# a.team × SANDOW

# Sandow

## Turning Years of Consumer Research into Real-Time Intelligence with AI

**30 day**
0–1 build

**150+**
Data sources unified

## Company

Sandow Media empowers brands in the design, materials, beauty, and luxury sectors with innovative media, marketing, and research solutions. Through its premium platforms, Sandow connects clients to influential audiences and actionable market insights.

## The Challenge

Sandow's CEO recognized an untapped strategic asset: years of rich consumer research data that could transform how beauty and luxury brands make decisions. The problem? This intelligence sprawled across 150 different sources—spreadsheets, Typeform reports, databases—linked only by phone numbers. Even though Sandow collected data at remarkable efficiency, analysis was still manual and took weeks. With **87% of executives citing analytics as their competitive edge[1]**, Sandow knew their approach was leaving opportunities on the table—both for them and their clients.

## The Solution

Sandow partnered with A.Team to bring on Richard Abrich, a Principal AI Engineer experienced in building enterprise intelligence systems for complex data environments. Abrich designed an innovative two-phase system that first uses large language models to intelligently structure and categorize survey responses, then creates dynamic SQL views that allow models to respond to natural language business questions with accurate quantitative results (to learn more, **read Richard's blog on his approach**). This architecture balanced Sandow's need for accuracy and auditability with the accessibility required for business users to extract insights independently. In just one month, Abrich delivered a production-ready system that transformed Sandow's trove of customer survey data into a scalable B2B intelligence platform that brands can query directly.

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[1] Acxiom

**Technologies used**

- **OpenAI GPT Models:** Natural language understanding for query interpretation and intelligent data structuring from unstructured survey responses
- **PostgreSQL with Dynamic SQL Generation:** Enterprise-grade data platform creating on-demand views for complex analytical queries
- **Docker & AWS:** Production-ready containerized infrastructure ensuring reliability and scalability
- **FastAPI & React:** API architecture with intuitive interface for natural language querying
- **Pydantic with Type Safety:** Ensures data integrity and consistency across all AI transformations

> "Business leaders can have conversations with their most complex data and get trustworthy, quantitative answers back in seconds, not weeks."
>
> — Richard Abrich, Principal AI Engineer

## The Results

Abrich transformed Sandow's proprietary consumer intelligence into a novel B2B market research platform, turning a low-cost data stream into a high-value strategic asset.

**Time to Insight:** Reduced from weeks of manual analysis to real-time response

**Data Asset Activation:** Unified 150+ proprietary research sources into a single intelligence platform

**Competitive Differentiation:** Launched a live query platform tailored for beauty brands

**Operational Efficiency:** Eliminated dependency on manual analysis teams

## About A.Team

A.Team is the AI-Native Systems Integrator transforming business realities. With our network of 11,000+ pre-vetted builders, we've helped over 500 organizations such as Lyft, McGraw Hill, and Grindr achieve the unreasonable. Visit **a.team** to learn more.

## Build Your AI Advantage with A.Team

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