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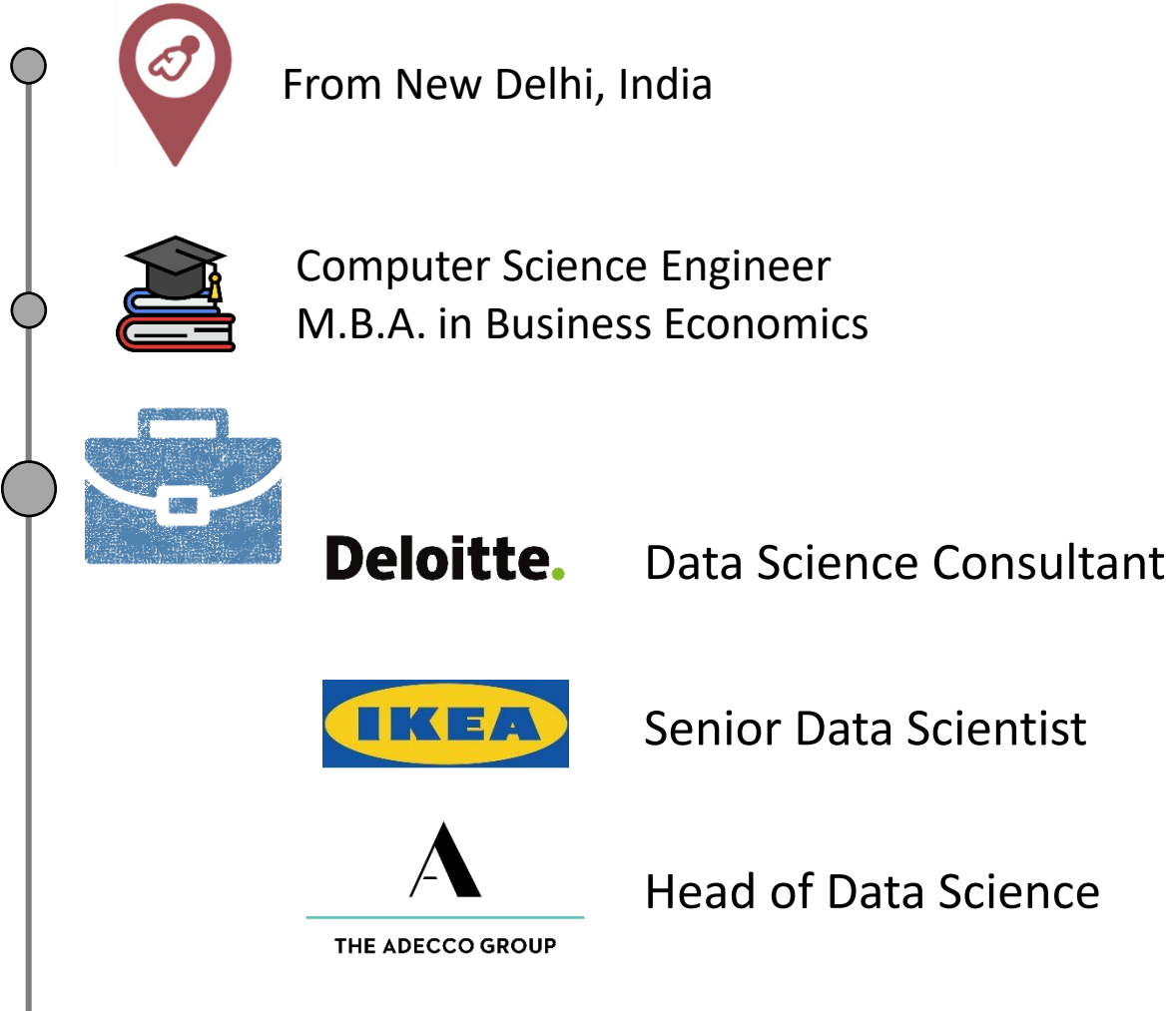
# Turbocharging Data Analytics

