



paiqo

The Platform and AI Company

# About paiqo

## 2019

Founded by industry experts



## 10 Experts

Data Scientists, Data Engineers and Business Developer with years of experience in successful delivery of data science projects for many well-known companies.

## Background

computer scientists, mathematicians, statisticians, engineers, economists

## Know-How

methodological and technical (e.g. Spark, Hadoop, In-Memory, Machine Learning)

```

1 #!/usr/bin/env python
2 import sys
3 import os
4 import simpleknn
5 from bigfile import BigFile
6
7 if __name__ == "__main__":
8     trainCollection = 'toydata'
9     nimages = 2
10    feature = 'f1'
11    dim = 3
12
13    testCollection = trainCollection
14    testset = testCollection
15
16    featureDir = os.path.join(rootpath, trainCollect
  
```

## >10 Customers

In the field of (online-)retail, healthcare and fitness, manufacturing

Microsoft  
Partner



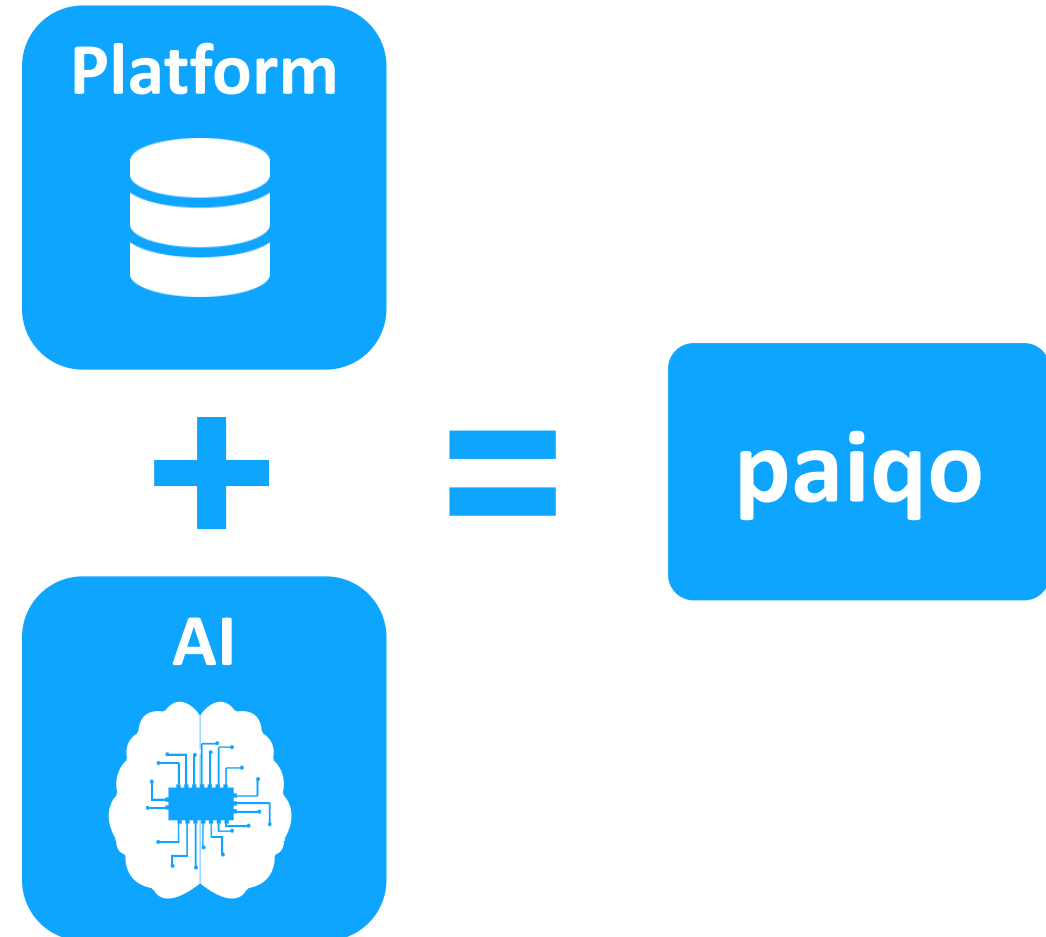
Gold Data Analytics  
Gold Data Platform

