

Emerging Business Opportunities

Tiger Analytics' Capability

Agenda

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- 02 | Emerging Business Opportunity Overview
- 03 | Solution Deep Dive
- 04 | Our Success Stories





01

Tiger Analytics Overview

Who Are We?

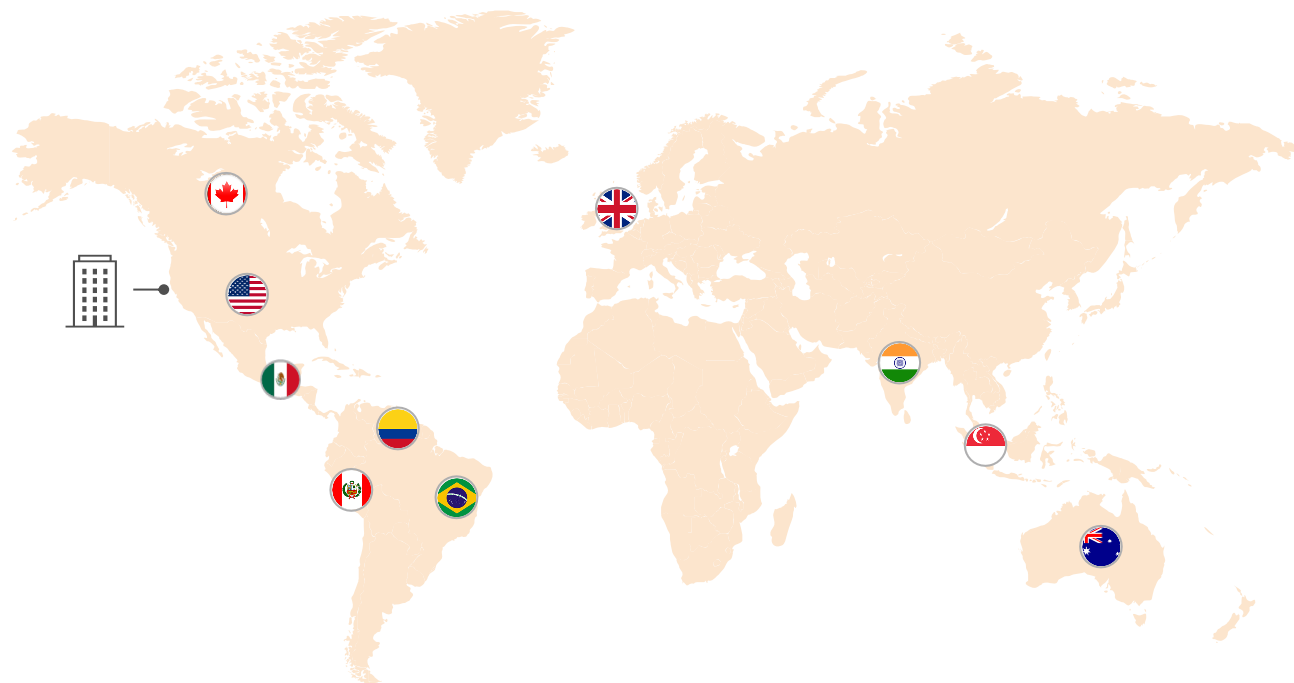
We're passionate about solving some of the high-impact **business problems** out there using AI and analytics.

Our Focus.

Providing certainty for a better tomorrow.



