# AI-enabled Consumer Intelligence

Leveraging AI and machine learning to analyze vast and diverse consumer data sources enables personalized decision-making backed by rigorous statistical analysis. This empowers you to stay ahead in understanding consumer preferences and adapting to rapidly changing market dynamics. Here we highlight specific examples of what our AICI tool can accomplish.
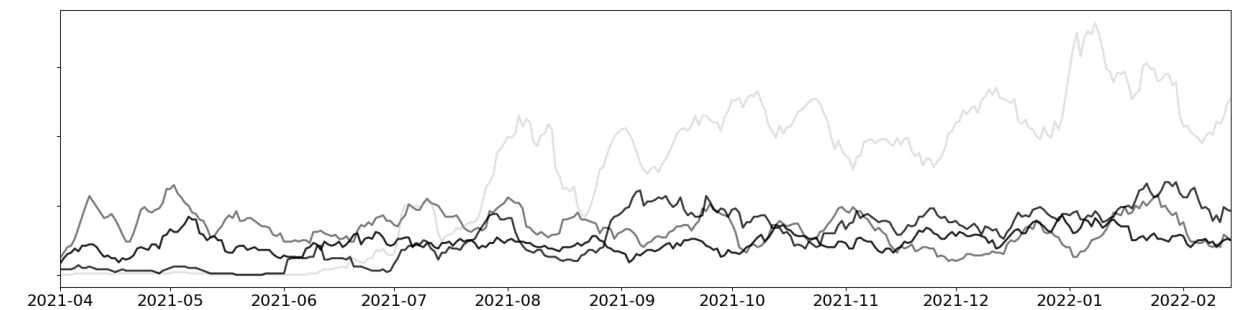

Identify Target Consumer Groups
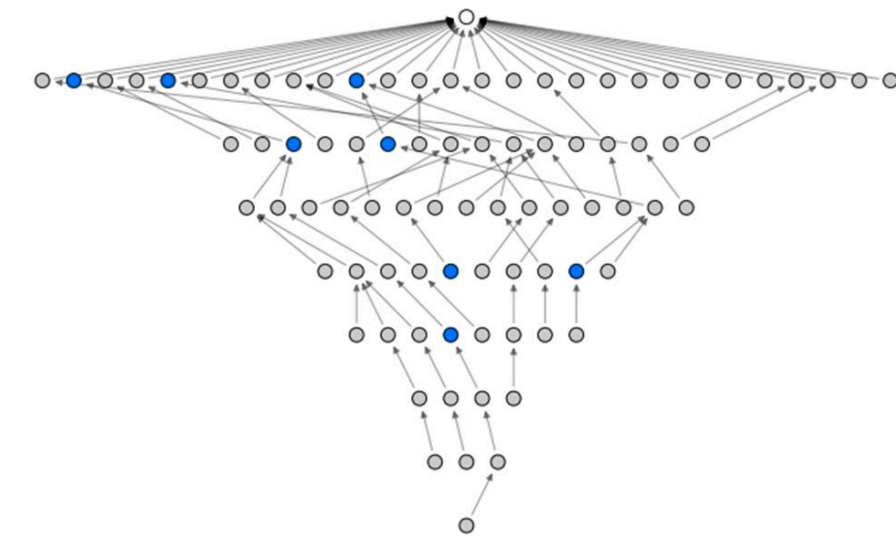
Find Relevant Content from Conversations
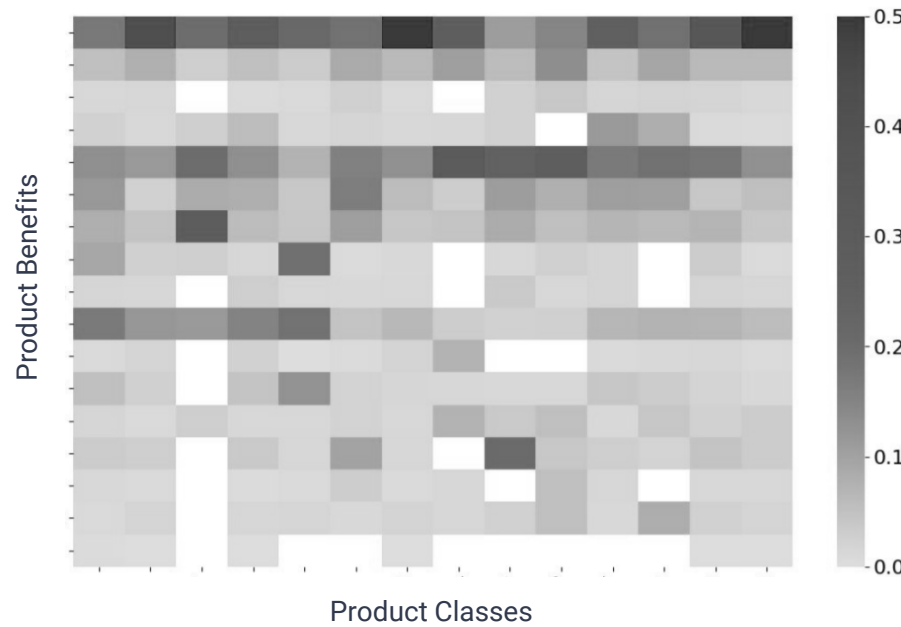
Find Patterns in Consumer Use Cases

Monitor Trends in Sentiment over Time

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