



THE WORLD IS ONE BIG DATA

Why Analytics is so critical?

Intelligence plays a central role in enabling organizations to make business decisions, be it to achieve organizational effectiveness, uncover monetization opportunities, enhance customer engagements, reduce potential threats, or optimize operations.

Enterprises need data analytics to gather such intelligence; the shelf life of data is decreasing day by day and they need innovative analytics solutions that can transform their data into valuable business insight in really quick time.

Transform Big Data into Actionable Business Strategy

Motivitylabs thrives on delivering analytic tools to that can take on an enterprise's data challenge directly. Futuristic analytics services, designed by Motivitylabs, aim at providing our industry-wide clients with access to real-time predictions, information, and trends.

Our innovation labs also provide big data services pertaining to data analytics consulting, data virtualization, and data science. The services exclusively assist our clients to instantly detect, analyze, and interpret big data at their network edge.

World-class workforce at Motivitylabs provides a unique ability to our clients to access data anytime anywhere, and run real-time streaming analytics to transform data insight into impact.

Innovation - centered Data Solutions

Experience unmatched analytics intelligence by turning faster insight into faster action based on a data foundation that you can trust. Our innovation-centered data and analytic solutions adapt comfortably to modern hybrid data, be it on cloud, on premise, on mixed environments, in motion, unstructured, or structured.

Energize and reinvent your business environment with rapid innovation enabled by our modern data solutions.

- Open Source Data Solutions
- Data Virtualization
- Advanced Content Management

Big Data & Analytics

- Data Preparation
- Enterprise Content Management
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Big Data Analytics and Infrastructure Management

Solutions designed at our innovation labs have the unique ability to connect the unconnected; also they have the capacity to manage numerous types and massive amounts of data in multiple locations. Lightning-fast data analysis will enable you to respond quickly to threats and opportunities.

Robust architecture developed by innovation labs is fully engineered to provide unified business data at massive scale. It enables our clients to utilize unified data across their network; also they can re-route their big data traffic to ensure completion of data workloads and delivery of insight whenever they need it.

Our unique Big Data Analytics services aim at coherently arranging processes, data, visualizations, and analytic tools by improving overall reliability and quality of insights via self-learning and exploratory models.

Innovation-driven features of our solutions include:

- Analytics designed and focused on Data Discovery and Data Exploratory approaches
- Cloud-based Analytics and Integrated Data Platform
- An innovative machine learning mechanism to examine different behavioral aspects associated with decision making
- Prescriptive as well as predictive models and real-time analytical information for quick and accurate decision making

Retail Analytics

Retailers across the globe are grappling with demanding customers that are more discerning and informed. Such demanding customers are pushing retailers to take advantage of analytics to anticipate their behavior and understand their requirements in better way. Modern Retail Analytics developed by motivitylabs are enabling global retailers to optimize costs

Big Data & Analytics

along with maintaining their service quality and building long term associations with their target audience.

How Motivitylabs makes the Difference:

Get faster insight from retail data and customer behavior to make smart and precise retail merchandising decisions.

Predict Customer behaviors with Data Intelligence Analytics

Motivitylabs Data Intelligence Analytics assist our clients in creating behavior oriented customer segments and profiles. Moreover, the analytics also combine real-time scoring based on data insight and decision management to have relevant, continuous and consistent customer engagements.

- Predict your target audience's next action and enforce more targeted engagements.
- Extract and analyze all actionable insight based on your retail data sources. Form recommendations for all your customer engagements involving different touch points to enhance lifetime value and revenue.

Enhanced Customer Engagement

Our analytics aim at discovering new and effective ways to analyze how customers research, communicate and shop for services and goods. Combining retail data analytics with your structured and unstructured data as well as social media insights leads to faster routes to understand changing customer demands, optimize assortment, and efficiently engage customers in an always-on, smaller world.

Product and Sales Analytics

Selling a product or service is only one perspective; another important perspective is to understand aspects that prompted customers to purchase your product or service. Our product and sales focused analytics enable you to determine purchasing affinities so that you can make better decisions associated with merchandising.

Big Data & Analytics

The core aims of Social Media Insight to deliver a powerful retail solution analysis designed to leverage product reviews and social insights to make real-time assortment, promotion, and price oriented decisions. Ultimately, such decisions will assist you in improving sales and inventory turnover.

Our analytics solutions provide you with in-depth insight about demand for your services/products by combining weather, events, news, and social data with other external data sources. The solutions also improve your understanding of important demand oriented market forces.

Social Hearing & Insights

Helping businesses to organize data, had been our key expertise right from inception. Allowing our customers to use innovative tools, we help them in organizing and analyzing data which help in improved decision making.

Offerings:

- Architect, implement and maintain Data Warehouse / Business Intelligence / Big Data Analytics solutions.
- Setup Analytics CoE supporting enterprise needs on an on-going basis.
- Implement packaged Analytics solutions or build custom solutions for clients.
- Implement integrated dashboards for getting a holistic measurement of corporate, operational, and customer centric KPIs.
- Implement solutions for Master Data Management, Metadata repository, and Data Quality.