

Tiger Analytics helped a top personal care brand gain 15%+ market share and prevent a \$0.5B revenue loss with sustainability insights



Tiger Analytics centralized and improved business-critical data management to accurately calculate the green score. The solution provided insights to design new products on Green Chemistry principles, ensuring that hazardous substances like chemicals and micro plastics could be avoided. It also automated product safety reports, reducing registration time by 39%.



The Background

Our client is a global leader in Personal Care focused on sustainable high-performance prestige beauty via designing products based on Green Chemistry principles. Furthermore, there could soon be a ban on chemical categories across Europe based on the regulatory framework recently announced. Hence, the client wanted to assess the revenue impact of the possible hazardous chemical ban. They also needed to improve the new product registration time by automating the generation of product safety reports due to prevailing stringent safety and regulatory norms.

Key Challenges

- ▮ **Green score calculation:** The process lacked a clear methodology for green score computation. No unified data source existed, preventing consistent calculations and secure data handling. Hence, revenue impact based on green scores remains unevaluated.
- ▮ **Hazardous substance identification:** Unidentified chemicals and micro plastics due to manual data collection from external sites led to inefficiencies and errors. A unified data source was also missing, raising concerns about data authenticity and security.
- ▮ **Safety report automation:** Manually generated reports required external data processing, which was time-consuming and error-prone. Automation was absent for scraping text from external PDF reports and data from regulatory websites.



Our Solution

The team conducted **Discovery and Prioritization** workshops, leading to the identification of 60 relevant analytics use cases. Then, an **Execution Roadmap** was developed, defining crucial elements like timelines, effort estimates, data requirements, solution blueprints, and success measurement parameters.

Next, the team built a **Data Foundation** layer to enable business capabilities. It involved leveraging a technology platform and data services to help ingest, process, connect and enrich data from internal and external sources. An Orchestrator (layer) was used to string together the various components in the use case context. The modularity of the entire architecture made it easy to quickly design and deploy the solution.

The team created a Core Intelligence layer (Sense and Track, Alert and Report, Model and Simulate, Augment and Decide, Optimize and Automate) to create insights that solve sustainability problems like greener product creation, emissions reduction, and hazardous waste management.

The Business Observability engine helped sense and alert to changes that need to be acted on and a set of analytical components. At the same time, the Data/Intelligence as a Service layer facilitated easy access and integration of the outputs of the use cases to other consuming applications through self-service UIs, APIs, and Events.

Tech Stack

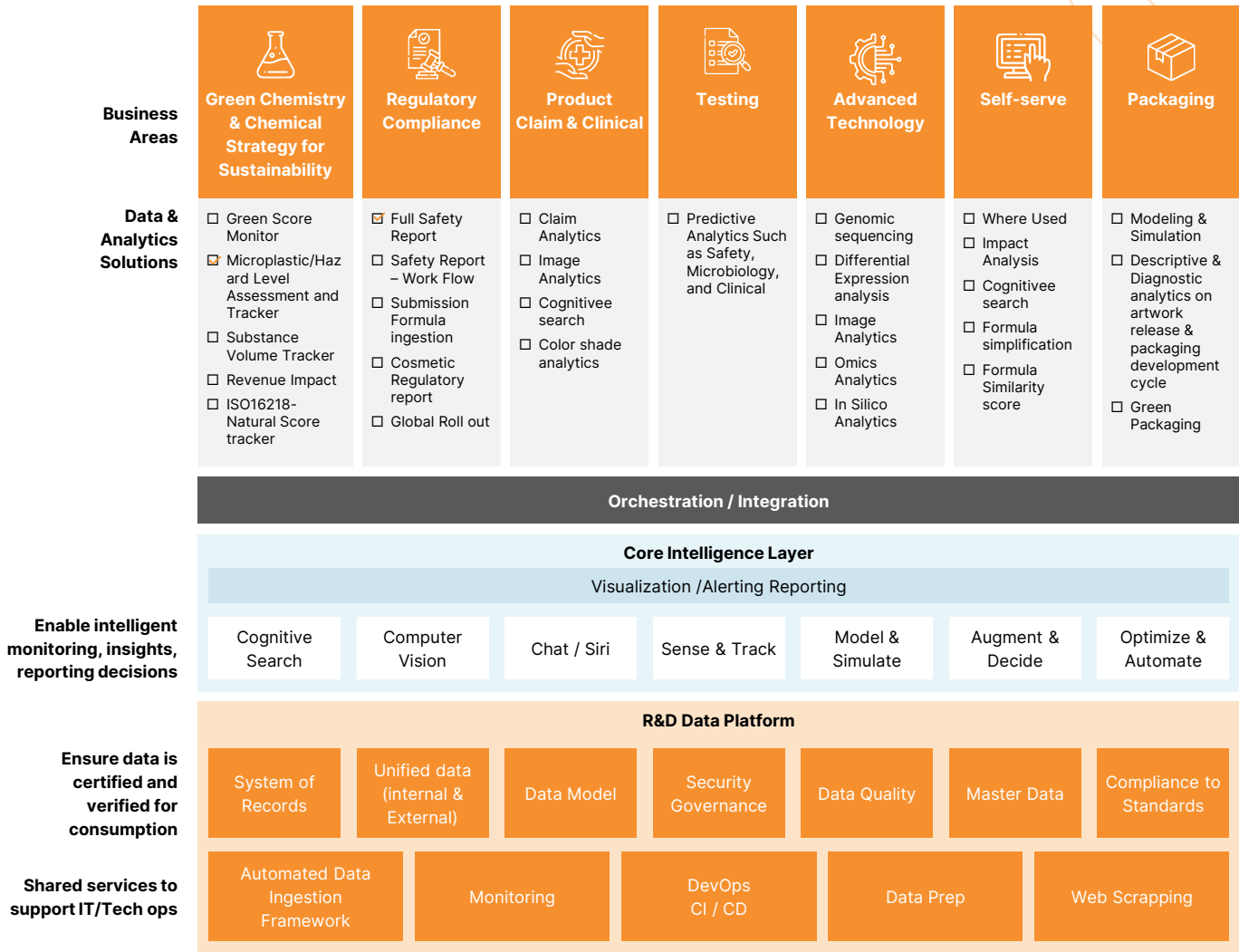
/ Azure Ecosystem

/ Advanced Visualization

/ NLP Capabilities

/ Application Engineering

Solution Architecture



Value Delivered

15%+ market share was gained by delivering green products.

\$0.5B revenue loss was prevented by planning replacement chemicals in advance and driving green product design and adherence to safety standards.

39% of registration time was reduced in all countries due to the automation of safety reports for new product registration.



About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to ***provide certainty to shape a better tomorrow.***

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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