



# CASE STUDY

**GenInsight.ai enables ACI Logistix to  
retrieve insights from its huge database  
using simple commands**

## About ACI Logistix

US-based ACI Group is a renowned name in the media print and newspaper distribution in North America. In 2020, ACI successfully launched ACI Logistix, and it has quickly become the fastest-growing provider of US parcel logistics services, focusing on online and offline commerce – and everything in between.



## Challenge

ACI Logistix's profit-loss statement is a complex, dynamic database that tracks the movement of all packages across its warehouses. However, it faces challenges in filtering through the vast data to identify specific variables and parameters needed to analyse trends and patterns. When done manually, the whole thing is time consuming and error prone.

## Solution

Corestrat deployed its GenInsight.ai, an NLP tool powered by advanced AI and machine learning, to streamline ACI's profit and loss dataset. This intuitive tool uses plain English commands to help ACI extract valuable insights from vast amounts of data.

### 1. Data Cleaning and Preprocessing

The dataset was first subjected to an automated data-cleaning process to identify and remove outliers, duplicates, and corrupted data. Any missing values were also autofilled where appropriate during this stage.

### 2. Data Transformation

The raw data from ACI, being transactional in nature, wasn't ideal for analytics. It was then

semi-automatically transformed into a more structured and meaningful format for improved data analysis.

### 3. Configuring

Additional context was gathered from ACI for their data, aiding in building a more accurate model that delivers better answers for the queries and generates meaningful insights

### 4. Fine Tuning Models

The entire corpus and ACI's data were scanned, and the LLM models were fine-tuned with relevant additions to help the model better understand business terms and phrases in user queries.

The LLM in GenInsight.ai transforms user questions in English into a context that the machine can better understand. It then generates SQL queries to access, manage, and modify data within the ACI Logistix database. After retrieving the relevant database results, the system converts the output into a readable format, enabling ACI Logistix to provide the desired answer.

### 5. Deploying GenInsight.ai

GenInsight.ai is then connected to the processed ACI database, enabling it to respond to queries in natural language, English, in this case.

## Result

With GenInsight.ai deployed on ACI Logistix's profit and loss dataset;

- Users instantly retrieve specific variables using simple English commands.
- GenInsight.ai provides ACI Logistix with deeper insights through clear graphs and analysis.
- This allows GenInsight.ai to save time & money, enhancing ACI's efficiency & decision-making.