Fastest Growing Services Provider of Data, Technology and Analytics Solutions



Global Delivery

HQ: Santa Clara, CA, USA

Locations: USA, UK, Singapore, Australia, Canada, Mexico, LATAM and India

USPAACC CERTIFIED
Asian American/Minority
Owned Business

2023-24

A minority-owned-enterprise
certified by USPAACC



5,000+

Data & AI
professionals



75+

Fortune 1,000 Clients
across Industries



80%

Revenue is repeat business
from existing clients



~10%

Attrition rate &
highly engaged team

Key Recognitions

FORRESTER®

Wave Leader in Customer Analytics Service Providers **2023**

ISG Provider Lens™

Global Leader in Specialty Analytics Services for Retail **2024**

Everest Group®

Leader and Star Performer - Analytics and AI Services PEAK Matrix® **2024**

FT FINANCIAL TIMES

America's fastest growing companies **2024, 2023, 2022, 2021**

USPAACC CERTIFIED
Asian American/Minority Owned Business

2023-24

A minority-owned-enterprise certified by **USPAACC**

Great Place To Work®
Certified
JULY 2022 - JULY 2023
INDIA

India's Great Place to Work **2024, 2023, 2022**

AMERICA'S FASTEST-GROWING
Inc. 500
PRIVATE COMPANIES

America's fastest growing companies **2024, 2023, 2022, 2021**

Best Workplaces™
for Women
Great Place To Work.
INDIA 2023

Best Workplaces for Women in India **2023**

ISG Provider Lens™

Global Leader in Specialty Analytics Services for Supply Chain **2024**

Brandon Hall Group
HCM Excellence Award
LEARNING AND DEVELOPMENT
GOLD 2023

Brandon Hall Award - Learning and Development **2024**

CIM | RESEARCH

Leader in AIM Research PeMa Quadrant for
~ Data Engineering Service Providers 2024, 2023
~ Data Science Providers 2024, 2023
~ MLOps Service Providers 2024
~ GenAI Service Providers 2023



AWS Partnership & Relevant Engagements



- Global Advanced Tier Services Partner
- Global ProServe MSA
- Machine Learning, GenAI and Data & Analytics Competency
- CPG Competency Launch Partner
- SDP EMR, Redshift, Glue, Quicksight and Lambda specialization



- 170+ AWS Certifications
- AWS Certified Associate, Professional & Specialty Level
- 35+ Strategic engagements globally



Innovations

- Content Ingestion Solution
- AWS Data Fabric
- Data Quality & Profiling Framework
- DataHub – Metadata platform
- Automating IaaS using Terraform
- MLCore
- Tiger Data Observability Solution



Global Manufacturer

Assisted in creating an end-to-end Data Platform in order to implement a solution for predicting maintenance of assets.



Healthcare Provider

Built robust Data and Analytics (D&A) platform that can act as an Enterprise Data Hub to host structured, semi structured and unstructured data and support various analytics and reporting.



Retailer

Developed a scientific approach to measure and analyze the impact of various marketing activities on Sales, to support Marketing spend decisions for the financial year.

Our Capabilities

Related Offering Examples

Data/ML Engineering

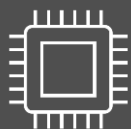


- Data Pipelines
- Agile Data Ops
- Platform Engineering
- Future State Architecture
- Cloud Data Lake
- Modern Data Platforms
- Cloud Data Migration
- Lean Data Governance



Tiger's Data Fabric helps cut-down the time it takes for setting up new Data Pipelines in Cloud from days & weeks to few Minutes

AI and Data Science



- Machine Learning
- Predictive Analytics
- Statistical Modeling
- Optimization Methods
- Streaming Analytics
- Generative AI
- Computer Vision
- Natural Language Processing
- Reinforcement Learning
- Deep Learning

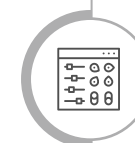


Our **CV Framework** leveraging state of the art algorithms helped a Fortune 50 company with in-store shelf intelligence, stock-outs, foot-fall, SKU rotation

ML Engineering and Consumption









- ML Operationalization
- Scaling AI/ML solutions
- AI/ML Application Engineering
- APIfication
- Business Insights
- Analytics Story Telling
- Visual Analytics
- Value Realization



ML Core, a low code ML Platform with ready to use data models, features, ML models, dashboards streamlined production operations for a PE firm

Supplemented with a Wide Array of Reusable Tools, Methodologies and Frameworks

Consulting	Design Accelerators	AI/Data Science/Insights	MLE & MLOps	Industry Solutions	Data Engineering
					
