



AI Use Cases deck

Our solution,
collaboration, and
projects with
customers.

Before Starting

Artificial Intelligence is a transformative technology capable of solving many challenges, unlocking opportunities, streamlining daily operations, and much more.

The following use cases are not to be seen as an exhaustive list, but as a ***springboard for inspiration***, demonstrating the extensive potential of AI.

Let them ignite your imagination about **how Neodata could leverage AI technology**, starting from your business problems and processes to gain a competitive edge and drive success.



Use Cases

1. Assessing Public Sentiment for Brands
2. Smart Energy Management: Adapting to complex variables
3. A Better Experience for Public/Private Transport Passengers
4. Crafting Customized Learning Experiences
5. Easier Sustainability Data Collection
6. Enhancing Sales Strategy in a Complex Landscape
7. Making Science Accessible to Everyone
8. Uncovering Impactful Insights from Customer Interaction
9. Simplify Marketplace Ordering with Multi-Channel Communication
10. Tailor-Made Experience for Cultural Explorers
11. From the Plant Design to Quotation

1. Assessing Public Sentiment for Brands

Business Problem

Assess brand perception, evaluate daily actions, and measure commitment to Sustainability **for Ferrovie dello Stato Italiano.**

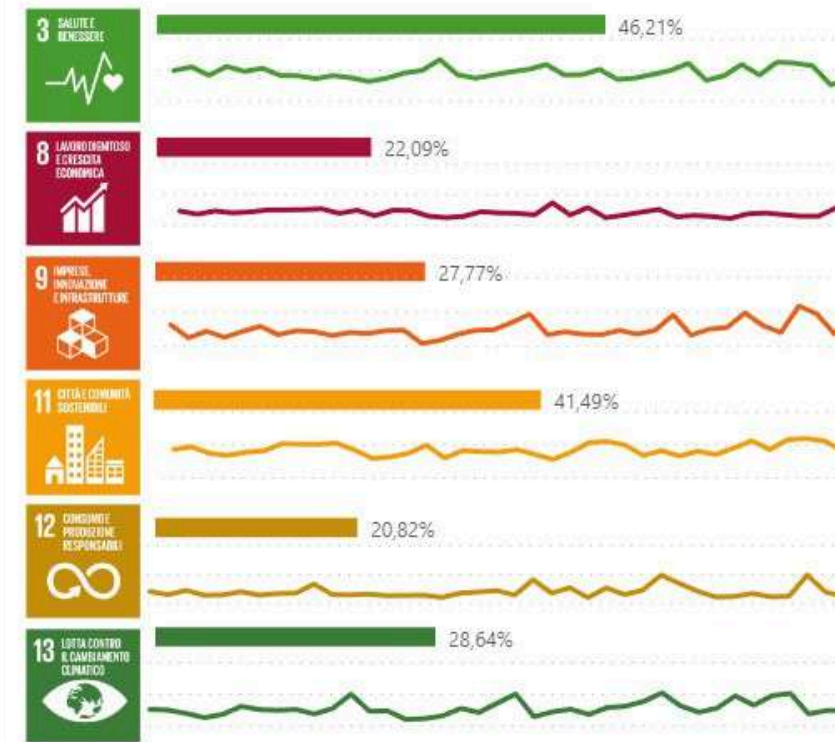
Solution by Neodata

Every day in Italy, around **80,000 new web content**—including articles from newspapers, blogs, magazines, and social media posts—mention something related to our customer's brand. Using Natural Language Processing our classifier

identifies and selects content that pertains to sustainability topics.

We **conducted a Sentiment Analysis for each** identified piece to gauge the underlying tone and sentiment.

Our sophisticated **three-tier dashboard** enables the communication team to pinpoint critical issues and implement corrective actions to mitigate any negative impacts.



