

# DATA ENGINEERING: BUILT COGNITIVE ENGINE TO AMP UP CUSTOMER CENTRICITY

## TECH STACKS:



## CLIENT:

To create an AI powered engine for forecasting, recommendations and simulations of business KPIs for a large global financial services company.

## CHALLENGE:

In order to create the cognitive engine, we had to first set up an end-to-end data pipeline to consolidate all the data from various sources into a common storage (data lake) after cleansing and basic formatting. After further processing and exploratory data analysis, the data was moved into data sinks from where they were consumed by the AI models to generate the final output.

## SOLUTION:

The AI powered dashboard is being used by the business to make better decisions on their day-to-day operations like marketing campaigns, and targeted promotions for end users.

