

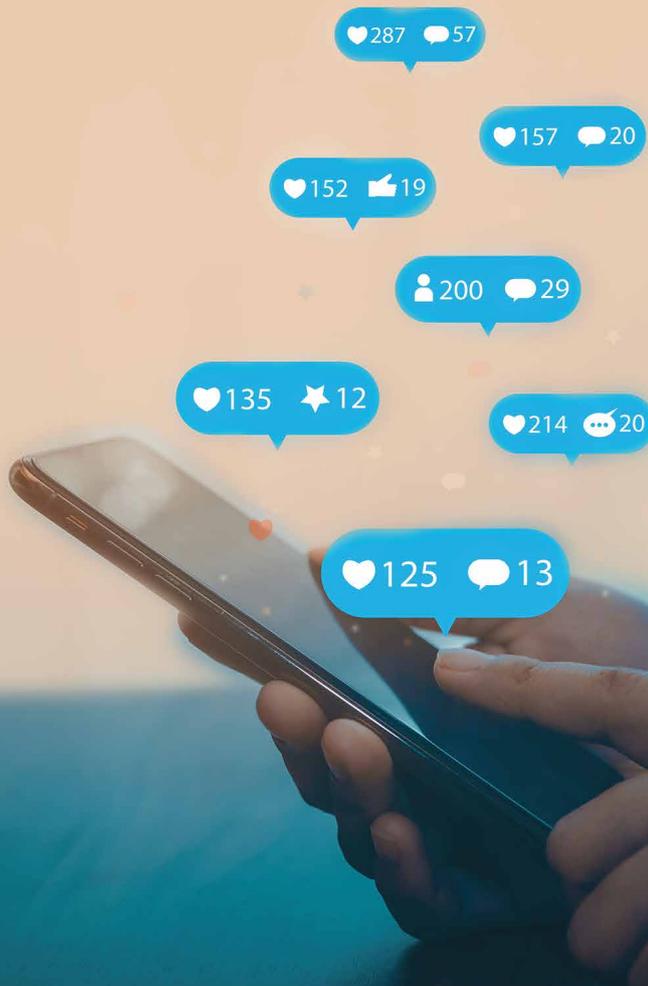
latentview

Actionable Insights • Accurate Decisions

Social Media Based Demand Space Analysis to Drive Product Innovation

Client

**US-based Food
Manufacturer**



The Problem

Our client wanted to understand the micro-occasions that constitute a demand space to evaluate product fit better and understand required product innovation.

The Before State

Products were designed based on Demand Spaces. Demand spaces were analyzed using limited survey data leading to limited insights across demand spaces.

The After State

Micro Occasion analysis was used to **formulate new products in the LATAM region** by the client.

The LatentView Solution

Social media data was analyzed to identify the 'best' micro occasions in terms of product fit, popularity & brand fit and their Emotional, Functional & Technical characteristics across demand spaces.

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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