Find out more detail about this use case in our blog: [click here](#) to read the full article

2. Smart Energy Management: Adapting to complex variables

Business Problem

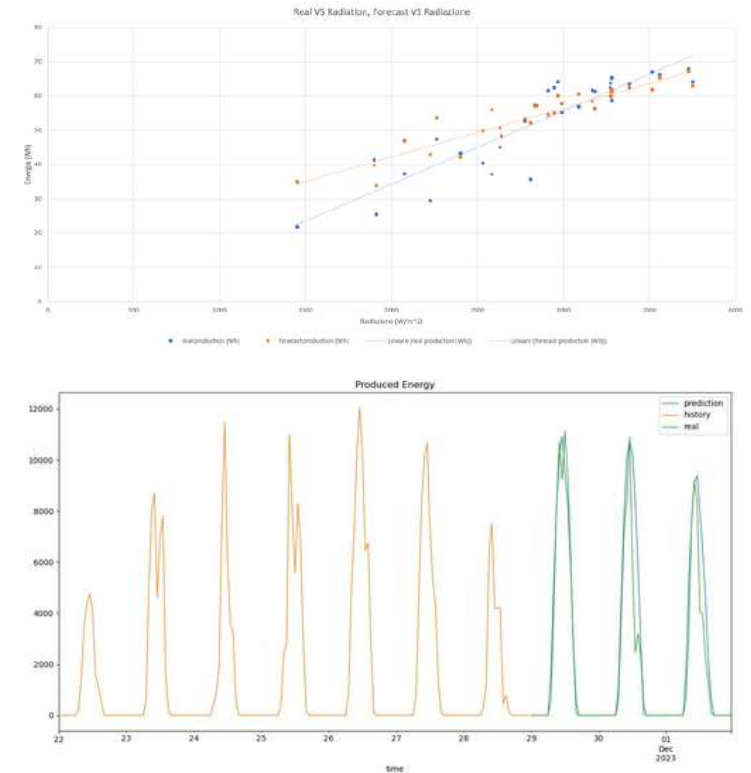
Solar energy should not only be generated but also anticipated and utilized smartly and dynamically.

Solution by Neodata

All company processes **have been fully digitalized and archived** in CRM and ERP systems. Energy production data from solar panels is collected via APIs **and forecasted by AI for the next 72 hours**, using weather forecasts and historical performance.

IoT **captures real-time energy consumption data**, allowing AI to optimize the system by considering energy prices, weather, battery storage, and consumption forecasts.

A smart user interface enables users to monitor energy usage and receive AI recommendations for the best scheduling of energy-intensive activities, improving efficiency and decision-making.



Find out more detail about this use case in our blog: [click here](#) to read the full article

3. A Better Experience for Public/Private Transport Passengers

Business Problem

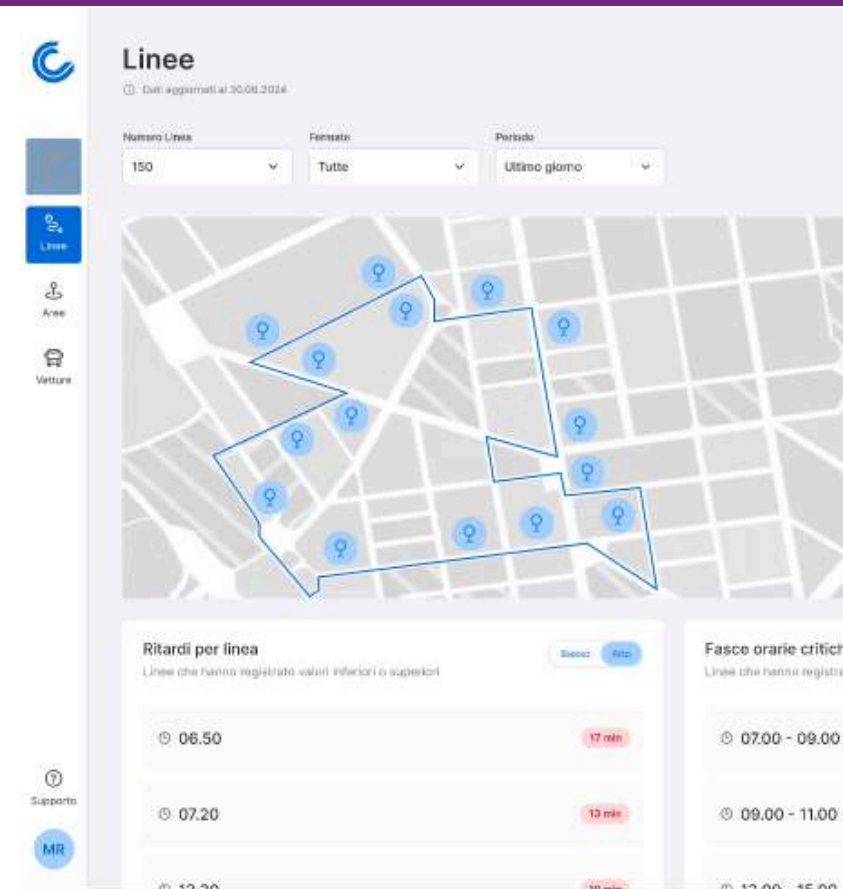
Enhance the optimization of vehicle routes and schedules to minimize costs and environmental impact and improve the passengers' travel experience.