**CDAO UK 2024**

Khagesh Batra  
The Adecco Group

# About: Me

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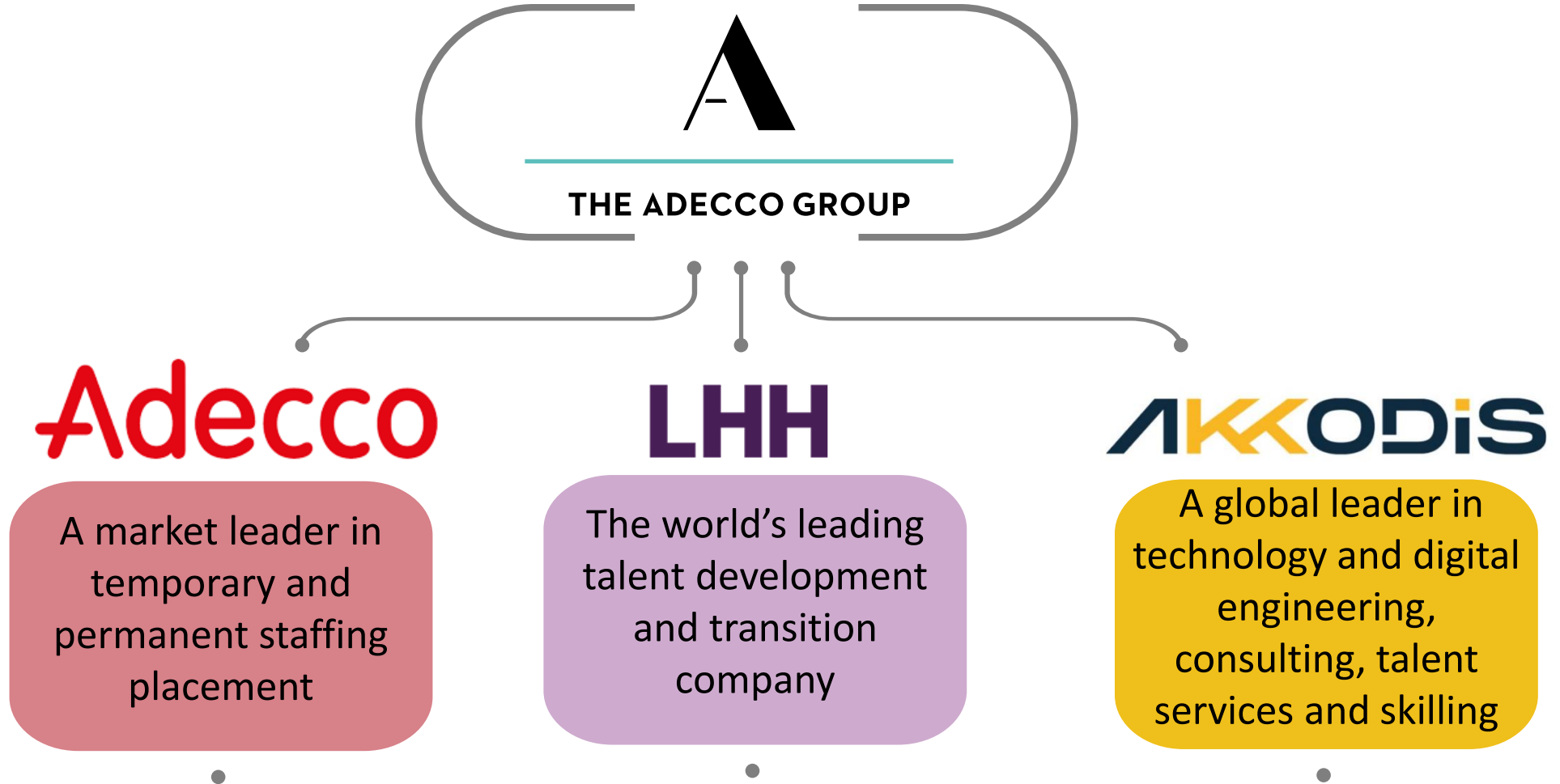


