A vertical-specific strategy team experiments with AI from Aible to explore factors influencing successful account transformations

Company Profile
Global Technology Vendor

Industry
State, Local Government and Education

Region
US, Canada

Challenge
The strategy team wished to improve their internal data collection and to understand how Aible could provide insights into their strategic activities.
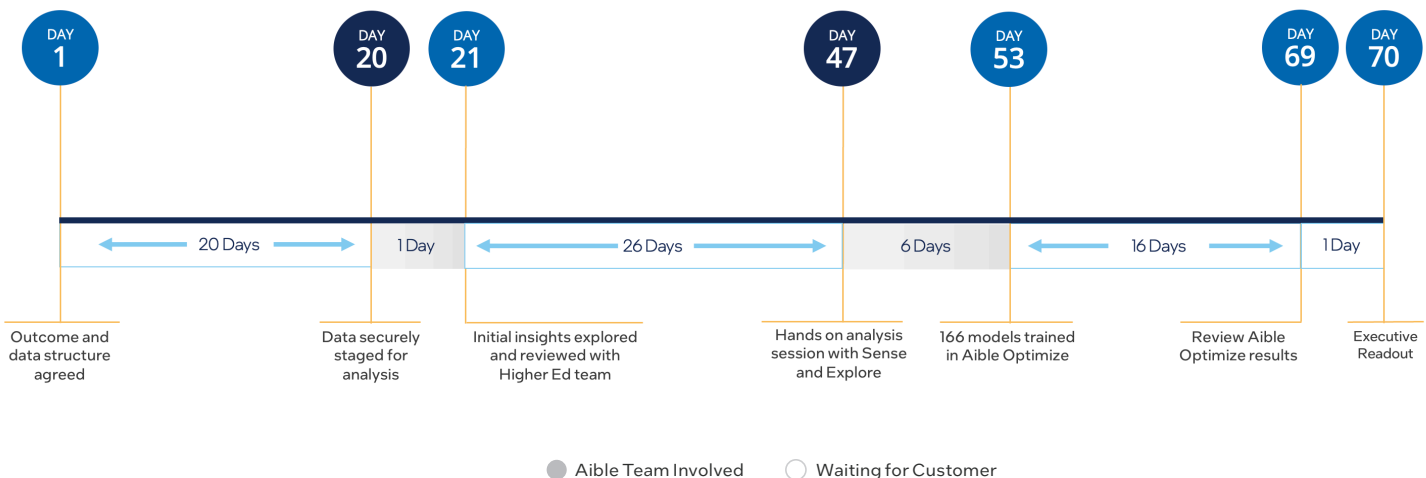
Solution
The team used Aible Sense to load, transform, and explore the signal from their team's data. After confirming the initial data lacked a clear driving metric, the team reconfigured the initial dataset and layered it with account revenue data. Using Aible Explore with the new dataset led to the discovery of factors and interactions driving account revenue improvement that merited further exploration.

Use Case & Project Details

- **Use case analyzed:** Strategy exploration and experimentation

- **Potential Project Results:** 10x speed to insight

- **Time from data provision to project completion:** 70 days

- **Average elapsed time from start of data evaluation to actionable insights on serverless infrastructure:** 5 mins

Outcome
Identification of gaps in initial data and improvement for speed to critical queries. Continued experimentation required to gain actionable insights.

DAY 1		DAY 20	DAY 21		DAY 47	DAY 53	DAY 69	DAY 70

← 20 Days → 　 1 Day 　 ← 26 Days → 　 6 Days 　 ← 16 Days → 　 1 Day

Outcome and data structure agreed

Data securely staged for analysis

Initial insights explored and reviewed with Higher Ed team

Hands on analysis session with Sense and Explore

166 models trained in Aible Optimize

Review Aible Optimize results

Executive Readout

● Aible Team Involved　　○ Waiting for Customer

> "Aible helped us invert our thinking to quickly get to valuable questions. This way of thinking helps our team drive more-effective data-driven decision-making amongst ourselves and with our customers."
>
> **- Strategist**

AIBLE