
Case Study: Birdzi

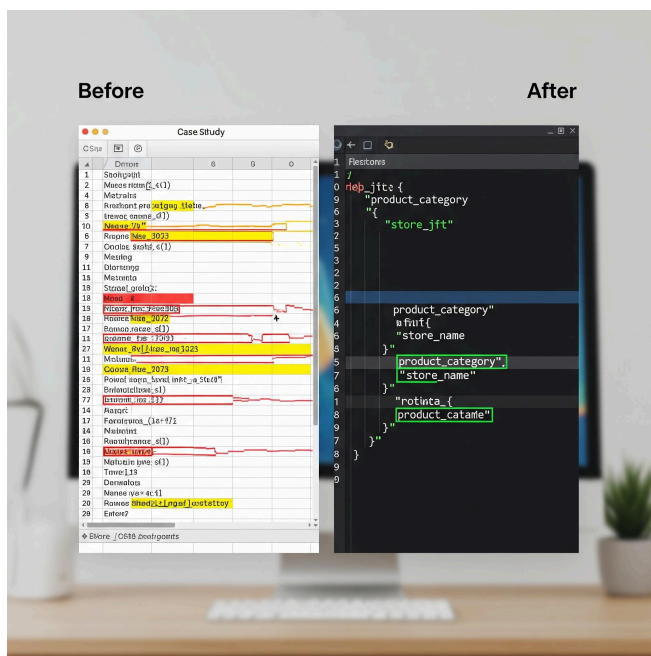
From Manual Drudgery to Automated Data Perfection: How Birdzi Accelerates Grocery Client Onboarding by 95% with Elvity.ai

At a Glance

Customer: [Birdzi.com](https://birdzi.com) Birdzi is an AI-powered customer royalty platform for regional grocery and convenience store chains, delivering highly personalized digital offers to shoppers.

The Challenge: Birdzi's effectiveness relies on high-quality product catalog data from its grocery clients. However, this incoming data was frequently incomplete, inconsistent, and inaccurate—with missing nutritional information or even wildly incorrect product images. This forced Birdzi's operations team into a slow, costly, and error-prone manual onboarding process, delaying new client revenue and hampering scalability.

The Solution: Birdzi used Elvity.ai's AI Data Engineer to automate the entire catalog onboarding and enrichment process. By providing a single, natural language prompt, Birdzi instructed Elvity to build a sophisticated data pipeline that cleans, validates, and enriches catalog data automatically.



The Results:

- **95% Reduction in Manual Effort:** Reduced a multi-day, manual onboarding process to a fully automated workflow.
- **Accelerated Time-to-Revenue:** Faster client onboarding, leading to a direct economic impact of tens of thousands of dollars per new client.
- **Drastically Improved Data Quality:** Automated web lookups and AI-powered validation ensure catalogs are complete and accurate, improving the performance of Birdzi's personalization engine.
- **Enhanced Scalability:** Birdzi can now onboard new grocery partners without a linear increase in operational costs or headcount.

The Challenge: When a Can of Juice Looks Like a Fish

Birdzi's promise to grocery retailers is powerful: leverage your customer shopping history and product catalog to generate hyper-personalized offers that drive loyalty and sales. The success of this model hinges on one critical asset: the product catalog.

The reality, however, was that the catalog data Birdzi received from new clients was a persistent bottleneck. The data was plagued with issues:

- **Inaccurate Images:** A product entry for "orange juice" might be accompanied by an image of a fish—a comical but critical error that erodes shopper trust.
- **Missing Information:** Crucial data points needed for Birdzi's algorithms, such as nutritional content, dimensions, or weight, were often absent.
- **Inconsistent Formatting:** A lack of standardization across different client files created chaos.

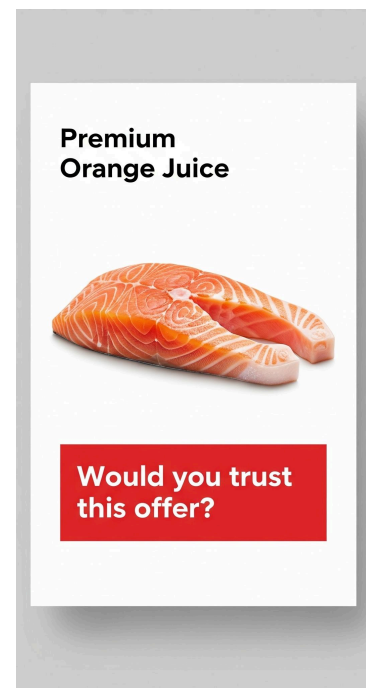
To combat this, Birdzi's highly skilled operations team was forced to become manual data auditors. Their process was painstaking:

1. Manually review thousands of product entries.
2. Spot and correct glaring inaccuracies.
3. Conduct manual web searches on retailer sites like Amazon, Target, and Walmart to find missing information.
4. Copy and paste the corrected data back into their system.

