

Retail Product Data Processing

For a Management Consulting company in US

Case Study: Market Research



AIMLEAP

Retail Product Data Processing

CLIENT SITUATION



- The client wanted ASIN and EAN data for Monitors, Televisions & Audio-Video players.
- Classify products into the right product category and allocate the ASIN number to avoid duplication in Amazon.
- Provide product description and specification data and image from the manufacturer site.

OUR APPROACH:



- Established process for mining ASIN, EAN, and product specifications.
- Product duplication avoidance by using multi-level quality checks by experienced resources.

CLIENT BENEFITS



- Approximately 50% cost saving.
- 40% increase in sales conversion.
- Right classification, description, and specification data along with the image.
- Increased online store traffic.
- Increased customer satisfaction.

Highlight



50%
cost saving



10K
records processed daily



40%
increase in sales conversion



AI & Automation Practice



As part of AIMLEAP automation business unit, practice provides advanced data collection, artificial intelligence and automation capabilities that help clients create highly personalized digital products and services. Our AI-augmented & automation capabilities offer insights from data to informed decision-making, improve operations efficiencies and reduce costs. We leverage pre-built and custom developed automation algorithms to help our clients optimize their business, identify new growth opportunities, and outperform the competition. To learn more, visit us at www.aimleap.com

About AIMLEAP



AIMLEAP is an ISO 9001:2015 and ISO/IEC 27001:2013 certified global technology consulting and service provider offering AI-augmented Data Solutions, Data Engineering, Automation, IT Services, and Digital Marketing services. AIMLEAP has been recognized as 'The Great Place to Work®'.

With a focus on AI and automation, we built quite a few AI & ML solutions, AI-driven web scraping solutions, AI-data Labelling, AI-Data-Hub, and Self-serving BI solutions. We started in 2012 and successfully delivered projects in IT & digital transformation, automation-driven data solutions, and digital marketing for more than 750 fast-growing companies in the USA, Europe, New Zealand, Australia, Canada; and more.

- An ISO 9001:2015 and ISO/IEC 27001:2013 certified
- Served 750+ customers
- 11+ Years of industry experience
- 98% Client Retention
- Great Place to Work® Certified
- Global Delivery Centers in the USA, Canada, India & Australia

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