



The Platform For Curious Minds



Companies that leverage customer insights outperform their peers by **85%** in revenue growth and **25%** in gross margin



gousto

Top 10 fastest growing UK
retailer

Data Team Size: 35
95% YoY growth



**BLOOM
& WILD**

Top 50 fastest growing UK
company

Data Team Size: 17
200% YoY growth



Europe's largest delivery
company

Data Team Size: ~100
25% YoY growth



SCREWFIX

Second only to Amazon for
DIY online

Data Team Size: ~40
15% YoY growth



What's holding everyone else back?



What is holding everyone else back?



**Not knowing
where to start**



**Cost of entry
Unknown ROI**



**Shortage of
data expertise**



**But,
you have a
secret weapon**

A woman in a yellow sweater stands in a meeting room, holding a tablet and presenting data on a large screen. The screen displays a dashboard titled "Analysis" with various charts and graphs. The text "YOUR ANALYSTS" is overlaid in large white letters across the center of the image.

YOUR ANALYSTS



**And by implementing
your data stack
you are already
80% there**

We set up Infer to enable
anyone with a **curious mind**
to become the growth engine
of your business.





How we do it



Say Hello to Infer

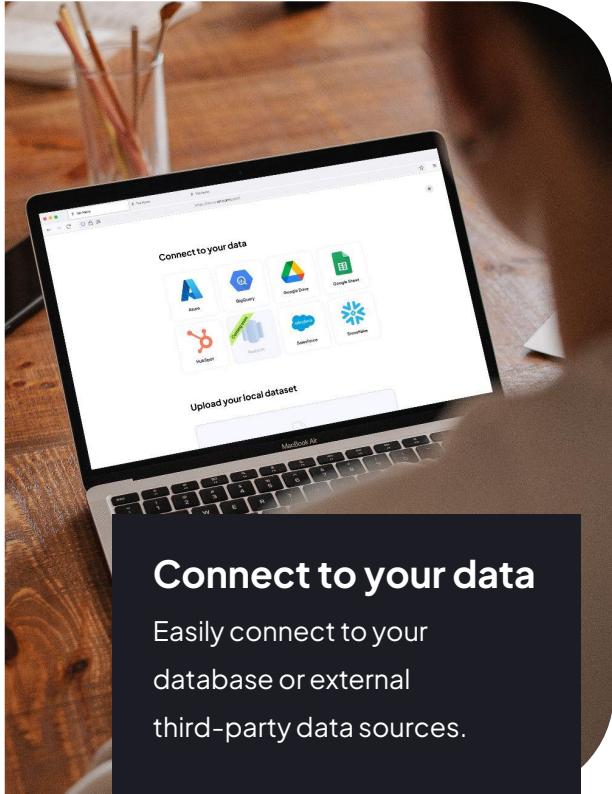
The fast, easy-to-use data analytics platform for analytical minds.

infer



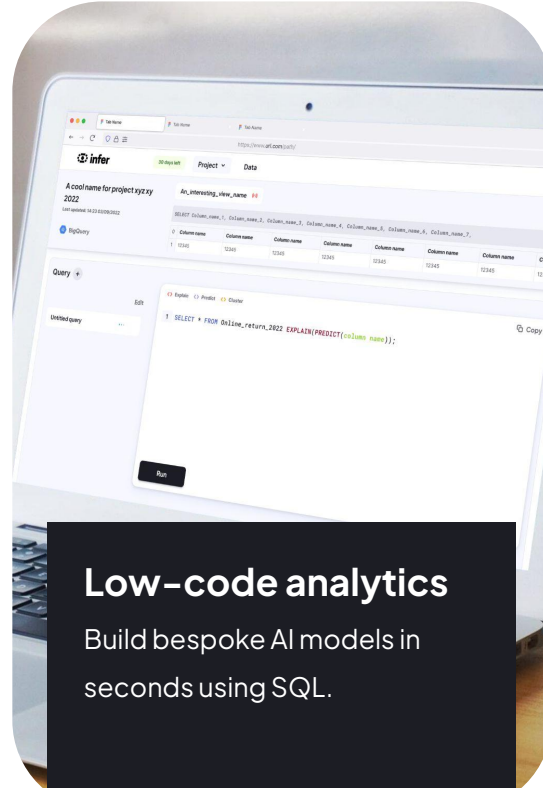


Actionable Insights in seconds



Connect to your data

Easily connect to your database or external third-party data sources.



