sherlock
by centific

centific

Uncover Your Data Anomalies, Increase Your AI Accuracy

Unexpected fluctuations in your data damage your ability to make informed decisions supporting your business goals. Sherlock's AI engine detects anomalies in your data and prevents errors before they can impact your reporting and AI pipelines.

Unlike outdated data cleansing processes, Sherlock identifies unusual patterns, deviations, and exceptions in any dataset at scale and alerts key stakeholders to take corrective action.

70%
of AI Project time is wasted on data prep and analysis

75%
of financial planning & analysis teams resources are spent on data processes

Key Features and Benefits

Early Anomaly Detection
spots data anomalies before reaching AI pipelines

Improved Data Quality
ensures that only accurate data enters reporting

Customizable Alerts
based on specific and relevant retail/team needs

Scalability
to handle large datasets at scale

Time & Resource Saved
by catching errors early and streamlining workflows

Human in The Loop experts
inform and guide data with expert human intervention

Integrates with

Enterprise Data Mart/Warehouse

External POS Data

IOT Devices, Mobile

Prem Data

Other 3rd Party Data

Mapping Files

70%
Time savings on data issues diagnosis
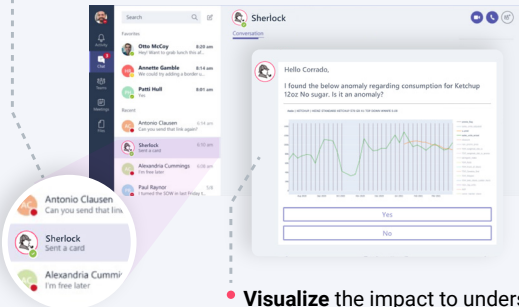
80%+
Boost in data accuracy

50-60%
Detection and resolution of retail and CPG issues

Accelerating Insights
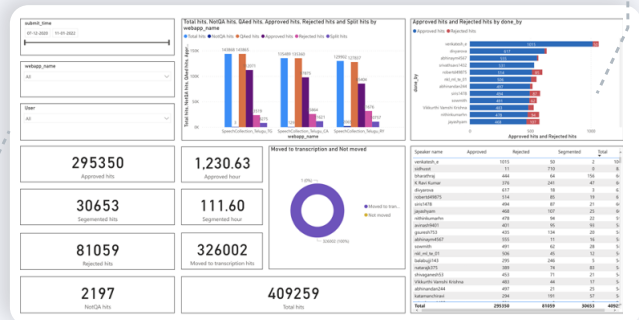
Human in the Loop

- Get **notifications** for your SMEs right through Teams (or any enterprise messaging app) via a bot

- **Visualize** the impact to understand where the issues are located and **validate** if the anomaly is correct or not

Track the Anomalies

Anomalies detected across **business** functions

- **Customizable** dashboards to track anomaly detection
- Dashboards may be templated for **reusability** and ease of extensions

Enabling Opportunities

Sherlock unlocks insights for optimized business decisions and answers questions like:

- How can we monitor pricing, volume, distribution, and DOS at scale?
- How do we validate P&L at scale with a granular level of detail?
- What events/actions are damaging ROI, and how do we address them?
- How do we handle negative product/ store reviews?

- How do we pair appropriate price increases with market variations?
- How can we spot and act on advantageous purchase opportunities?
- How can we anticipate maintenance needs and schedules?
- How can we predict yield issues before they impact operations?

Why Centific

Centific helps global companies solve their toughest customer experience challenges with data-driven, people-centric solutions.

Reach

With teams in the **Americas, Europe, APAC, and around the world**, Centific has the **global support** and resources to help your brand succeed in any market.

Scale

Our **OneForma platform** gives you access to **1M+ users across 230 countries and territories**, giving you more insight into your customers around the world.

Technology

We leverage the latest in **AI, ML, and cloud technologies** to help you deliver best-in-class customer experiences powered by people.

⟨⟨ centific