

Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



Importance of Data Science in the Manufacturing Industry



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



The manufacturing industry has benefitted the most from the industrial revolution. After all, it was the industrial revolution that led to manufacturing giants becoming a common occurrence. Henry Ford is the genius behind increased productivity and higher output. However, in the world of today, we need something more than just an individual. In order to compete, businesses have to invest in the optimization of their manufacturing processes. This is only possible with the help of technology such as Data Science, Data Analytics, Business Analytics, Big Data, Machine Learning, Data Mining, Visualization, Business Intelligence, and Artificial Intelligence.

Optimization of Production

Every manufacturing firm wants to optimize production. It forms the core of how manufacturing companies grow. When it comes to the optimization of production, there are various processes that come into play. Big Data adoption makes it possible to optimize all of these processes so that your business can compete with the major players in the industry.

Improvement In Extraction Process

Normally, the first process which determines the quality of the product is the extraction process. It is also one of the most important processes. For instance, if the grade of products such as iron ore or any other material has declined in a vertically-integrated process, the best way to prevent loss would be by improving the extraction and refinement process. However, when your manufacturing business uses Big Data, it would be better able to identify the root cause of the issue. The sensory data will reveal which factors affected the output considerably. It could be the oxygen level, equipment, techniques, etc. Actionable insights are provided by Big Data. This allows manufacturing businesses to change the extraction process according to the findings which helps boost the yield and improves the overall quality of the output. Big Data analysis makes it possible to resolve the issue which in turn increases revenue and the profit margin.

The perfection of Chemical Yield

If you are a chemical manufacturer, then the chemical yield impacts your success significantly. When sensors are used, Big Data analysis allows each input to be analyzed to find out how each input affects the output or the chemical yield. For instance, the carbon dioxide level, quantities, temperatures, coolant pressures, and other factors will be analyzed to determine how each input impacts the other. The results lead to a considerable reduction in materials wastage and the energy costs, while the yield is improved. Using a Big Data solution that has machine learning capabilities, sensor data is analyzed to find correlations. This ensures that manufacturers are able to produce a unified standard of output. Big Data adoption decreases production costs, simplifies workload, and improves the level of customer satisfaction.

In order for Big Data adoption to be successful, you need the help of [NextBee](#) which is the leading consultancy firm that helps manufacturing businesses adopt Big Data and utilize its full potential. The right approach is required to ensure Big Data adoption is effective and we can help you make it. Let's connect and set out 15 minutes to discuss more.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

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Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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