## Research & Teaching

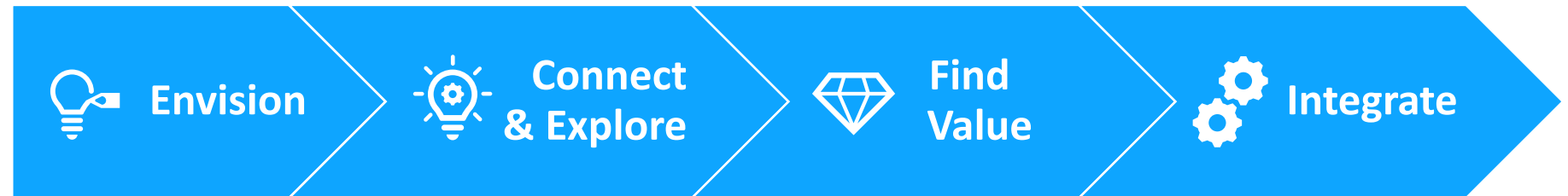
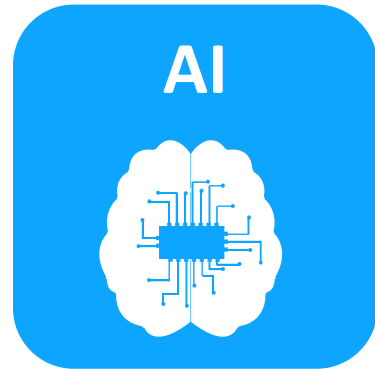
Close cooperation with universities and research institutes in business projects, talks, research activities and teaching.

# The Platform and AI Company

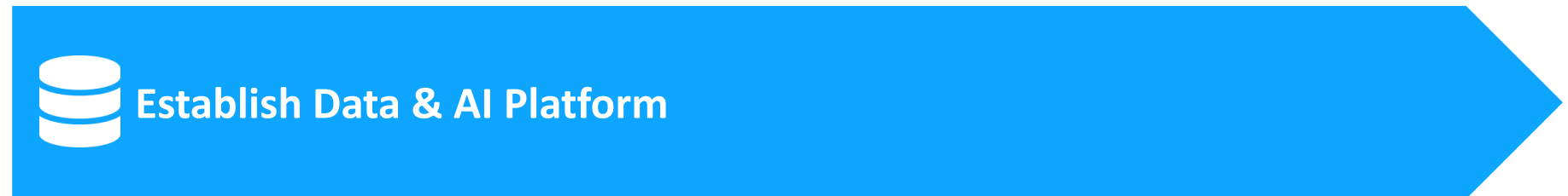
- Years of project-experience in building Platform and AI solutions
- End-to-End enabler for data & AI projects
- Business Understanding & Technical Excellence
- *Focused on your data success*



# Our Approach



AI and Machine Learning alone will not lead to a digitized Process or Company. It also needs a Platform where Data, AI and Processes can be operationalized



# Our Offering

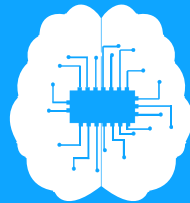
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## Data Platform



Platform Architecture  
Building Data Hubs  
Analytics DevOps  
Security & GDPR

## AI Solutions



Data Science / ML  
Predictive Models  
Deep Learning  
End-to-End Solutions

## Trainings



AI Intro  
Methodology  
AI Journey  
AI Team-Setup

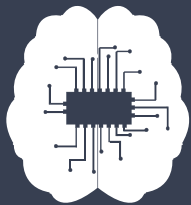
## Business Development



Find Business Value  
Design Thinking  
Digitalization Strategy  
Augment Business & AI

# Our Offering – Focus Business Areas

## AI Solutions



## Customer Analytics

- Customer Segmentation
- Predictive Customer Lifetime-Value
- Campaign Optimization & Next Best Offer
- Recommendation-Systems
- Customer Journey Optimization
- Customer Churn



## Machine Analytics

- Manufacturing Analytics
- IoT Analytics
- Predictive Maintenance
- Predictive Quality
- Parameter Recommendation
- Visual Inspection