This manual process was not only slow—taking days for a single catalog—but it was also a significant operational cost and a barrier to growth. Every new client meant another round of data drudgery, delaying the moment Birdzi could start delivering value and generating revenue.

"We were drowning in manual data cleaning. Onboarding a new partner meant our team had to stop everything and spend days just fixing basic product information. It was slow, expensive, and frankly, not a good use of their talent. We knew we couldn't scale the business this way."

– Shekhar Raman, CEO, Birdzi



The Solution: Describing the Perfect Workflow in Plain English

Birdzi turned to Elvity.ai, the world's first AI Data Engineer. Instead of coding a complex ETL process or hiring more data specialists, Birdzi simply described their ideal data pipeline to Elvity in plain English.

This was the exact prompt they provided:

"List images in the s3://elvity-storage/birdzi_images folder. Remove the s3a://elvity-storage/ prefix from each entry. Extract out the number from the name . Drop rows where it is empty Keep only 8 rows. Lookup the product information from the attached upc.csv file using that column search the web for the product using the product name and the image. Attach the image to the search. Generate a 1-10 score for the image that captures how good the image is for use on a product catalog. Provide the score and justification as separate columns. Also look up other information such as the product dimensions, weight etc. If the product is an edible product, lookup the mandatory nutritional information on the product and the serving size. Now this is VERY IMPORTANT : The websearch should ONLY use information obtained from one of the following websites: amazon.com, target.com, walmart.com, instacart.com . Ignore all other web search results. If the sought information is not available from one of these retailers, leave it empty.



Extract out image_score and image_score_justification as separate columns. Put all other product information into a json column called product_info that looks like this

```
{ dimensions : ..., weight : ..., nutritional_info : { calories: ..., sugar: ... //...other info}}
```

In minutes, Elvity understood the intent and automatically constructed a robust, production-ready data pipeline. This pipeline was capable of:

- Ingesting new product data.
- Cross-referencing it with existing product information.
- Using AI-powered web search to find and validate product details against trusted retailer websites.
- Leveraging multi-modal AI to analyze and score product images for quality and relevance.
- Extracting and structuring complex information like nutritional data into a clean, usable format.

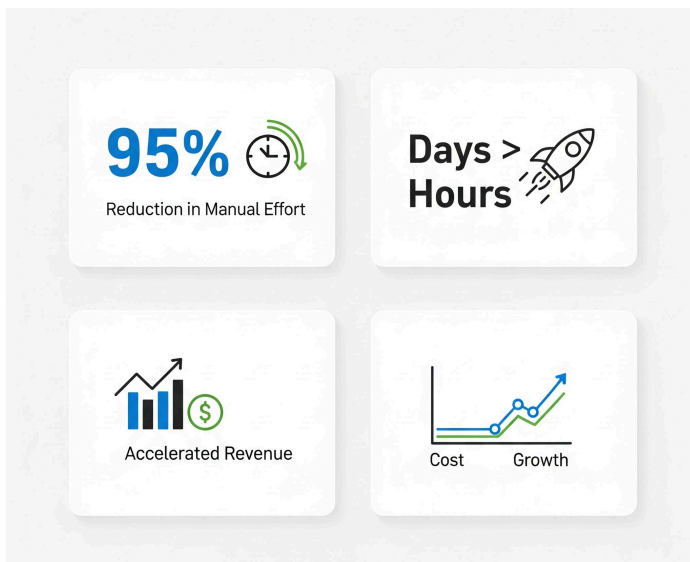
The Results: From Bottleneck to Business Accelerator

With Elvity, Birdzi transformed its greatest operational challenge into a competitive advantage. The data pipeline now runs automatically, onboarding new catalogs and managing periodic updates without human intervention.

The impact was immediate and profound:

- **Massive Efficiency Gains:** What previously took days of manual, error-prone work is now an automated process that runs flawlessly in the background. Birdzi estimates a **95% reduction in the manual effort** required for catalog onboarding.

- **Faster Revenue Realization:** By drastically cutting down onboarding time, Birdzi can get new grocery clients live on their platform faster than ever before. This speed translates directly into **tens of thousands of dollars in economic impact** for each new client.



- **Unprecedented Data Quality:** The pipeline ensures that every product in Birdzi's system is clean, complete, and validated. This high-quality data directly fuels their personalization algorithms, resulting in more accurate and effective offers for shoppers.

- **Freed-Up Expertise:** The operations team is no longer bogged down by tedious data entry. They are now free to focus on higher-value activities, such as client strategy and optimizing campaign performance.

Elvity has become the invisible, intelligent force behind Birdzi's data operations, empowering them to grow faster, operate more efficiently, and deliver a superior product to their customers.

Ready to turn your data challenges into a competitive edge? See how Elvity.ai can automate your most complex data processes. [Request a Demo Today](#)