Low-code analytics

Build bespoke AI models in seconds using SQL.

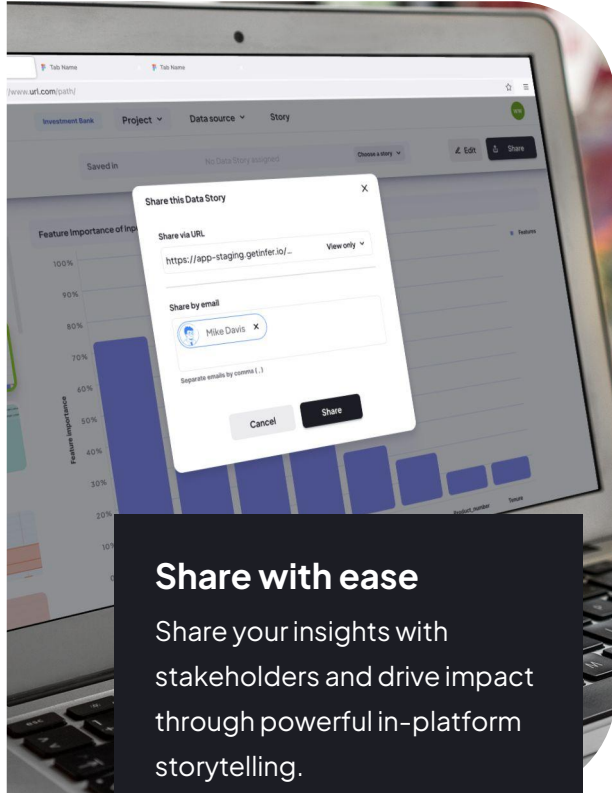


Visualised insights

Get to insights in seconds with Infer's automated visualisations and AI assistant.