Metrics Repository	Simulator 360	Tiger ML Functional toolkits	MLCORE Platform	Marketing Mix Modelling	Data Enrichment Catalog
Prominent Use Cases	Design Templates	Code Templates	MLOPs best practices	Emerging Trends Solution	Data Fabric
Business Hypothesis	Design Artboards	Codified NLP libraries & pre-trained modules	Monitoring and Governance framework	Demand Forecasting Solution	Observability Framework
Analytical Questions	Design Tool Standardization Process	Codified CV libraries & pre-trained modules		Test & Learn Platform	Data Ingestion framework
Value Articulation Framework		CoNVO (Context-Need-Vision-Outcome) Discovery & Design Framework		Omnichannel Attribution Solution	Data Quality framework
Analytical Techniques				Supply Chain Analytics Solution	Data Assessment framework
				TPO Platform	



02

Emerging Business Opportunity Overview

Emerging Trends Value Proposition



Objective

It is very pertinent for any organization to identify new trends/claims which can disrupt the Industry so that they can plan their product/service offerings accordingly. There are multiple solutions in the market which help identify trends but generally stop at that, with Tiger Analytics' solution we want to solve the problem in a more holistic manner.



Solution

Tiger Analytics' Emerging Business Opportunities solution helps map the whole journey of manifestation of societal trends into sales right from identification of trends to discovering Emerging opportunities. It helps organization quantify the opportunity size & create strategy to realize the demand based on growth drivers



Value proposition

- Self-service platform with plethora of pre-built reports & dashboards to consume the findings
- Leverage a comprehensive set of data sources including search, social media, product innovation, demographics & POS to provide a robust and accurate forecast
- Infrastructure agnostic (can be deployed on-premised or any cloud (AWS, Azure, GCP etc.))
- 30-50% acceleration in time to value across all our engagements

TA's Emerging Trends solution overview

TA's Emerging trend solution helps organization **identify emerging trends, quantify the opportunity size**. It comprises of a combination **of advanced analytics assets, domain expertise & data science skills**.



Identify trends in the market across ingredients, claims, form

- Consumer insights (social media, search etc.)
- Product Innovation/launch activities
- Product Characteristics



Identify factors that could be leading indicators to forecast sales for the trends identified in step 1 using DTW (Dynamic Time Wrapping)

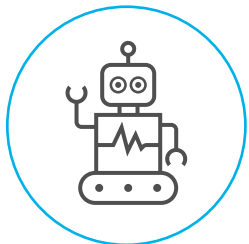
- Reference sales trends
- Social mentions
- Google Search etc..



Forecast \$ values for the trends using the leading indicators identified in step 2



Actionable levers to realize the business opportunity on potential emerging trends



Pre-built Accelerators and Templates

Accelerate manual and tedious tasks to jump start the journey

Customizable reports and dashboards

Foundational deliverables, customizable for easy reuse enabling high deliverable velocity

Best Practices and frameworks

Modular architecture, easily integrable to existing system and expandable for future

Solution Approach



Data



Brick and Mortar Sales
Nielsen
IRI



Social Media / Digital Platforms
Sprinklr, NetBase, Google Search
Trends, SEMRUSH



eCommerce Data
Amazon.com, Helium



Products Data
Innova market space, OneSpace



Others (Market Research, Voice of Consumer etc.)
Numerator, Netbase Quid, Signals,
Patents, Panel Data etc..



Analysis & Modelling



Data Exploration
Competitive and innovation
landscape of the category; recent
trends and product launches; other
bivariate and univariate analysis



Candidate Creation
Current trends in the market are
identified from product description,
social conversations, reviews,
patents etc.



Leading Indicators
For every trends, identify leading
sales indicators that could explain
future trends



Forecasting & Opportunity Sizing
ML code templates to forecast the
future \$ sales leveraging the leading
indicators identified



Output



Dashboard
Future \$ estimates of the
candidates and EDA as dashboards,
reports, etc.



