

Global CPG Company used Aible to deliver rich AI-generated insights for category growth ideas within four weeks.



Company Profile

Leading CPG firm that produces and markets Health, Hygiene and Nutrition Products

Industry

Consumer Packaged Goods

Region

Global

Challenge

The company wanted to understand product line growth opportunities by geography from their complex datasets. They wanted to understand key macroeconomic and social determinants of success, as well as how marketing investments influence success in their markets.

Solution

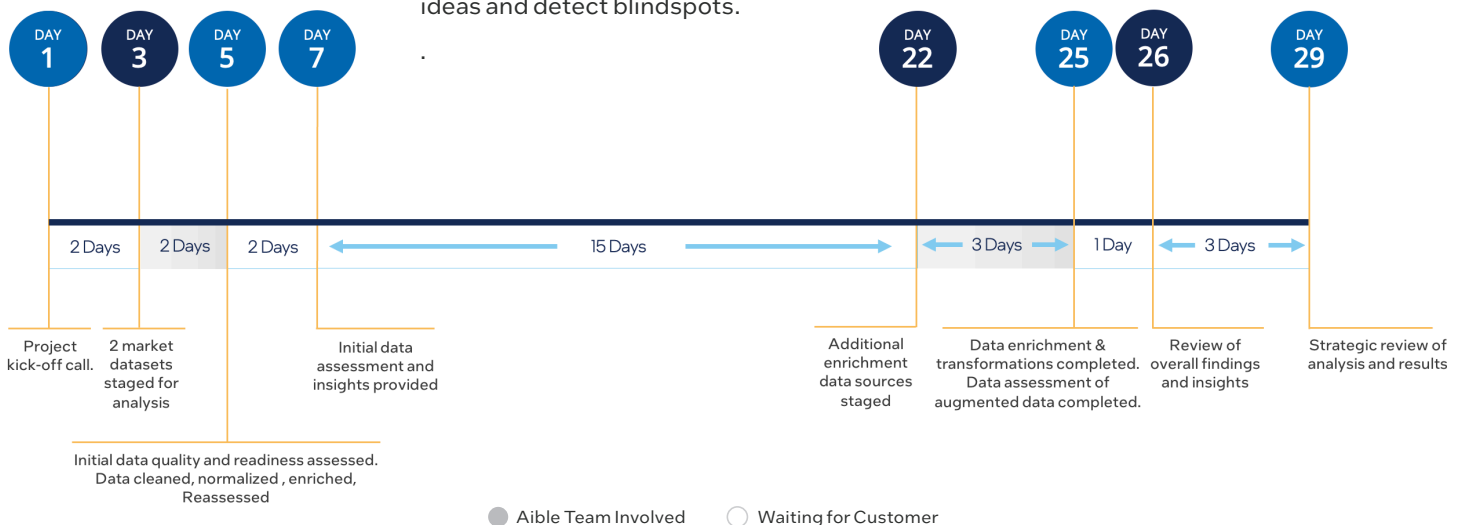
Across four large data sets, the Aible Professional Services team was able to rapidly and iteratively assess data readiness for this AI initiative using Aible software. The data was transformed, combined and augmented to improve insights within one day. The speed and agility of the platform provided insights rapidly while reducing drudgery and avoiding dead-ends. By automatically ranking and surfacing key determinants and patterns in the data, the team was able to, in record time, spot new ideas and detect blindspots.

Use Case & Project Details

- **Use case analyzed:** Understand key drivers / determinants of market, category, and product success.
- **Results:** Delivered analysis and results across 4 large datasets in days.
- **Time from data provision to project completion:** 29 days
- **Average elapsed time from start of Data readiness assessment in under 5 minutes and training of 83 models in under 5 minutes.**

Outcome

Delivered insights to support growth ideas and identify important trends, opportunities and threats.



“Thank you so much for your team’s effort in helping us discover new insights. The speed to dataprep and the speed to insight was surprising. I was genuinely surprised that the project effectively got done in 15 days despite the multiple dataset changes. In my opinion the platform is a breakthrough.”

- Global Head of Category and Insights