Data Platform



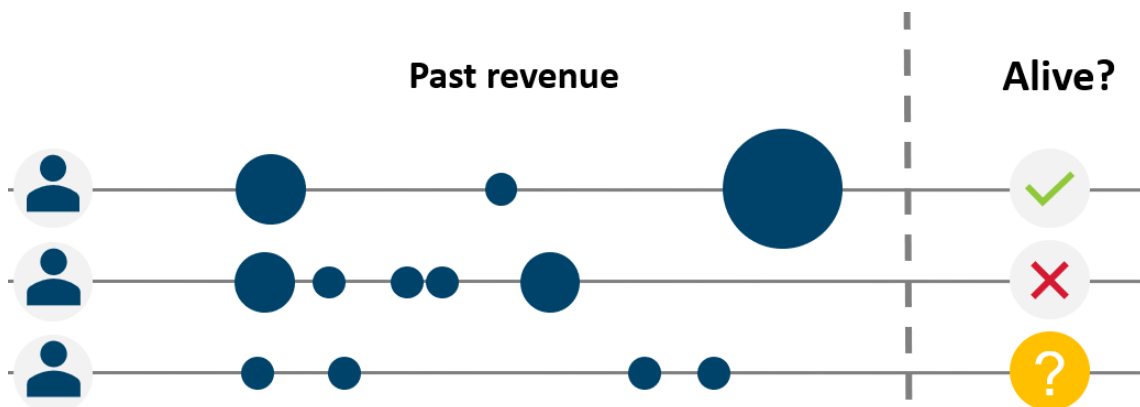


# Use Case References

# Dynamics 365 CRM – Predictive Customer Lifetime Value



Dynamics 365



## Initial Situation

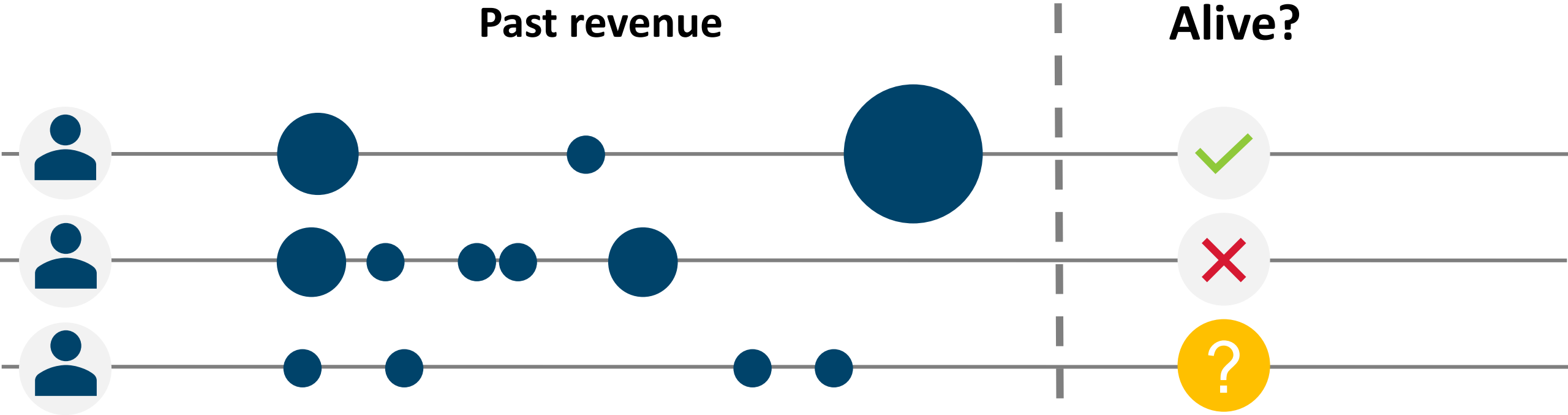
- Customer scoring on past revenue
- Future customer value unknown

## Solution

- Prediction of future customer value for every individual
- Prediction of monetary value, not a score
- Integration into PCLV into D365 CRM
- Usage of common data model from D365
- Ability to focus marketing & sales efforts



