



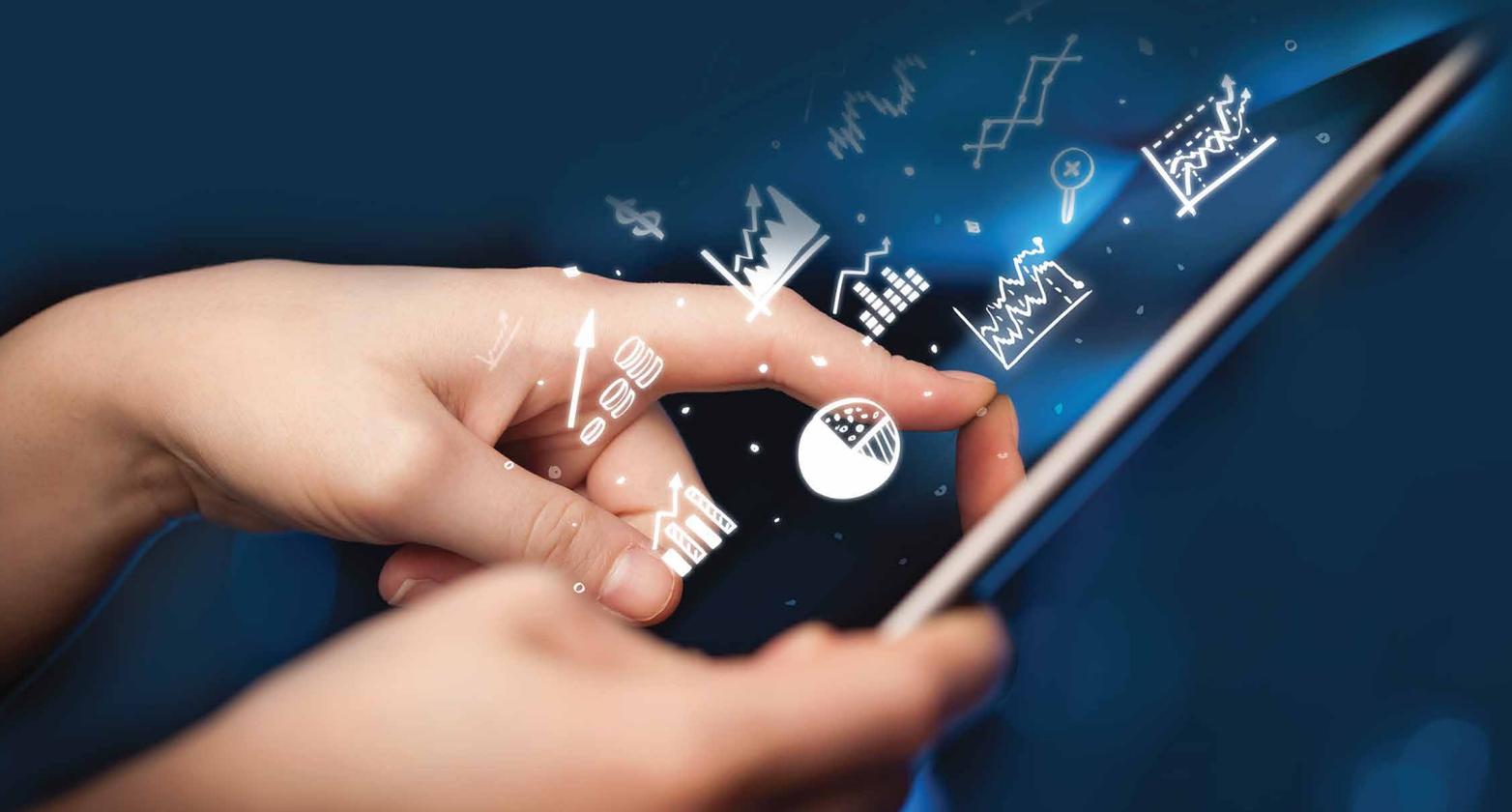
latentview

Actionable Insights • Accurate Decisions

Driving Profits in a Highly Competitive Landscape

Client

**A Global Record
Company**



The Problem

In the music industry where first week sales has a big impact on overall profitability, this company's predictions were only 60% accurate thus leaving 'money on the table'.

The Before State

Models built with internal transactional data were not accurate in the real world.

The After State

Increase in the accuracy of sales forecast model from 60% to 97% for 133 artists across 10 genres thereby increasing profits and optimizing supply chain.

The LatentView Solution

Created a prediction ensemble utilizing multivariate regression with attributes describing how people 'engage' with music in the social space.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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