Point of View

Data-driven Organization

Data is a critical part of the core operating strategy of most modern businesses. While its true benefit lies in its accessibility and capability to deliver intelligence to the business, driving operations with a data-driven approach can be complex However, maintaining a robust, data-driven framework, along with analytical capabilities, can be rewarding, and a breakaway enterprise understands how to play this dynamic.

We, at LTIMindtree, can help you make decisions driven by data that is right, usable and scalable by extracting actionable insights. Our Data & Analytics services assist you with prime concerns around the problem-first or data-first approach, as well as the democratization of data, analytics and use cases. Moreover, our proprietary Mosaic platform, along with its completely re-imagined components, enhances your data asset advantage.

Data Analytics Strategy & Value Realization

We aim to drive adaption without disrupting business-usual activities, and use effective organization-wide data & analytics democratization as a key success parameter. In a recent engagement with a food corporation multinational LTIMindtree's robust data-centric platform powered by LTIMindtree Mosaic, helped the client visualize business trends to aid decision-making.

Even though well-established with years of industry experience with an established presence across the globe, our client was facing increasing competition from new entrants, and also needed to cater to rapidly-changing customer preferences. The company's retail experiences were 'suboptimal' and needed to be realigned to be in sync with current business trends.

A powerful data-driven solution was required to reimagine operations and improve store efficiency. Using advanced data analytics, the company wanted to gain valuable insights for optimizing business decisions. This was also essential to mitigate the decline in retail experience quality.

In close collaboration with the client, LTIMindtree assessed existing operational pain-points and outlined relevant use cases. A Design Thinking boot camp was conducted where the food corporation's key stakeholders helped determine specific business problems for each persona. Based on this, LTIMindtree selected a three-phased approach, comprising data discovery, data build, and data validation.

The solution identified data attributes from internal / external sources and defined a semantic web model to enable analysis. Finally, LTIMindtree designed an analytics module with robust visualization capabilities, using LTIMindtree's proprietary Mosaic platform.

LTIMindtree successfully consolidated, analyzed and visualized data from all the sources at hand. As a result, business trends (based on location, type, and volume per outlet) could be accurately mapped. The client could now: Gain insights into business operations, Customize offers across stores, and Perform store profiling and hierarchies.

Our expertise thus helped the client harness the power of disruptive next-gen technologies, to unlock multifold amplified outcomes for its business, thus paving its way to become a breakaway enterprise.