HOVERTURE
A SYMPHONIE PRIME COMPANY

BIG DATA, SMART ANALYTICS & ARTIFICIAL INTELLIGENCE
ANALYTICS MODELING DEVELOPMENT

Support our clients in bringing to life the magic and value of data for their business: from making comparisons to understanding and measuring associations and relations, predicting outcomes, and identifying patterns. Our approach focuses on the type of problem to be solved rather than the methods used: starting from the identification and creation of a concrete business case to start from.

CLIENT	INTERNATIONAL FOOD & BEVERAGE COMPANY

PROJECT NAME	Big Data Analytics

CHALLENGE

Defining a new way to support sales and trade marketing to optimise their effort in increasing sales and reducing costs, while identifying the right place-to-be for any of their products in terms of the right point of sales and, at the same time, considering the online and offline interests of their target audience.

WHAT WE DID

- Define the target audience presence by integrating online data with socio-demographic data
- Enrich the target audience data with offline data based upon customer profile and customer presence (geo-position; traffic data; interests...)
- Definition and development of an analytical model to assess the sales potential of any point of sales/consumption based upon the territorial presence of users in an area
- Creation of a custom geo-dashboard to make data visualizable for all users

BENEFITS

- Creation of scalable model applicable to any product/family/reference
- Identification of the most potential point of sales in Italy
- Optimization of trade marketing costs by 10% in the first quarter
- Identification of key point of sales to use for any new marketing initiative/product test

HOVERTURE
A SYMPHONIE PRIME COMPANY

BIG DATA, SMART ANALYTICS & ARTIFICIAL INTELLIGENCE
ANALYTICS MODELING DEVELOPMENT

Support our clients in bringing to life the magic and value of data for their business: from making comparisons to understanding and measuring associations and relations, predicting outcomes, and identifying patterns. Our approach focuses on the type of problem to be solved rather than the methods used: starting from the identification and creation of a concrete business case to start from.

CLIENT	ITALIAN SHOES RETAIL
PROJECT NAME	Big Data Analytics

CHALLENGE

Analysing prices charged by third-party vendors and direct/indirect competitors on a multinational third-party market using a customised engine that helps the customer identify and understand price dynamics in order to optimise pricing policy and increase sales.

WHAT WE DID

- Brand Catalog AI analysis and process to identify price tolerance
- Price trend identification and monitoring
- Images and verbatim recognition to identify key product trend
- Definition of a new dynamic re-pricer model
- Definition of a new campaign manager based on AI

BENEFITS

- 30 endpoint (i.e. combination of marketplace/country)
- 50.000 unique monitored products
- 5 selected monitored competitors
- Enabled a new way of managing the online channel

HOVERTURE
A SYMPHONIE PRIME COMPANY

BIG DATA, SMART ANALYTICS & ARTIFICIAL INTELLIGENCE
ANALYTICS MODELING DEVELOPMENT

Support our clients in bringing to life the magic and value of data for their business: from making comparisons to understanding and measuring associations and relations, predicting outcomes, and identifying patterns. Our approach focuses on the type of problem to be solved rather than the methods used: starting from the identification and creation of a concrete business case to start from.

CLIENT — ITALIAN RAILWAY GROUP

PROJECT NAME — A.i., Image recognition

CHALLENGE

Identifying crowd and people in public spaces to prevent them from gathering in order to respect Covid-19 pandemic "no-gathering" rules

WHAT WE DID

- AI Visual recognition model setup
- AI crowd-prediction model definition to help client identify "hot-spot" in physical space and avoid crowd creation
- Creation of a "pattern-identification" model to optimise "people routing"

BENEFITS

- Creation of a scalable model to be used in all client's facilities
- Route optimisation to avoid crowd creation and optimise the transit of people
- Real-time check of Covid-19 rules application (i.e.: correct mask use)

HOVERTURE
A SYMPHONIE PRIME COMPANY

BIG DATA, SMART ANALYTICS & ARTIFICIAL INTELLIGENCE
ANALYTICS MODELING DEVELOPMENT

Support our clients in bringing to life the magic and value of data for their business: from making comparisons to understanding and measuring associations and relations, predicting outcomes, and identifying patterns. Our approach focuses on the type of problem to be solved rather than the methods used: starting from the identification and creation of a concrete business case to start from.

CLIENT	MULTINATIONAL TECHNOLOGY COMPANY
PROJECT NAME	A.i., Video Intelligence

CHALLENGE

Collecting data on customers behaviour in physical retail point in order to optimise in-store routing/product display/hot-spot in-store identification while, at the same time, analysing people behaviour and action/reaction in store.

WHAT WE DID

- TB analysis of data collected from in-store CCTV
- Development of an AI DeepLearning Model to analyse in-store people behaviour
- Identification of people's behavioural pattern in the store

BENEFITS

- New proximity marketing initiatives in-store
- Path-to-purchase enhancement (+10%)
- Product display optimisation considering hot-spot (+2% sales)