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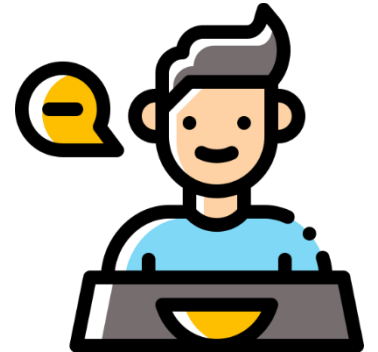
~39,000

FTE



60

Countries



~100,000

Clients



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# Business Case I: AI Powered Dynamic Pricing

# AI Powered Dynamic Pricing

## Overview

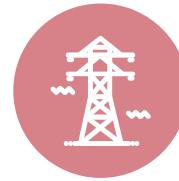
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- ❑ **Goal:** Develop **AI-powered dynamic pricing** engine to provide **automated price quotes** to relevant business stakeholders



### Travel

Dynamic pricing is deeply embedded in this industry since 90s. This has driven and shaped the world as it is today.



### Utilities

This industry is the pioneer of dynamic pricing where it has reached a maturity stage that's not only local but also global.



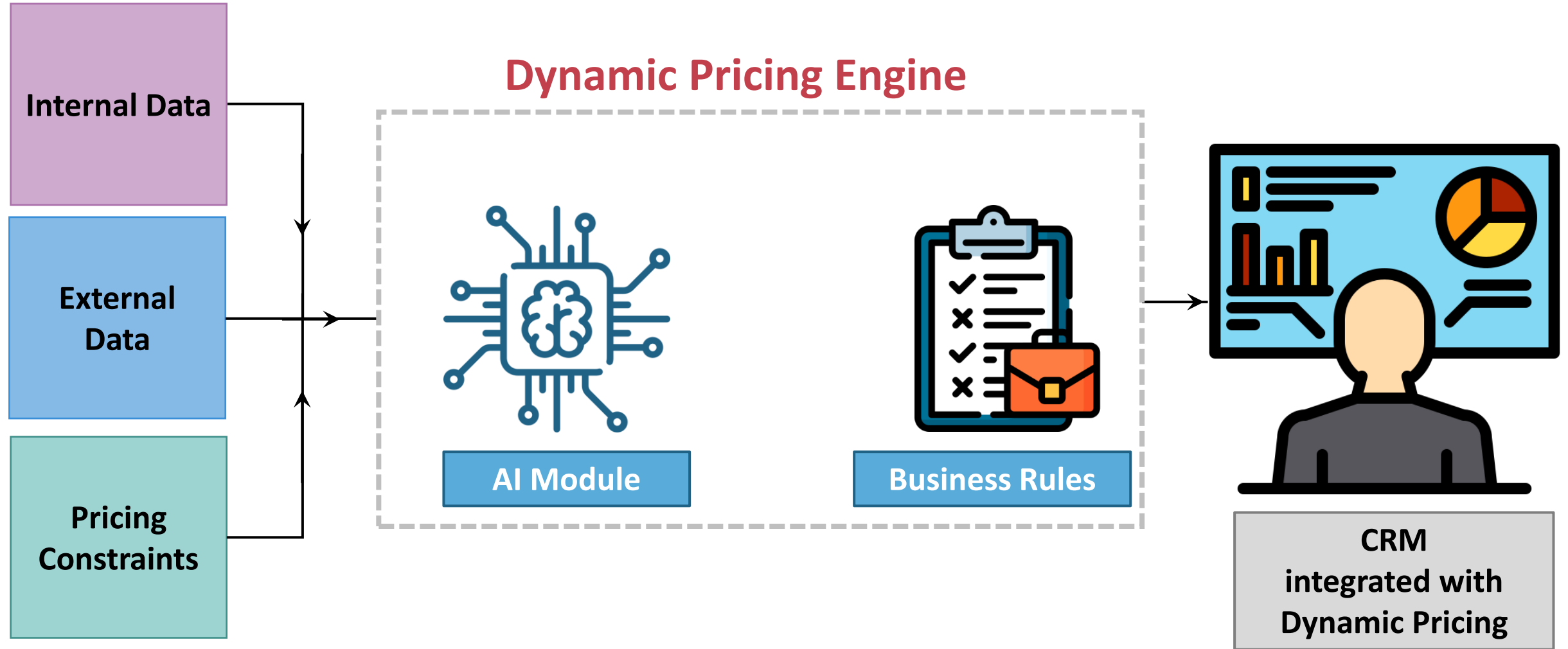
### E-Commerce

First seen at eBay since then it has become a staple for this industry. Dynamic pricing and its subsequent evolution has been driver for user preferences and shopping trends.



# AI Powered Dynamic Pricing

## Methodology

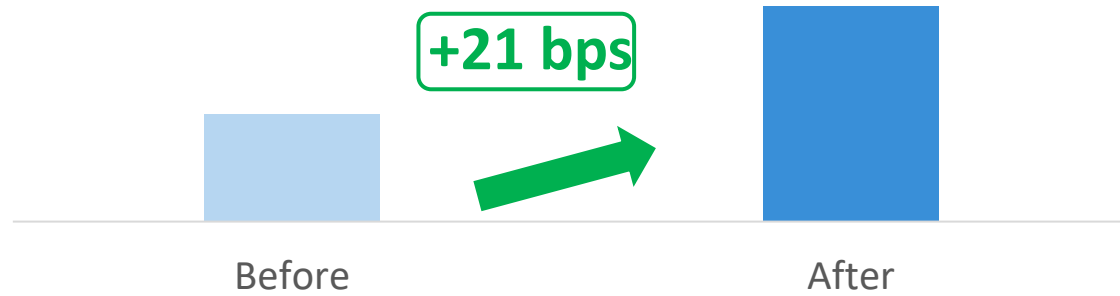




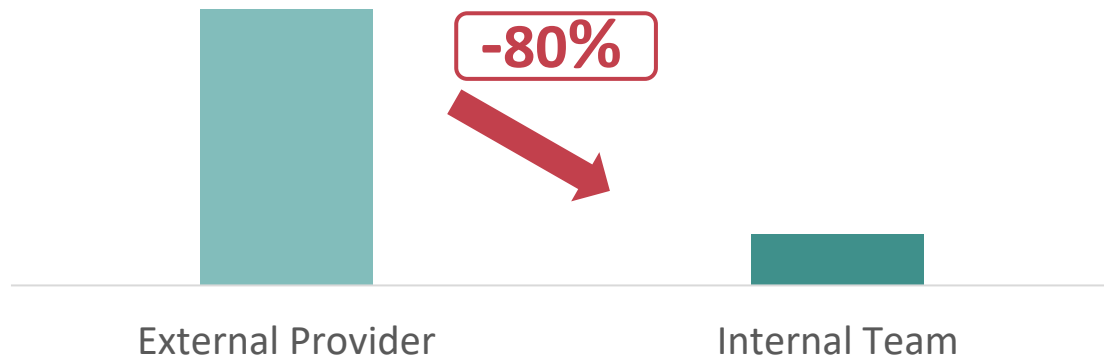
# AI Powered Dynamic Pricing

## Result

### Gross Margin



### Solution Cost



- ❑ The **cost** of **internal solution** is approximately **80% less compared to External providers.**
- ❑ The solution produced additional **21 bps gross margin** against **External provider for** the evaluation period.
- ❑ Having an **in-house algorithm** gives us the ability to **customize it based on the business requirements**



