



latentview

Actionable Insights • Accurate Decisions

Real-Time Visibility to Transaction Trends in E-commerce Marketplace

Client

Multinational
E-Commerce
Corporation



The Problem

Visualizing the collective intelligence of buyers/sellers, which enhances the "interestingness" of the marketplace and drives higher transaction volumes, was difficult.

The Before State

Client did not have a common platform which buyers/sellers could use to understand what the popular products were and how they were trending across geographies.

The After State

In three months following the implementation of the platform, transaction volumes for key products showed an **uptick to the extent of 3%** for certain categories.

The LatentView Solution

LatentView built a real-time platform to visualize market trends, purchase trends, popular items etc. for any search/product term and allow comparison between products and product categories.

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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