

Use Case

# Data Preparation & Saving Time

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# The Challenge

Among the challenges that a major retail chain was confronted with is understanding the levers of their sales . The objective was then to reduce the time spent on data preparation from diverse data sources and redeploy the gained time in other parts of the project that can bring higher value. Not to mention automating data processing. The complexity and diversity of the available data and the fact that 60% of the Marketing Mix Modeling project time is spent on data preparation

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