Solution by Neodata

Passenger presence and factors influencing travel quality are measured by gathering data from various sources, including people counters, ticketing systems, passenger apps, and sensors like beacons

and IoT devices. AI then analyzes this data to provide a qualitative assessment of the travel experience.

Based on the insights, AI runs simulations to propose improvements, such as adjusting trip frequency, optimizing vehicle capacity, and incorporating features like better ventilation in new vehicles.



Find out more detail about this use case in our blog: [click here](#) to read the full article

4. Crafting Customized Learning Experiences

Business Problem

A knowledge base and a specific learning path based on each student's need.

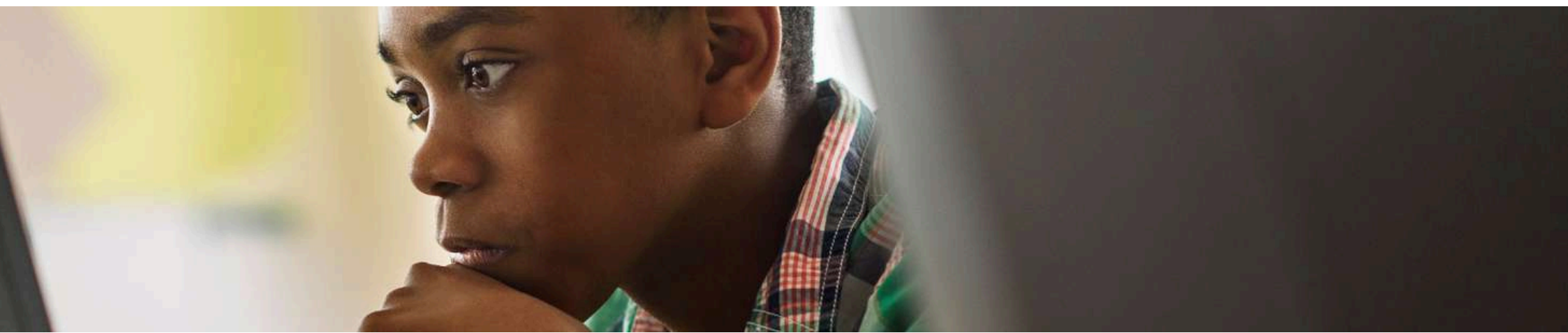
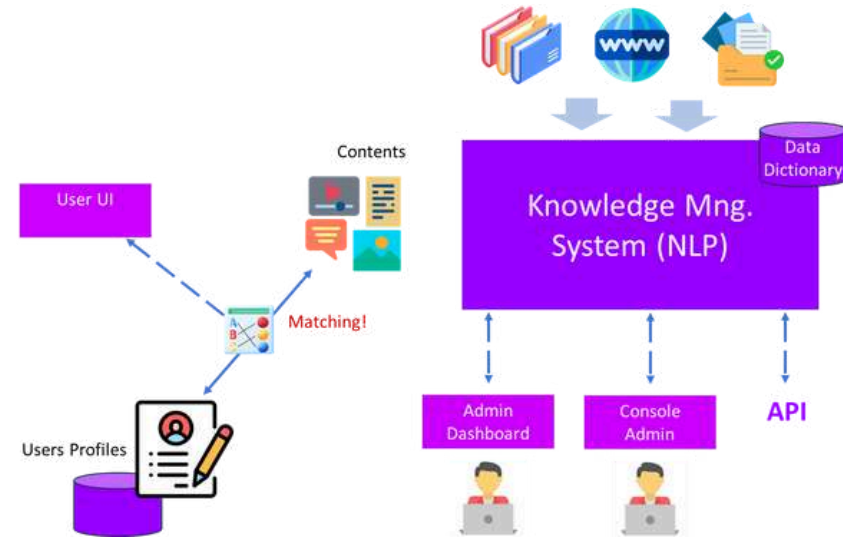
Solution by Neodata