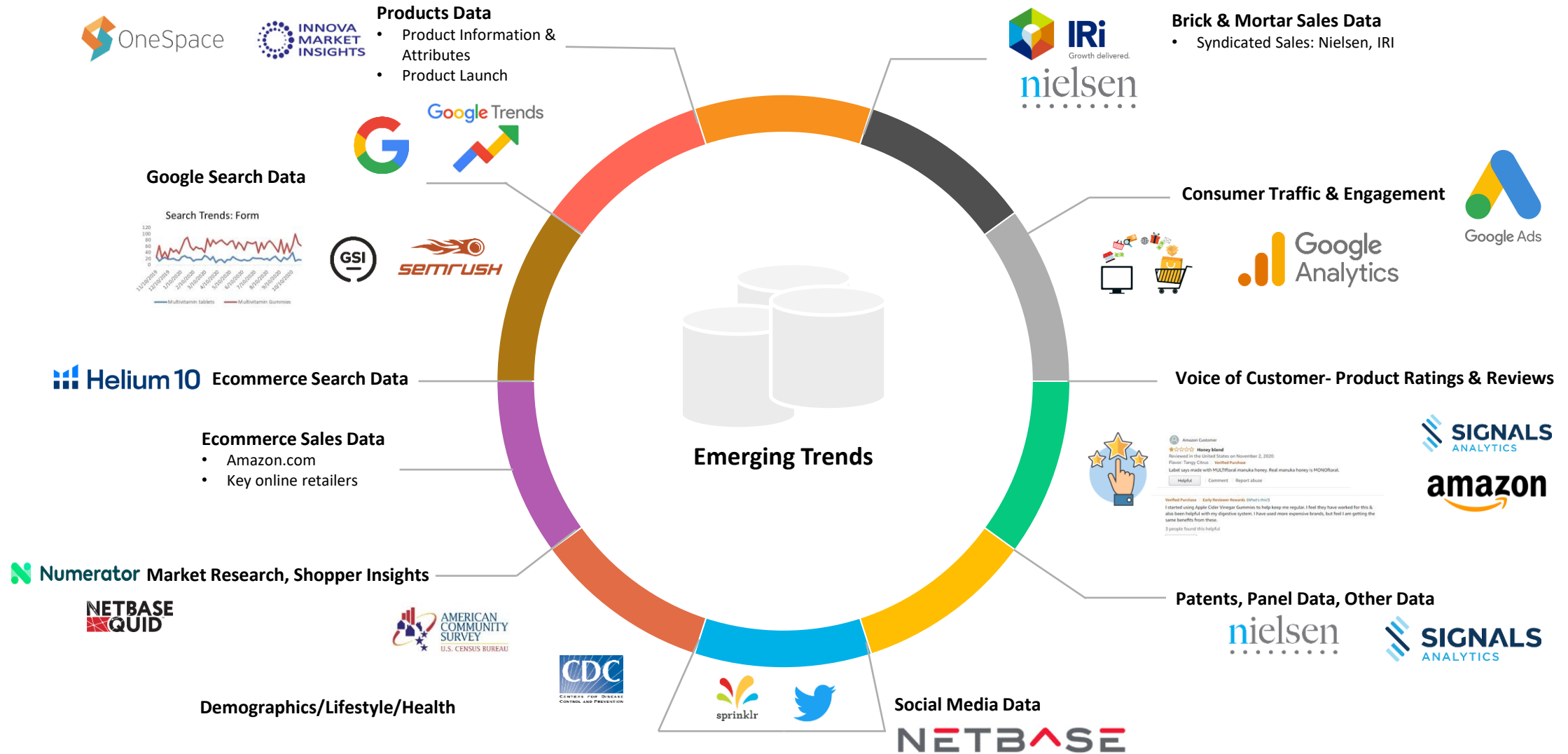
Deployment
Model deployment in prod
environment for continuous
outputs



03

Solution Deep Dive

Emerging Business Opportunity – Key Data Sources & Data Providers



Identifying Need-States and Expressions



Data Sources



Facebook & Twitter Posts



Social Listening Data



Google Search Data



Patents & Publications



Product Claims from third party data



Ingredients Information

Glossary/Taxonomy for Expressions



Methodology & Outcomes

Creating collection of words for each trend

Text Pre-processing

Sentence	Paragraph → Sentences
Tokenization	Words → Tokens
POS	Categorize by parts of speech
Stemming/Lemmatization	Generate root form of words
Disemvoweling	Vowels removal from words

Illustrative Example:

Social Post on Product A:

Product A contains high quality ingredients: **Caffeine, Taurine, B group vitamins, Aspartame & Alpine water.** When I drink the product my heart is clammering to get out. Just Kidding, it provides the energy required and does not increase my **blood pressure** or **heart rate**.

