



AI-Data-Hub Revolutionizing Social Media Analytics

For a Leading Social Media House in Canada



AIMLEAP

AI-Data-Hub Revolutionizing Social Media Analytics

BACKGROUND

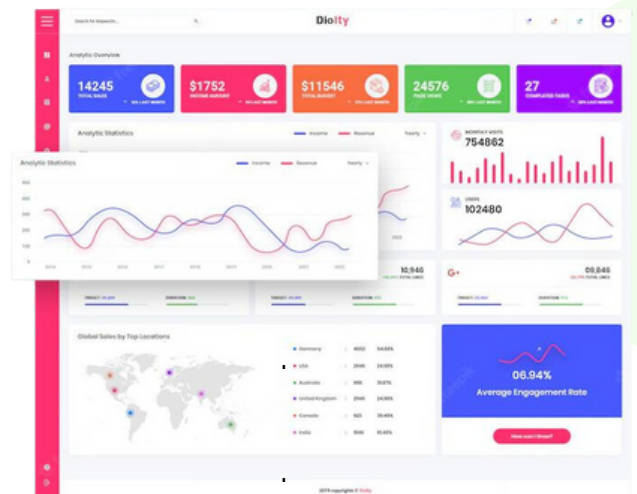
- The organization encountered difficulties in efficiently analyzing and exploiting the massive amount of social media data collected across numerous channels.
- Limitations in processing and analyzing data in real-time, resulting in delays in accessing valuable insights and hindering timely decision-making.
- Lack built-in advanced analytics capabilities, making it challenging for social media analytics firms to derive meaningful insights and actionable intelligence from the data.
- Struggle to keep up with the rapidly changing social media landscape, difficult to adapt quickly and efficiently to new data sources, APIs, and analytical requirements.

APPROACH TO SOLUTION

- Allowed them to analyze larger data sets and provide faster insights to clients.
- Enabled their clients to identify consumer preferences, sentiment shifts, and emerging market trends.
- It provided their clients with timely, accurate, and actionable insights.
- NLP algorithms were utilized to perform sentiment analysis on social media posts, enabling the firm to gauge the overall sentiment and perception.

OUTCOME

-  **70%**
 reduction in data processing time
-  **85%**
 data accuracy
-  **98%**
 client satisfaction rate



AI-DATA-HUB



AI-Data-Hub is an on-demand data hub for curated, pre-annotated, pre-classified data, allowing enterprises to leverage high-quality data for training and developing AI models. The hub is a repository of variety of on-demand, off-the-shelf, classified, and synthetic data – accessible in any format -- including text, image, and video.

Most of our customers leverage AI-Data-Hub data for building AI products and services, data labelling, sourcing synthetic data, NLP, business intelligence, data aggregation, brand protection, and more.

Key Benefits

- On-demand Curated Data Access from 50+ Industries
- Access To Off-the-Shelf Data Hub
- Access To Pre-classified Or Pre-annotated Data
- Assured Data Quality Using Pre-Built Automation
- Custom & API Based Data Delivery
- Database Integration Readiness
- Model Monitoring Through Human-in-the Loop
- Intuitive Dashboard
- Outcome Based Engagement Model

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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