

Data Foundations Analytics Suite

Operating in today's 'Data Economy' is challenging and requires a Modern Data Estate



22 years in Advanced AI/ Analytics



4000+ data scientists, designers, data engineers



120+ Fortune 500 clients across 100+ countries



Accelerated Proof of Concept delivered in 4 weeks

Our Offerings

<p>Decision Systems</p> <p>Fuel intelligent insights</p>	<ul style="list-style-type: none"> • BI & Dashboards • Data Marketplace • Conversational AI • Web Apps/Mobile Apps 	<p>Digital + Data + Intelligence</p>
<p>Enterprise Ops</p> <p>Automate monitoring & observability</p>	<ul style="list-style-type: none"> • Platform Ops • Data Insights Ops • AI/ML Ops • Dev Sec Ops 	<p>Controlled observability to run and govern the entire data estate</p>
<p>Data Governance</p> <p>Democratize data securely</p>	<ul style="list-style-type: none"> • Data catalogue • Data Governance: Quality, MDM, Lineage, Security, Privacy 	<p>Enterprise data quality leveraging cognitive capabilities</p>
<p>Data Platforms</p> <p>Unify data assets</p>	<ul style="list-style-type: none"> • Migration • Data Lake/Datawarehouse • Industry Semantic Modeling • Data Assurance • Data platforms-as-a-product (modular/service oriented) 	<p>Agile data onboarding and ingestion; Unified semantic model, and feature engineering</p>

Business Impact Snapshots



Designed & architected an enterprise data lake leveraging Azure. Built an integrated Customer 360 platform to improve Renewals, Churn, and Upgrades for a multinational conglomerate corporation



Data lake design, Tool evaluation to build the target data platform architecture, roadmap for ingestion for identified use cases such as claims segmentation for a multinational Pharma



Enabled customer 360 platforms for Customer Acquisition, retention, development, Integration with Marketing, and Servicing systems for a Telecom major



Data Engineering & MLOps to rationalize SKUs & Pricing Optimization for a European CPG giant.



Campaign Automation & Customer Journey management for a technology leader



Integrated Customer 360 platform to improve Renewals, Churn, and Upgrades for the health tech leader

Accelerators

Dev Ops Framework

Data Quality Framework

Retail Data Marketplace

Retail Templated Data for scaling

Retail BI & Dashboards



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Enable Better Decisions With Fractal

At Fractal, we work towards building resilient retail organizations by powering every human decision in the enterprise and combining A.I., engineering, and design to help the world's most admired Fortune 500® companies.

Fractal has more than 4000 employees across 16 global locations, including the United States, Canada, the U.K., Ukraine, India, Singapore, and Australia. Fractal has been recognized as a leader in Customer Analytics Service Providers Wave™ 2021 by Forrester for the 3rd consecutive year, as well as a leader in Analytics & A.I. Services Specialists Peak Matrix in 2021 & 2022 by Everest Group, as well. Fractal has consistently been rated as India's best company to work for by The Great Place to Work® Institute.

Fractal brings industry experts and technical expertise together - to understand the problems retailers face and has built accelerators to create a quicker path to value. Our accelerators include Customer Genomics - an AI-powered Customer Intelligence platform; Trial Run - Data-driven, cloud-based experimentation platform; Asper.ai - A purpose-built A.I. platform to unlock revenue growth and enable interconnected decisions; Senseforth.ai - A conversational A.I. Platform; I.V.A. - Image & video analytics, among others.

For more information, visit fractal.ai/retail