Neodata's Natural Language Processing solution builds a dynamic knowledge base from various content types, including PDFs, links, PowerPoints, and videos.

Our AI system creates detailed user profiles by analyzing diverse inputs, and identifying unique learning needs.

Leveraging Generative AI, the platform develops personalized training courses tailored to each user's profile.

To further enhance the learning experience, additional resources—such as text, images, and presentations—are customized to the user's preferences. A user-friendly interface allows seamless exploration of topics and easy interaction with the AI, enhancing engagement and learning outcomes.



5. Easier Sustainability Data Collection

Business Problem

The Sustainability Report has become an essential requirement for every company.

Calculating the Global Reporting Initiative (GRI) standards requires a vast amount of data dispersed across various departments, databases, Excel files, invoices, and more.

Solution by Neodata

Neodata's task distribution system streamlines data collection by allowing users to

create task lists, assigning owners and deadlines for each activity. Data input owners can utilize a guided wizard to extract and merge information from various sources: Excel, ERP systems, databases, and invoices. AI gathers and consolidates the data under KPIs, calculating the final value.

AI in addition serves as a co-pilot, presenting the results for users to review, adjust, and modify as needed before final approval, ensuring accuracy and accountability in the process.



6. Enhancing Sales Strategy in a Complex Landscape

Business Problem

Gather and normalize data, including information, contacts, and other relevant details from the web to identify and engage potential customers and establish new partnerships.

Solution by Neodata

Neodata's AI-powered monitoring solution tracks specific topics, news, and vertical portals online, using advanced rules and models beyond simple keyword searches to enhance efficiency,

speed, and scale. All relevant information is categorized, with key details distilled and simplified for clarity. The results are presented in a dashboard tailored for the sales team, featuring a curated list of potential leads or partners.

By analyzing this data, the system also identifies opportunities for up-selling and cross-selling, helping to maximize sales potential and drive business growth.



7. Making Science Accessible to Everyone

Business Problem

How can a scientific research center effectively communicate with the economic ecosystem?

How can we ensure that everyone, including children, has access to the culture and books offered by a library or museum?

