

***From Clicks to Clarity:
Leveraging User Telemetry to
Redefine Test Coverage***

Speakers



**Raj – Program Test and
Release Manager
Orkla Food Ingredients**



**Anand Aditya– Intern
Product Development**



**Ishaan Ray – Intern
Product Development**



About Orkla Food Ingredients

Orkla, the leading Nordic BCG company

Unique customer and consumer insight in local markets

300

local brands with
strong positions

Market positions typically
in the range of

30%-80%

#1

*The leading branded
consumer goods company
in the Nordic region*

#1

*The leading branded
consumer goods company
in the Baltic region*



OPERATING REVENUES¹

42.7

EBIT (ADJ.) MARGIN¹

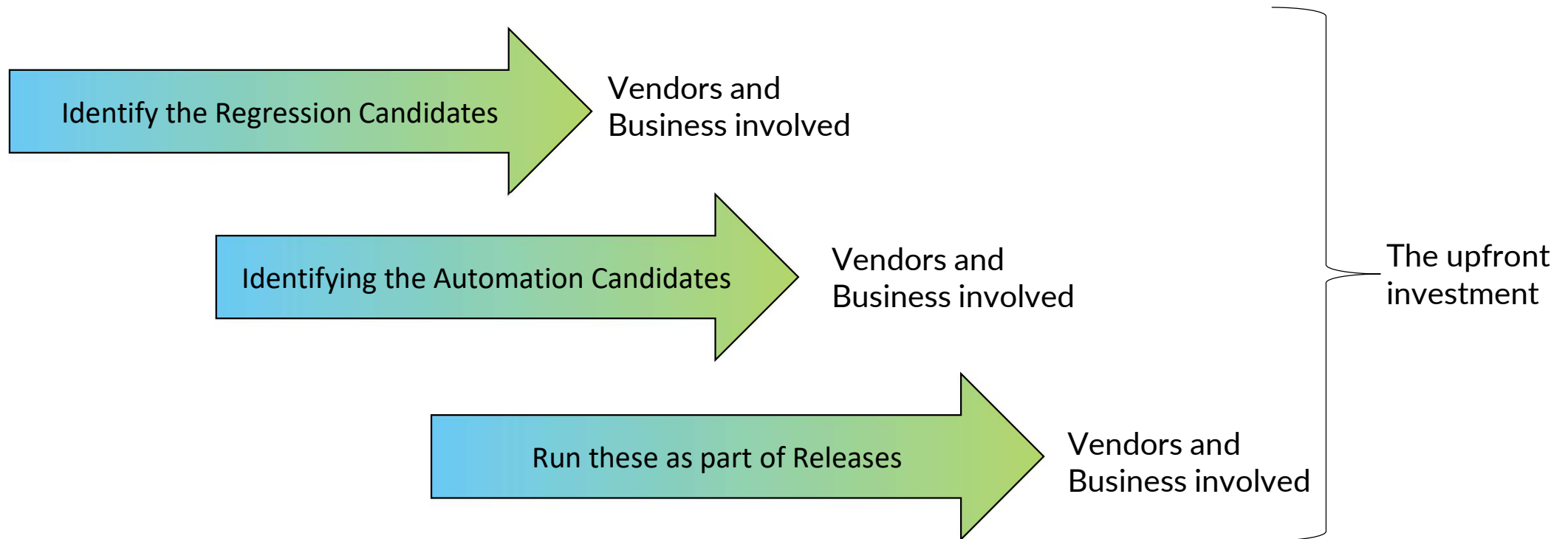
11.2%

MARKET VALUE²

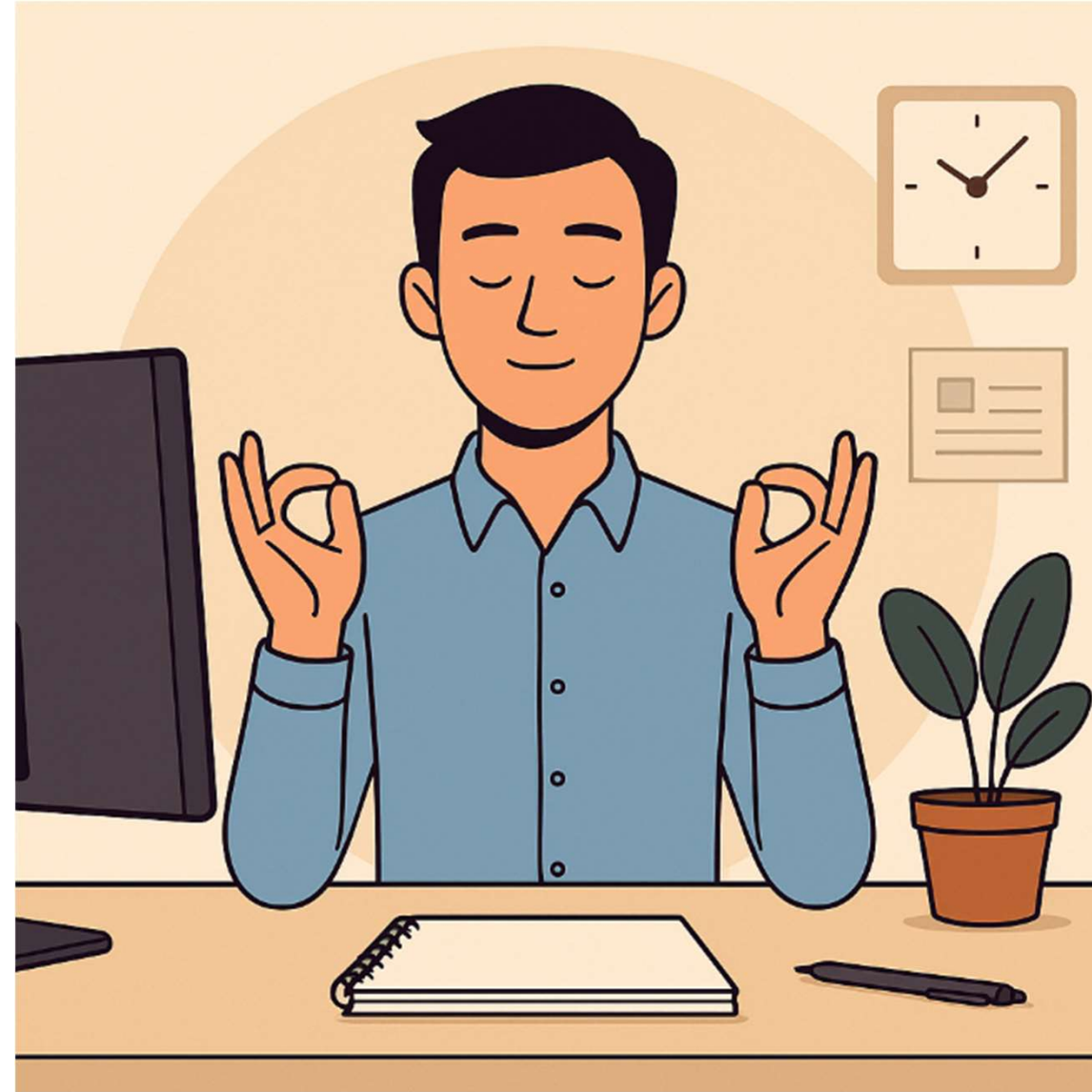
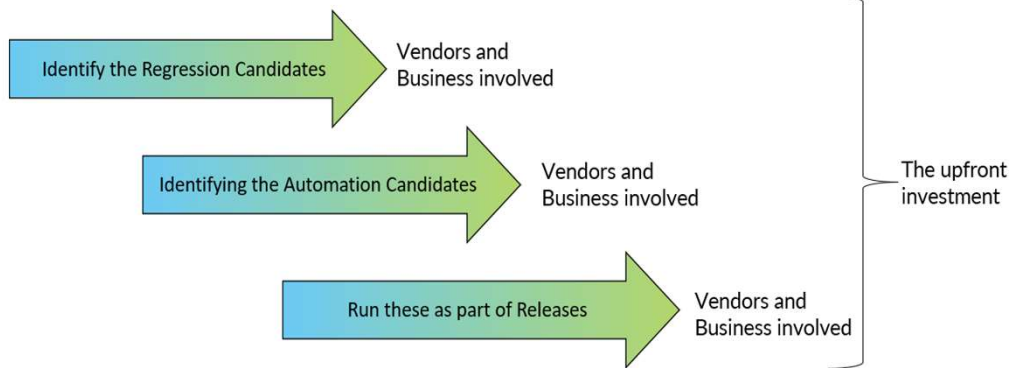
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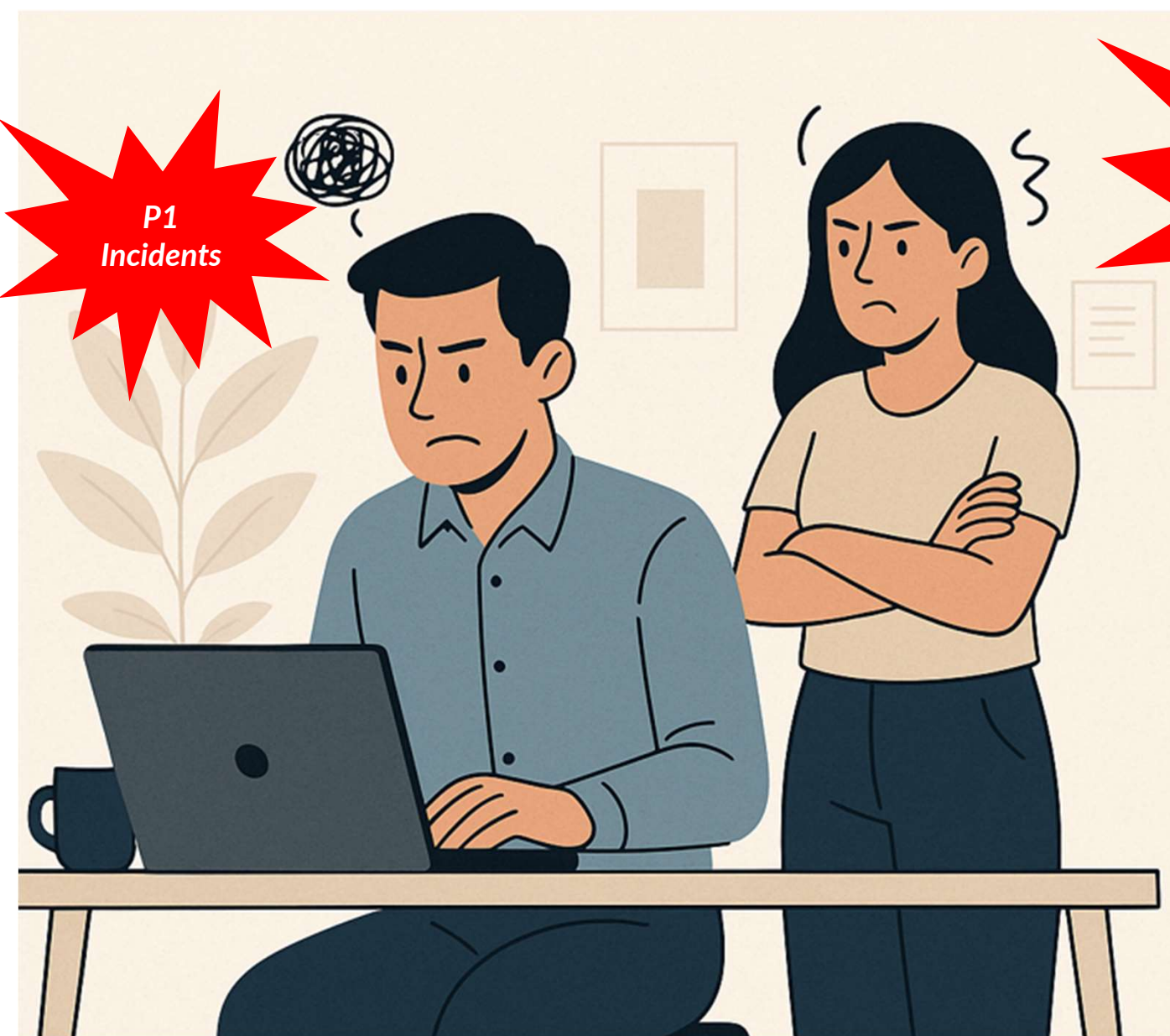
NOK
BILLION

The Strategy



The Perfect Plan





The Frustration



**FITNESS
PLAN**



The Revelation

Leveraging User Telemetry to Redefine Test Coverage

- Monitoring user actions and interactions
- Using **AI/ML-driven automation** to intelligently generate **robust test scripts**.
- AI-powered pattern recognition suggests **additional test cases** to ensure maximum test coverage and **self-healing automation scripts**.
- *Leverages **historical data and machine learning models** to adapt test cases dynamically based on system changes.*

BENEFITS

- Real User-Centric Testing
- Reduced Test Design Time
- Smarter Regression Planning
- Reduced Test Maintenance
- Actionable Business Insights
- Support for Shift-Right Testing
- Higher ROI on Testing



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Thank You

