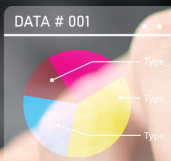
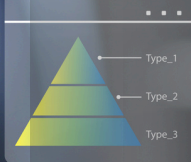


TITLE: DATA # 001



Conversational Analytics for Sales Performance using Snowflake: Automating Insights for Commercial Life Sciences

INDUSTRY

Life Sciences

CAPABILITY

Conversational
Analytics, Agentic AI

BUSINESS FUNCTION

Sales & Performance
Analytics

TECH STACK

Snowflake,
Snowflake
Intelligence,
Snowflake Cortex,
Claude, AI Agents

Client Overview

Our client is a prominent commercial life sciences organization focused on optimizing territory performance, managing healthcare provider (HCP) volume segments, and tracking engagement metrics to drive regional and national sales growth.

The Ask

The client sought to deploy a data warehouse-native GenAI reasoning layer to empower field representatives to achieve instant data clarity and take proactive actions directly from natural language prompts. The objective was to establish a scalable foundation with automated data pipelines, robust engagement data inclusion, and a reliable evaluation framework for designated HQ users before a broader rollout.

Challenges



Transitioning from manual data refreshes to production-grade, automated, and scheduled data pipelines.



Ensuring rigorous data security and compliance through robust RBAC, aligning with user groups and data visibility rules.



Establishing a systematic validation framework and baseline monitoring to consistently assess AI chatbot response quality, accuracy, and reliability.



Reconciling KPIs and aligning dashboards with the SQL created/generated for the chatbot to use as a reference.

Our Solution: Deploying the AI for BI Assistant

Production Deployment: Stabilized and deployed an AI for BI Assistant in a production-ready Snowflake environment, tailored for designated HQ users without major re-engineering.

Automated Data Pipelines: Built and scheduled production-grade data pipelines to continuously refresh engagement metrics and HCP volume segment data.

Data Enablement & RBAC Integration: Incorporated area- and regional-level data search capabilities while implementing strict RBAC protocols to ensure users only access approved data functionalities..

Validation & Evaluation Setup: Introduced a dedicated validation agent and comprehensive evaluation framework to systematically test and measure the consistency of responses before wider organizational expansion.

Baseline Monitoring: Configured active baseline performance tracking for production usage to support early issue identification and resolution.

Impact Delivered



Enabled seamless area- and regional-level data searches, allowing HQ users to intuitively query higher-level business metrics.

Enriched engagement-based analysis and segmentation by directly incorporating HCP volume segment data into the chatbot's knowledge base.

Eliminated manual refresh dependencies by fully automating the underlying data pipelines.

Successfully laid the architectural foundation for Phase 2, which will introduce broader sales performance tracking, multi-layer reasoning engines, and advanced decision trees.

Ready to Transform Your Sales Operations with Conversational AI?

[Start a Conversation](#)



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.

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