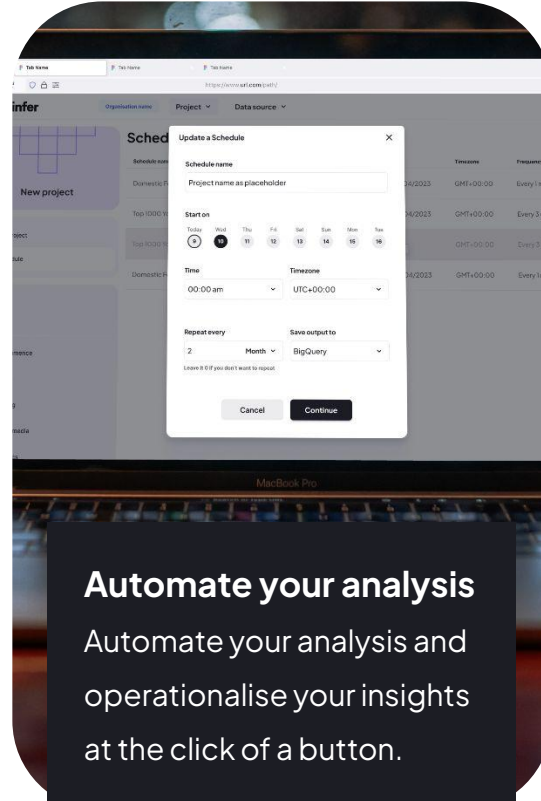


Share and operationalise with ease



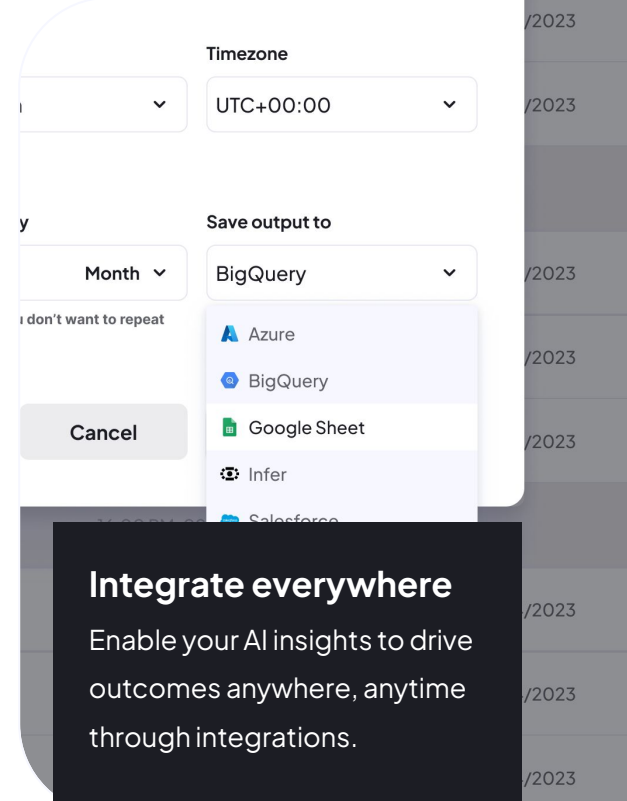
Share with ease

Share your insights with stakeholders and drive impact through powerful in-platform storytelling.



Automate your analysis

Automate your analysis and operationalise your insights at the click of a button.



Integrate everywhere

Enable your AI insights to drive outcomes anywhere, anytime through integrations.



Solve hundreds of use cases, here are just some examples ...

Explainable Predictions

Churn Analysis

Lead Scoring

Demand Forecasting

Root Cause Analysis

Statistical Measures

A/B testing

Marketing Attribution

Impact Analysis

Uplift Analysis

Similarity Methods

Customer Segmentation

Product Recommendations

Similarity Search

Outlier Detection

Natural Language Analysis

Rating and Review Analysis

Sentiment Analysis

Customer Support Analysis

Translation



Solve hundreds of use cases for retail, some examples below ...

Customer Acquisition

Marketing Funnel

Conversion

Customer Insights

Basket Value/Size

Purchase Intent
(by pivot)

High Value
Purchases

Churn/Repeat

Strategic

Demand
Forecasting

Sales Forecasting

What If Analysis

Natural Language Analysis

Rating and Review
Analysis

Sentiment
Analysis

Customer Support
Analysis



Our customers love our platform



"The infer platform is amazing - with a single SQL line you can create an entire bespoke machine learning model.

This low-code tool is fast and super easy to use. Setup is easy peasy.

I do not want to live without Infer anymore."



Irina Brudaru

Product Analytics Leader,
ex-Google

"I was impressed so much by the ability of Infer to introduce the most advanced analytics capabilities in just one line of SQL.

These capabilities are priceless for any analyst, really unique and easy to use tool."



Simon Landsman

Product Analytics Leader,
ex-Meta

"The infer team have been excellent to work with and the platform has provided my team with an incredible set of ML tools for us to easily use.

Through predictive lead scoring, the infer platform has helped us to reduce our sales cycle by one week per deal, leading to a saving of over 100k per annum."