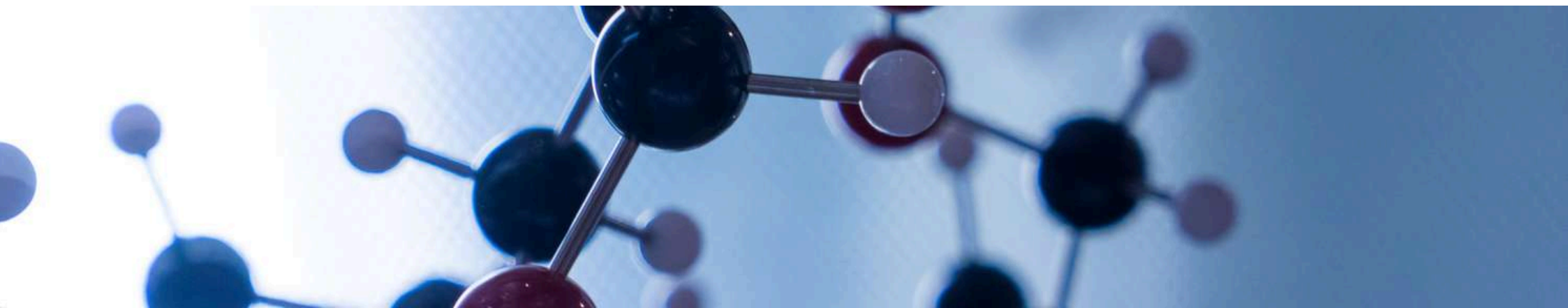
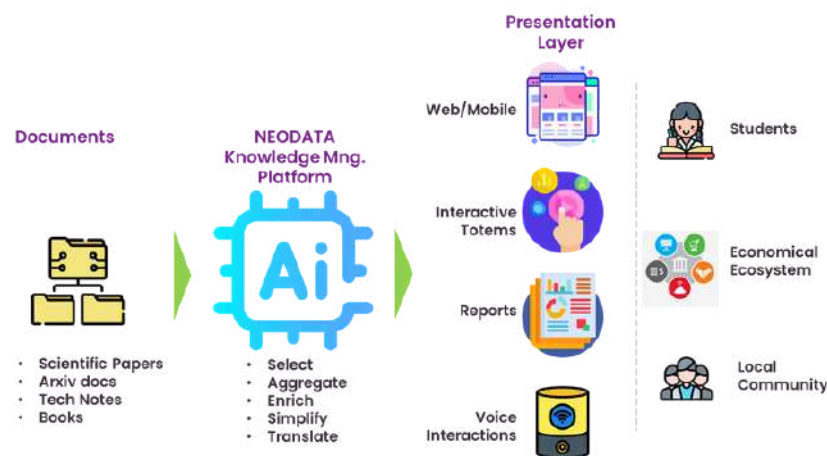
Solution by Neodata

Our AI-driven solution intelligently selects, aggregates, summarizes, simplifies, and personalizes textual information extracted from various documents.

A flexible document infrastructure is implemented to efficiently store and share this information, ensuring seamless access across teams.

By utilizing private AI, the platform maximizes technological potential while maintaining high standards of safety and privacy.

Additionally, generative AI is employed to tailor communications, delivering results effectively to meet the diverse interests of users.



8. Uncovering Impactful Insights from Customer Interaction

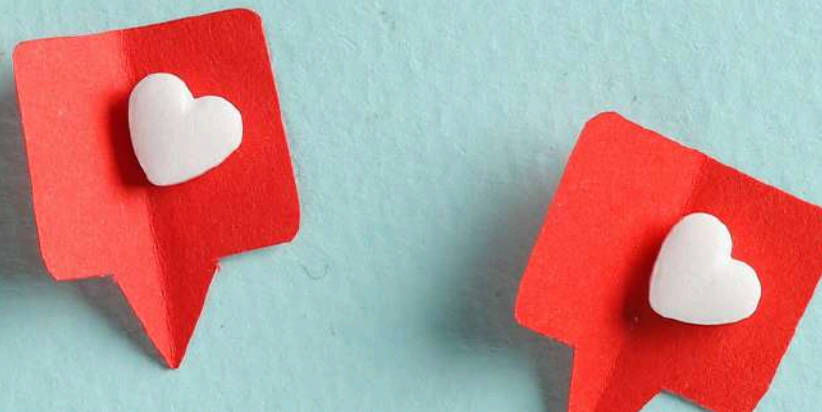
Business Problem

Find ideas, suggestions, and requests from customers hidden behind the comments on social networks, and inside dialogs with customer care, and extract Insights to provide a competitive advantage.

