



## CONVERGYTICS

TRANSFORMING BUSINESSES BY PROVIDING FUTURE PROOF ANALYTICS

*Convergitycs has turned into a company that uses analytics to help its clients reach data-driven decisions impacting ROI. Under the able leadership of Chief Executive Officer Sanjeev Mishra, the company has grown to become one of the finest analytics solution providers in the country*

**T**hanks to Convergitycs, many firms now understand the benefits of utilizing data from multiple sources to make informed decisions instead of relying on conventional analytics. It facilitates socialization of analytics coupled with a robust measurement framework for continuous improvement.

### ENABLING DATA-DRIVEN DECISIONS

Convergitycs provides industry-specific solutions and services using AI/ ML to a gamut of companies. It is a leading solutions provider in Retail, Healthcare, Social Media, CPG, Banking & Telecom. The firm has in place a seasoned team that works to provide transformative business outcomes. This team of curious and technically-skilled employees offers holistic solutions that enable clients to maintain a competitive advantage. It firmly believes that only the solutions that are focused on driving growth can generate significant ROI. Moreover, it understands

that market trends keep changing and only the solutions that are future proof and adaptable to the changing markets will prove to be sustainable. The firm's emphasis on combining expertise and learning has culminated in invaluable ROI across companies. It enables its clients to make the best decisions by presenting them with accurate data. It has positioned itself as a firm that can make a remarkable difference to its clients' businesses. With a mission to let its clients get a good grip over the volatile market, the firm wishes to go beyond conventional analytics & help its clients make decisions based on reliable data to accomplish an impressive ROI.

### OFFERING SUPERLATIVE SOLUTIONS

Convergitycs has a strong foundation based on the premium solutions it offers such as Price/ Promotion optimizer, Media Mix Optimization, social media analytics engine & customer insights engines. The agility of the business is based on factors like real-time analytics as well as

automated alerts along with rapid & cost-effective experimentation. Its clients also depend on these data-driven decisions, which are used in market planning, media implementation & a hypothesis-driven testing strategy. The key highlight among their offerings is the decision-driven ROI that has shown positive results:

- Optimized inventory mix in an omnichannel environment
- Key accelerators on Spend and Promotion optimization in a competitive scenario to maximize ROI
- Optimize Shelf allocation across brands and category
- Route optimization to minimize the logistic cost
- Retention management and Customer analytics
- Customer journey management and activation

Its capabilities can be observed from the way its tools deliver – be it the CRM Insights Manager, which is a super-intelligent marketing analytics tool, or the marketing mix solution, which simulates the marketing scenarios and helps the customer better understand the impact. With these smart tools and solutions in place, Convergitycs is looking forward to gaining some great results for itself in the future. With its brand position steadily rising, it is optimistic about finding firmer ground in the coming years.