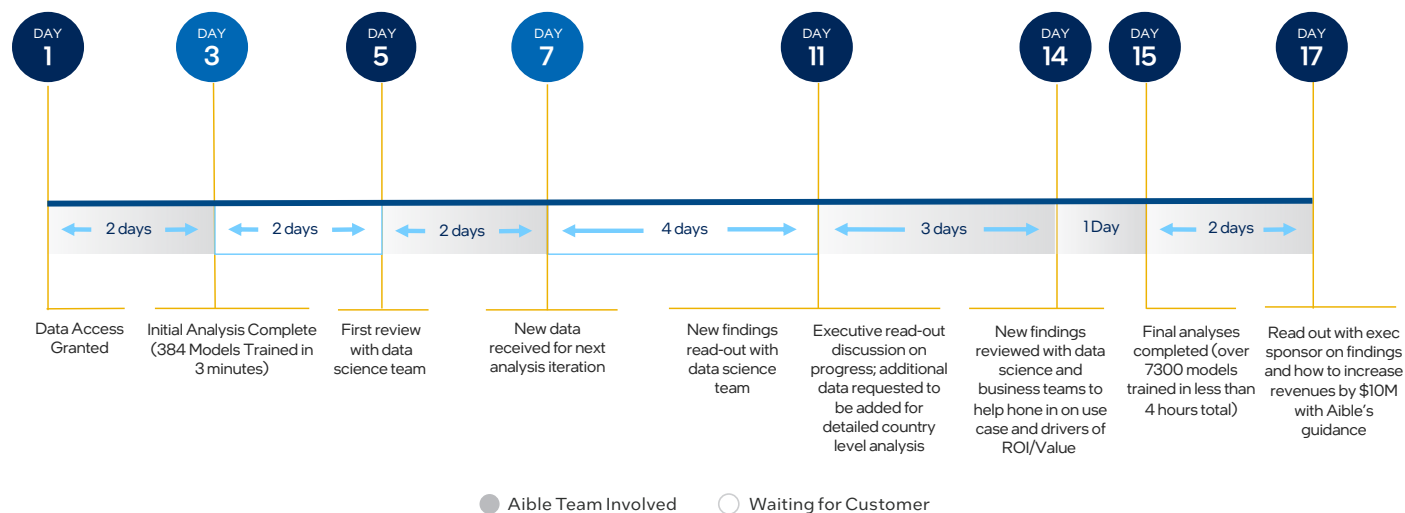
Solution

Aible identified potential sales consultants who are most likely to close their first order. This helped in determining which candidates to prioritize for in-person training versus less resource-heavy, all-digital training.

Use Case & Project Details

- **Use case analyzed:** Onboarding and first order optimization

- **Project Results:** $10M revenue

- **Time from data provision to project completion:** 17 days

- **Elapsed time from start of model training to completion of over 7300 models on serverless infrastructure:** 4 hours total across over 30 project iterations

Outcome

Aible helped identify ways to increase revenue by $10M with serverless AI in 17 days.

DAY 1	DAY 3	DAY 5	DAY 7	DAY 11	DAY 14	DAY 15	DAY 17
	2 days	2 days	2 days	4 days	3 days	1 Day	2 days
Data Access Granted	Initial Analysis Complete (384 Models Trained in 3 minutes)	First review with data science team	New data received for next analysis iteration	New findings read-out with data science team / Executive read-out discussion on progress; additional data requested to be added for detailed country level analysis	New findings reviewed with data science and business teams to help hone in on use case and drivers of ROI/Value	Final analyses completed (over 7300 models trained in less than 4 hours total)	Read out with exec sponsor on findings and how to increase revenues by $10M with Aible's guidance

● Aible Team Involved   ○ Waiting for Customer

"The speed of the Aible product and the rapid iteration it enables is outstanding. I challenged them to train the models live in front of me. The first set of models completed training in less than a minute and several hundred models completed in less than 3 minutes. This was for a significant sized business dataset that had taken us much longer to analyze manually."

– Chief Technology Officer (CTO) & Chief Data Officer (CDO)

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