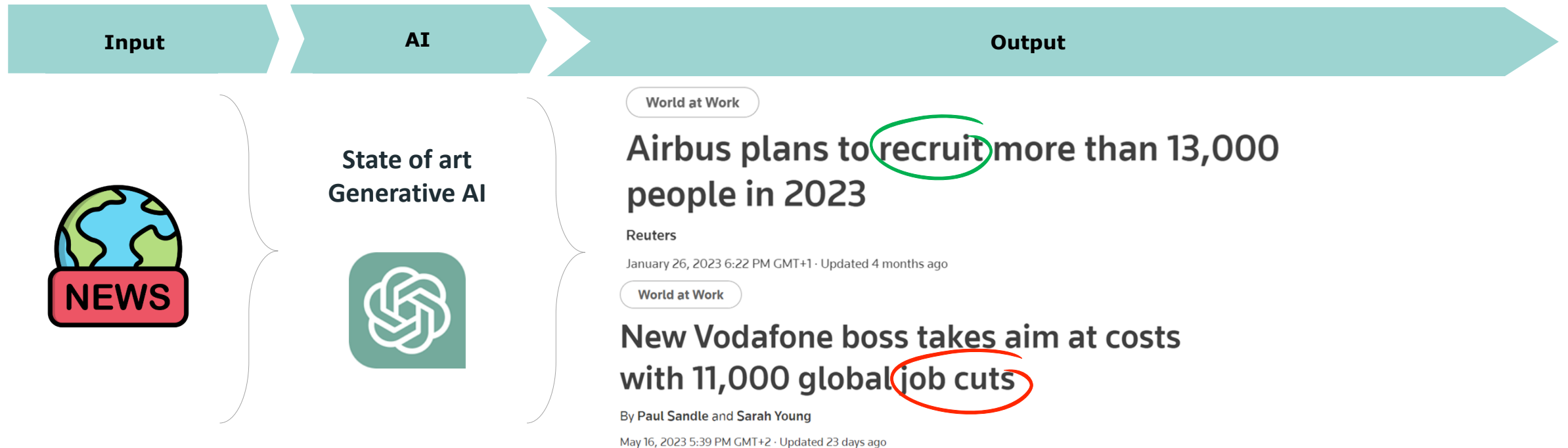
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# Business Case II: GPT News Alert

# GPT News Alert

## Overview

- Goal: A **GPT-based customized news alert** searching the web for major **hiring** and **layoff** news to provide **automated alerts** to relevant business stakeholders



# GPT News Alert

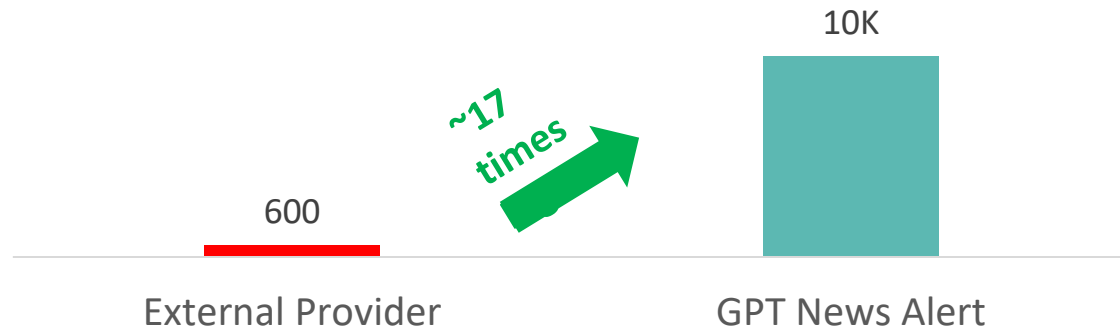
## Sample Output

Company	Title	AI-powered Summary	Hiring/ Firing Status	Country	Company : # of Employees
UPS	<a href="#">UPS to hire over 100,000 seasonal workers ahead of holiday rush</a>	UPS is hiring more than 100,000 seasonal workers to handle the 2023 holiday rush. The company cut its full-year revenue and profit targets last month due to higher-than-expected costs and contract talks with Teamsters union	Hiring	United States	UPS : 100,000
Vodafone	<a href="#">New Vodafone boss takes aim at costs with 11,000 global job cuts</a>	<b>Vodafone plans to cut 11,000 jobs</b> as part of a cost-cutting strategy aimed at reducing expenses by €1.2 billion by 2023. The telecommunications company also forecasts flat earnings for the same year, citing market competition and the impact of the COVID-19 pandemic.	Firing	Germany, Italy	Vodafone: 11,000

