



## Helping an event organization leverage data & insights to drive incremental visits and deliver the best visitor experience.

### Operate | Insight as-a-Service Offering

#### The challenge

- Client faced significant challenges in leveraging data and insights to drive incremental visits and deliver an exceptional visitor experience. They struggled with data fragmentation across various sources, leading to difficulties in creating a unified view of visitor behaviors and preferences. Additionally, lack of real-time data analytics capabilities hindered their ability to make timely decisions and respond to visitor needs dynamically. These challenges prevented the client from effectively utilizing data to enhance visitor experience.

#### Our solution

- The Foundry model is a global offering from Deloitte that facilitates the building, testing, and deployment of Data and AI solutions by leveraging Deloitte's extensive capacity and capability. It provides on-demand Data Engineering, Data Science, and AI resources organized into PODs (mini teams), which are otherwise difficult to attract, train, and retain. The model includes a Customer Success Pod for core engagement, insights, and project management. Additionally, it features a Data Engineering Pod for data modeling and integration, a Data Visualization Pod for creating dashboards with advanced visualization skills, a Data Science Pod for developing advanced analytics, AI, and ML models, and a Support Pod to maintain data, models, and reports.

#### The outcomes

Deloitte's solution provided the Director General and their Operations chiefs with key insights and recommendations to improve visitation and maintain a high-level of visitor satisfaction. Client outsourced their entire data & analytics function to Deloitte. We ran this function end to end seamlessly for a period of 1.5 years.

#### Key Impacts:-

- 7 Milestone Insight Reports
- 45+ Domain Specific Reports
- 350+ Insights and Recommendations

