

AI Based Market Intelligence

WestCroft's client, a FTSE 100 commodity trading company, required the ability to extract information from a curated database of market intelligence, in order to inform trading decisions and client buildout. The client subscribed to a number of market insight commentaries, had a database of historic transactional data and the full relational Compliance database. Their data was siloed and due to the scale and cycle of data capture, increasingly difficult to analyse. They lacked the ability to systematically assemble this information into a bigger picture that would decipher the market's ongoing evolution.

Solution

Within 3 months, WestCroft deployed a web-based AI platform which ingested the market intelligence database, Compliance data set and market data, determining the relationships between data points and providing a conversation-based interface along with dynamic visualisation of the market structure. This provided the client with insights that had previously gone unnoticed, automating a significant proportion of the research analysts' day-to-day workload. The project has allowed management to query the whole data source instantly, generating reports that would have previously taken weeks to compile across the various departments.

Outcomes

Enhanced Insight

The AI platform provides new insights based on the client's existing proprietary market intelligence; the client is now able to make full use to the market commentaries that it subscribes to, and the firm's market data. The Compliance dataset gives immediate context to their transactional data, and reduces the time required to compile management reports and answer queries.

Progressive Digitisation

The AI platform will increase in use and scope as additional data sets are integrated and the tool becomes more embedded into the workflow of everyday activities. We are looking forward to unlocking new areas of value for the client using this toolset.