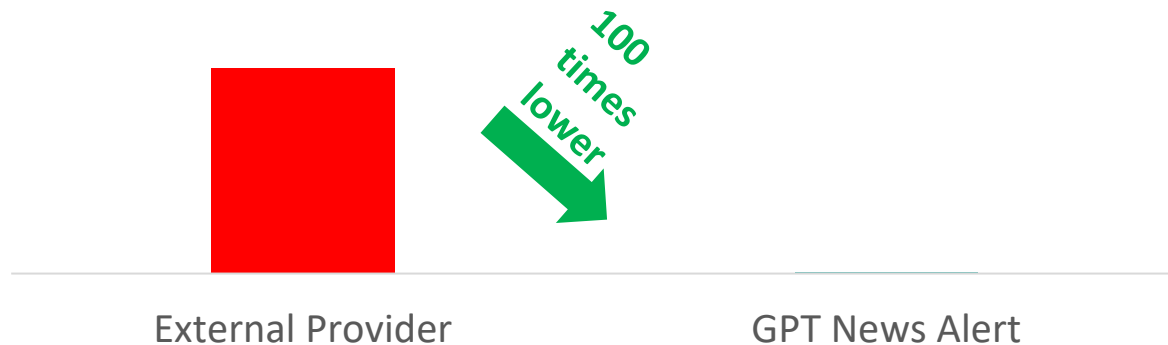
# GPT News Alert

## Result

### Number of people impacted



### Solution Cost



- ❑ The **cost** of **External Provider** is approximately **100 times more** for similar services
- ❑ The algorithm detected **17x** more hires against **~600 detected by External provider**
- ❑ Having an **in-house algorithm** gives us the ability to **customize it based on the business needs**





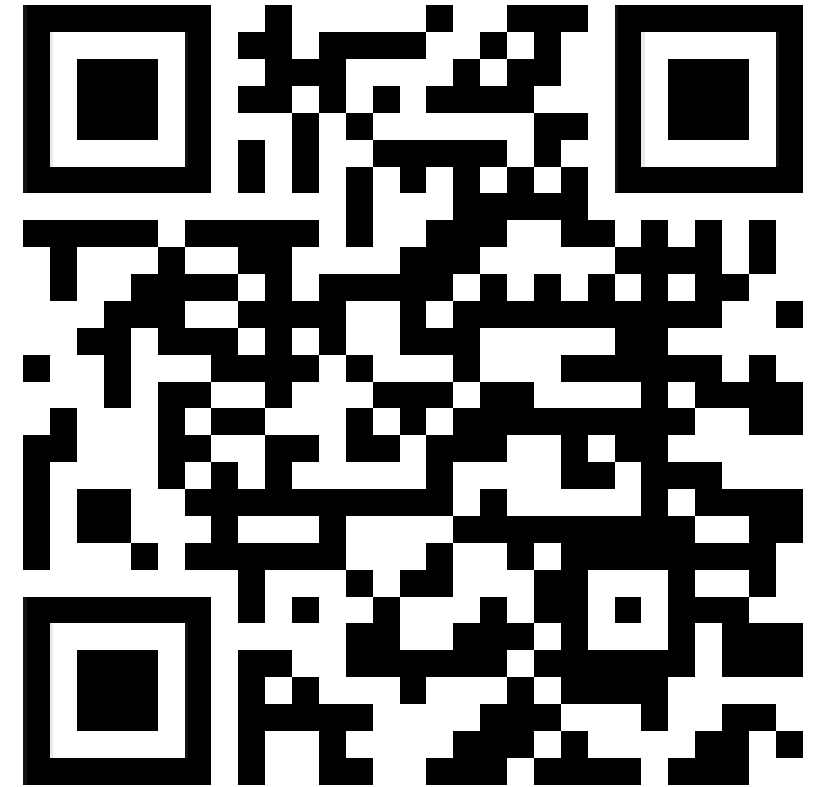
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Thank You

Let's connect on 



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