



TRANSFORMING CUSTOMER DATA INTO EXECUTIVE INTELLIGENCE WITH AI

THE SOLUTION

AE Partners designed and implemented an AI-powered customer intelligence platform that centralized data and enabled real-time executive insights.

Key initiatives included:

AI-Powered Data Querying

Implemented GPT-powered SQL query generation, allowing teams to quickly analyze large datasets and retrieve insights in real time.

Predictive Analytics

Developed AI-driven models to forecast revenue trends, predict customer churn, and uncover hidden patterns in the data.

Executive Data Visualization

Created a centralized dashboard that visualizes critical business metrics—including revenue trends, anomaly detection, and sentiment insights.

Scalable Cloud Infrastructure

Built the solution on Microsoft Azure to support high-volume data processing and up to 50 concurrent executive users.



THE CHALLENGE

Despite managing a large and valuable dataset, the organization faced several operational and analytical limitations:

- Difficulty forecasting revenue trends with confidence
- Limited ability to generate real-time insights across multiple data sources
- Lack of predictive models for churn and customer behavior
- Challenges detecting anomalies within operational and financial data
- No centralized dashboard for executive-level decision making

Leadership needed a smarter, faster way to interpret complex data and transform it into strategic intelligence.



TECH STACK

- Microsoft Azure
- Azure OpenAI Service
- GPT-4
- Power BI

THE RESULTS

The new AI-powered analytics platform delivered measurable improvements in how leadership understands and acts on customer data.

90% improvement in revenue forecasting accuracy

15% increase in churn prediction accuracy, enabling proactive retention strategies

Real-time customer intelligence dashboard empowering executive decision making

Scalable analytics platform capable of supporting enterprise-level data demands