Extracted Keywords:

Vitamin B
Aspartame
Alpine water
Heart Health
Caffeine
Taurine
High Energy

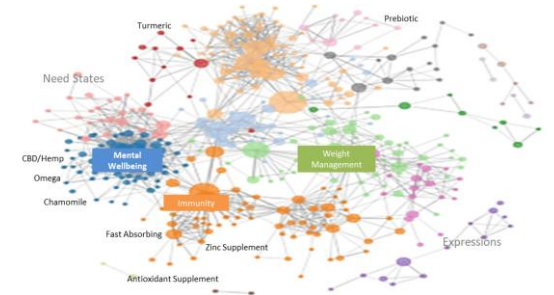
Expression Extraction & Need State Identification

Keyword Extraction

Taxonomy Relevance

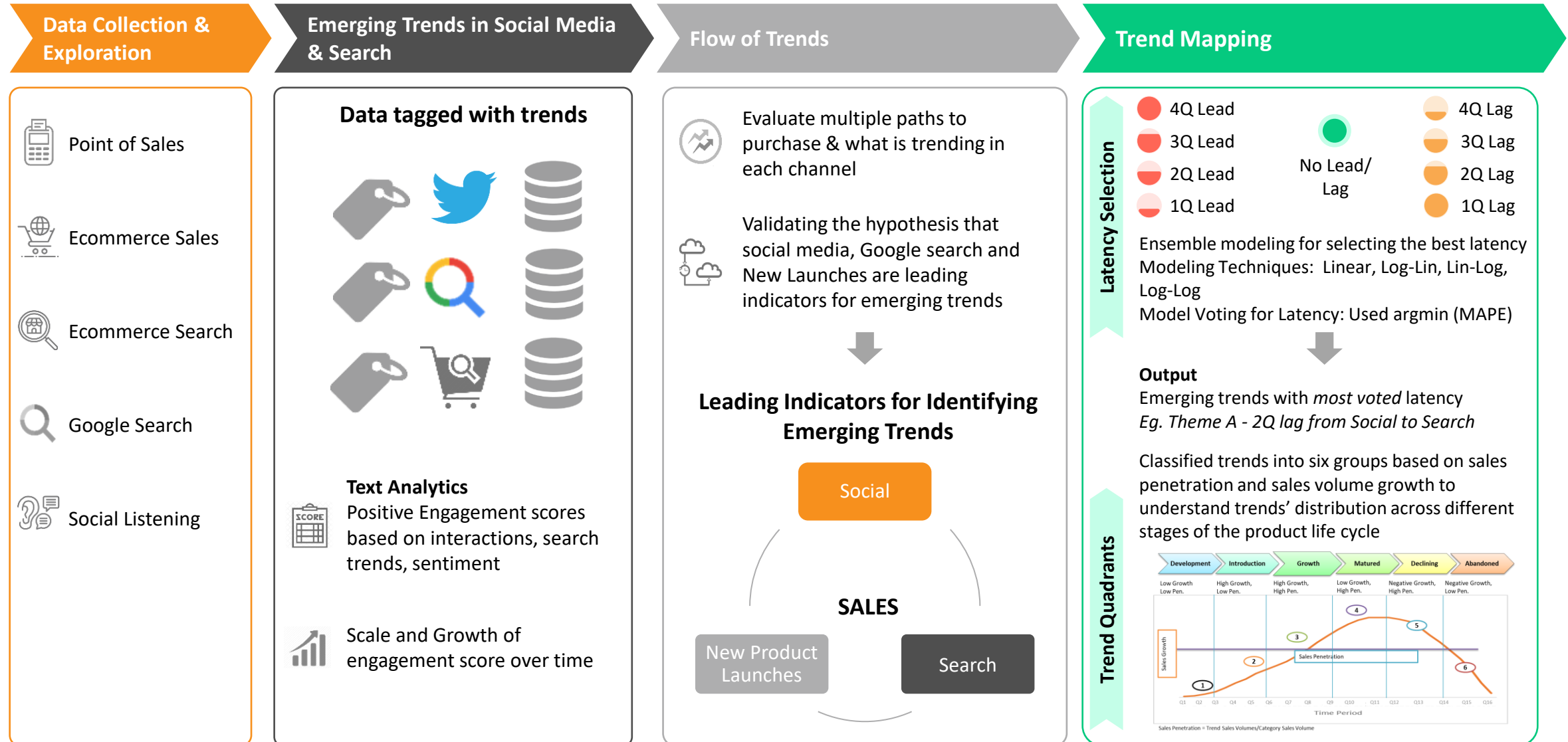
Topic-Modeling

Validation
with client



Need State - Expression Map

Understand Emerging Trends using Consumer Insights



Emerging Business Opportunity: Capabilities Enabled

Latency Relationships

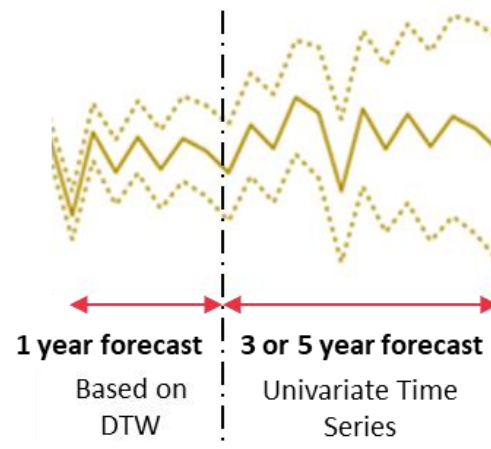
Leading Indicators for Identifying Emerging Trends



- **Early signals** of an emerging trend is picked up from trends in **search, social and new product launches**
- **Latency relationships** between social, search, new product launches and **sales establishes the path** an emerging trend takes till it eventually takes off in sales

Sales forecasts for trends with sales

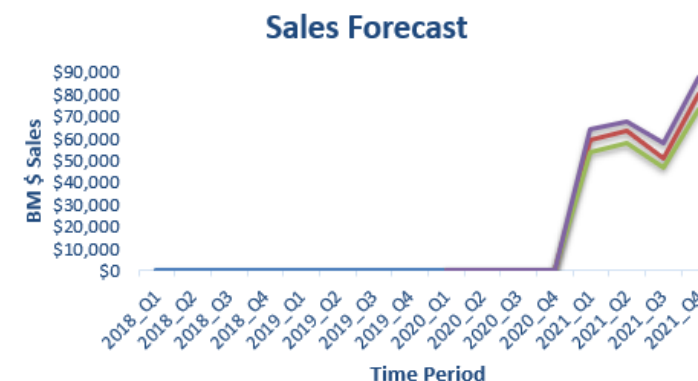
Market potential estimate for themes with sales



- **Mid to long term forecasts** for an trend with sales to aid in strategic planning
- \$ Sales at current market share of the client
- **\$ Sales opportunity** of the client in the forecast period based on fair share

Sales forecasts for trends with no historical sales

Sales forecast for themes without sales






- **Short term forecast** for an expression with no historical sales
- Forecasts helps to give an **early indication of future sales**



04

Our Success Stories

We have done it Successfully for Many of our Clients

Client 	TA Solution 	Value Delivered 
Fortune 50 F&B Conglomerate .	<ul style="list-style-type: none">• Identified emerging claims at Category x Region x Channel level and the size of business opportunity• Identified key growth drivers influencing the claims and provided model driven recommendations	<ul style="list-style-type: none">• Estimated an overall business opportunity of \$228 Million across 3 salty snacks categories• Recommended model driven, actionable levers to realize the business opportunity
Large F&B Company	<ul style="list-style-type: none">• Derived Insights by analyzing forward looking consumer comments from social media & Google search• Estimated market potential for different product claims/flavors/positioning• Provided an integrated view of sales trends and consumer insights	<ul style="list-style-type: none">• Identified opportunities worth \$3 Billion of incremental sales over the next 5 years for US market

Thank You

www.tigeranalytics.com