# Customer Lifetime Value – Details



**CLV = expected number of future transactions \* expected spend per transaction**

← Typical CLV – overall based on past value

→ Predicted future Value

# PCLV Potential

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Predictive Customer Lifetime Value enables us to:

## Focus:

- Where to focus marketing efforts
- Which customers will bring the most value
- Which customers are a relevant audience
- Which customers require attention

## Segment:

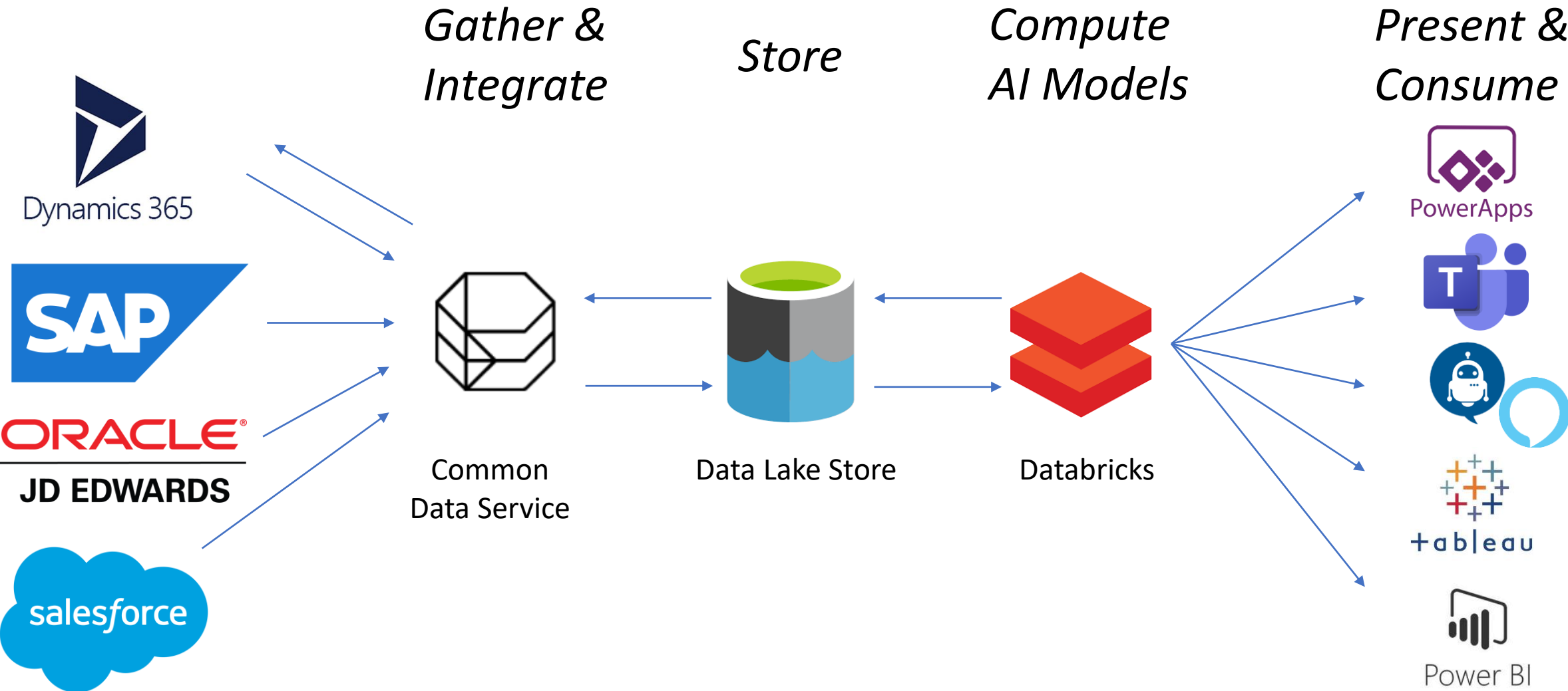
- Value-driven segmentation by buying behavior and most revenue potential
- Where to focus up-selling efforts?

## Gain Insight:

- Which channels/campaigns drive the most value?
- What indicates value?
- How to classify new customers?

[DEMO](#)

# Architecture Draft



# Your Contact



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