

# Insights Pro

GenAI Platform for Enterprise Insights Generation

## Solution Overview

Insights Pro is a self-service BI accelerator that can provide data driven insights to natural language business questions. Driven by a GenAI-powered Agentic framework, the solution understands a user's query, accesses existing enterprise data sources to provide actionable responses aided by visualizations, tables & dynamic insights.

## Features

- It recommends questions that might be meaningful to the users based on their past queries.
- It not only provides relevant insights but also makes it easier to consume information through interactive plots and charts.
- Insights Pro allows users to look at and download source data and the query used to extract the data to be used for further analysis or assessment.
- It features a feedback system, where users can assess the quality of results and suggest improvements to continuously evolve the user experience.

Some of the areas where Insights Pro is implemented include:

### Real Estate

A "Property Search" Agent to provide summary responses on property data to natural language queries to Leasing/ Development Managers



### CPG

An agent to summarize insights from complex Global multi-visual BI dashboards by querying the underlying data.



### Insurance

A conversational agent that enables intuitive and conversational exploration of structured data to drive more informed decisions



## Implemented Use-Cases

### Pharma

Provide behavioral insights at a patient level from a combination of APLD & transaction data.



### Pharma

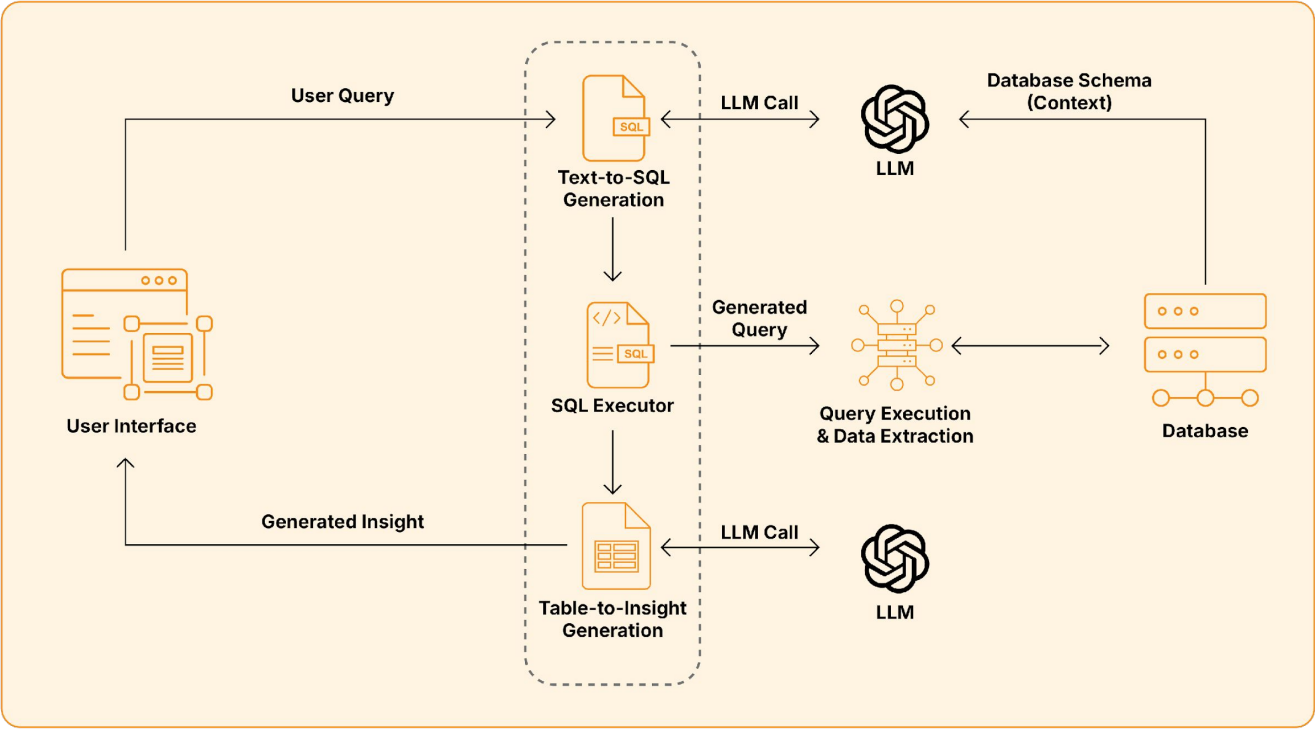
A query agent to address brand-specific questions by combining demographic information, HCP/demographic level data and customer master type tables



### Manufacturing

A performance evaluation of an Insights Agent implemented across the Google Cloud Platform.

# Solution Architecture



## Customer Success

### Pharma - Gen AI Platform using Insights Pro for a Leading Pharmaceutical firm

#### Key outcomes:

Enabled self-service, natural language-based insights generation, reducing reliance on technical teams and accelerating decision-making. Improved operational efficiency and delivered deeper, continuous business insights through automated, interactive data analysis.

### Retail - Query to Insights Solution for a leading Home Appliances Brand leveraging GenAI

#### Key outcomes:

Enabled swift and efficient access to key insights with high contextual accuracy (79%) and low latency (~25 seconds), supporting faster, data-driven decisions. Delivered consistent, actionable insights that enhance decision quality and operational responsiveness.

### Healthcare Insurance - Gen AI based Query to Insights Conversational Agent for a Large Health Insurance Company

#### Key outcomes:

Demonstrated the real-world feasibility of a Gen AI solution operating efficiently with limited resources. Enabled executives to navigate complex healthcare insurance data and access on-demand insights for faster, informed decision-making.

## About Tiger Analytics – Microsoft Partnership

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.

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