Solution by Neodata

The web is now the main platform for company-customer interactions, offering valuable insights to shape business strategies. By analyzing web data, companies can identify areas for service improvement

Our solution uses Language Processing (NLP) depth to this analysis, capturing sentiment and intent that numbers alone can't express. Neodata's solutions leverage NLP to transform raw data into actionable insights, helping businesses enhance services and stay aligned with customer needs.



9. Simplify Marketplace Ordering with Multi-Channel Communication

Business Problem

The challenge is to allow to send orders easily by text, voice, videos, or images, via WhatsApp or mail (orders where formats and content can be heterogenous, ambiguous, and not always clear)

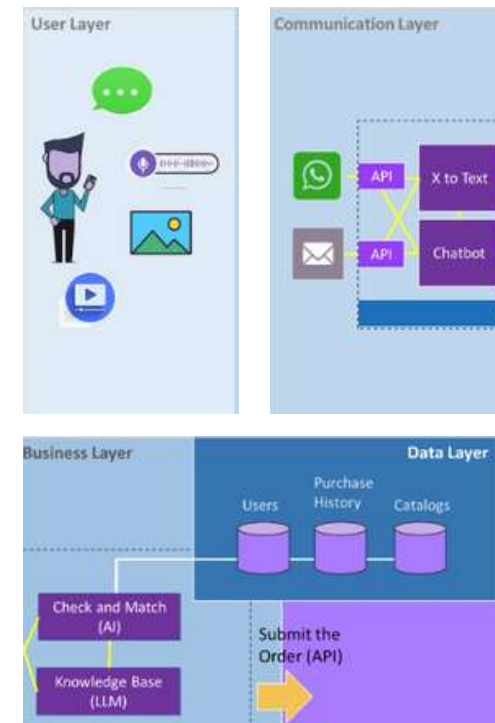
Solution by Neodata

Our AI solution streamlines and normalizes customer orders by handling inputs across multiple formats—text, images, videos, and voice It uses purchasing history and product catalogs to resolve ambiguities

while interacting with users for clarifications when necessary.

Integrated with platforms like WhatsApp and email, it converts multimedia inputs into text for easy processing.

Additionally, the AI includes a product classifier with a rich vocabulary of synonyms and dialect recognition to ensure accurate interpretation, making the ordering process faster, more accurate, and user-friendly.



10. Tailor-Made Experience for cultural Explorers

Business Problem

Access to the culture (e.g. inside a museum) can be a better experience if done towards a personalized route with specific contents, level of detail, and tone of voice.

Solution by Neodata

Today, museum audio guides are typically one-size-fits-all, offering the same experience to every visitor, regardless of their background or expertise. However, with AI, this content can be transformed into a more dynamic, personalized experience.

AI can enrich the guide using Retrieval-Augmented Generation (RAG) to expand on concepts that need more explanation.

It can tailor the content to match the visitor's specific interests and adjust the tone of voice to suit different audiences—whether for children or art experts. The result is a fully personalized audio guide, created to meet individual needs.

This personalized experience can also be delivered in various formats, including video with an avatar or an immersive 3D VR.



Find out more detail about RAG in our blog: [click here to read the full article](#)



11. From the Plant Design to Quotation

Business Problem

Generating a quotation, with a list of products, services, and prices, is an activity that takes time. And it doesn't necessarily lead to a sale.

The cost behind needs to be optimized automating part of the process.

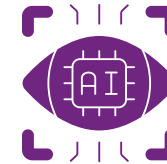
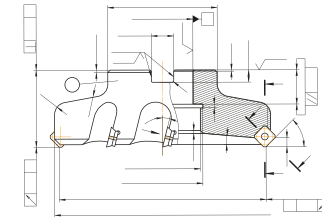
Solution by Neodata

Starting with a CAD image of a new design, such as an industrial plant, our AI solution analyzes the image using computer vision algorithms to identify components,

connections, and other relevant objects. From this analysis, a list of necessary products is generated.

The system then selects the appropriate model for each product from the catalog and calculates pricing. It also estimates the professional services required for implementation, providing a complete quote.

This draft quotation offers the sales team a ready-to-verify proposal.



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