Nick Osborne

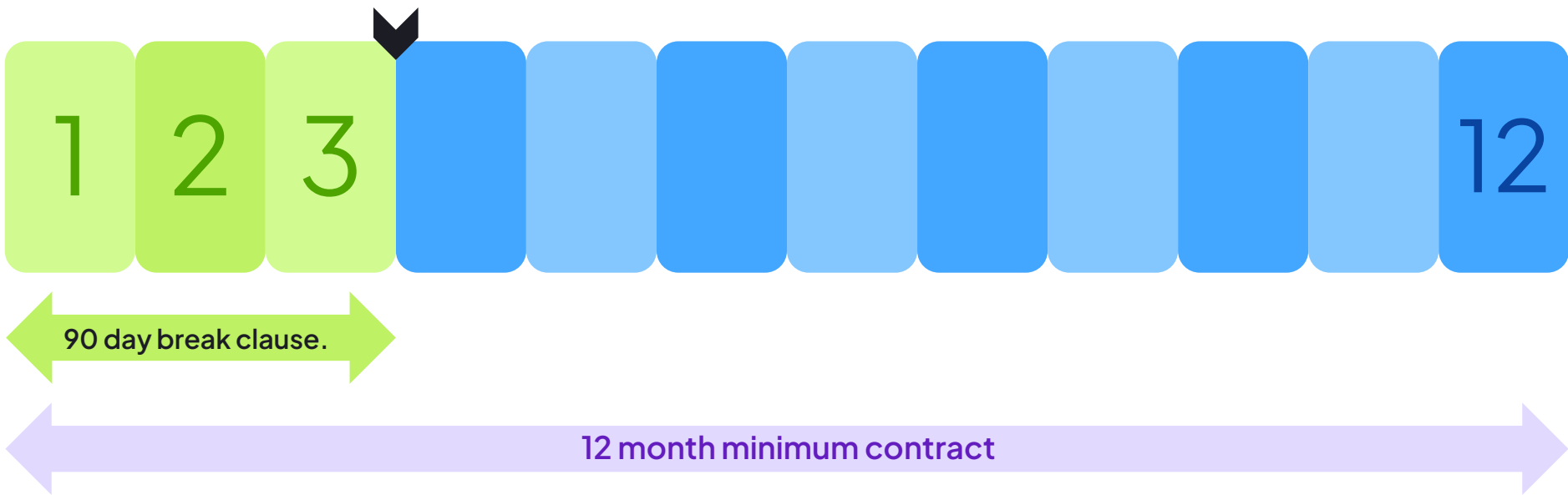
Head of BI & Data,
Bruntwood



How do we work together?



Straightforward commercial model



Simple and transparent – if you don't love Infer you can stop at 90 days.

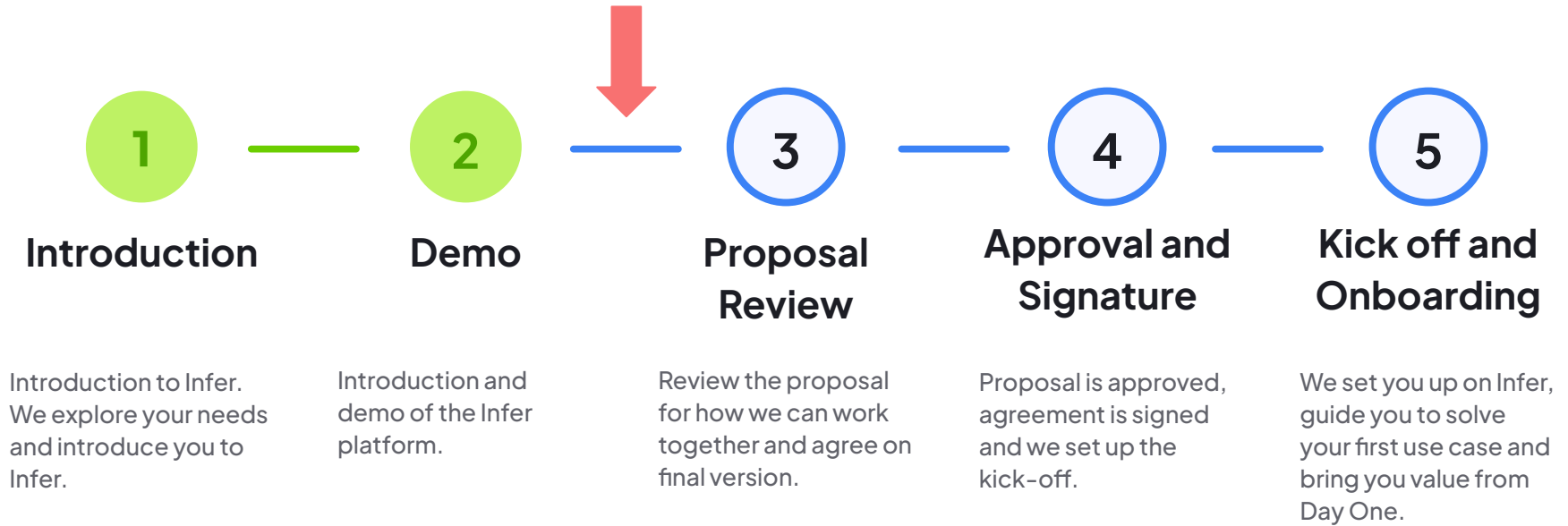


Next Steps





Next Steps





Next Steps





Empowering Curious Minds



Appendix

The Technical Details



SQL, Reimagined for Analysis

Infer brings ML to your data stack by extending SQL with a new set of ML-powered commands, called SQL-inf.

The syntax is standard SQL, making it easy to use.

```
SELECT * FROM customers EXPLAIN(PREDICT(churn))
```

```
SELECT * FROM customers CLUSTER()
```

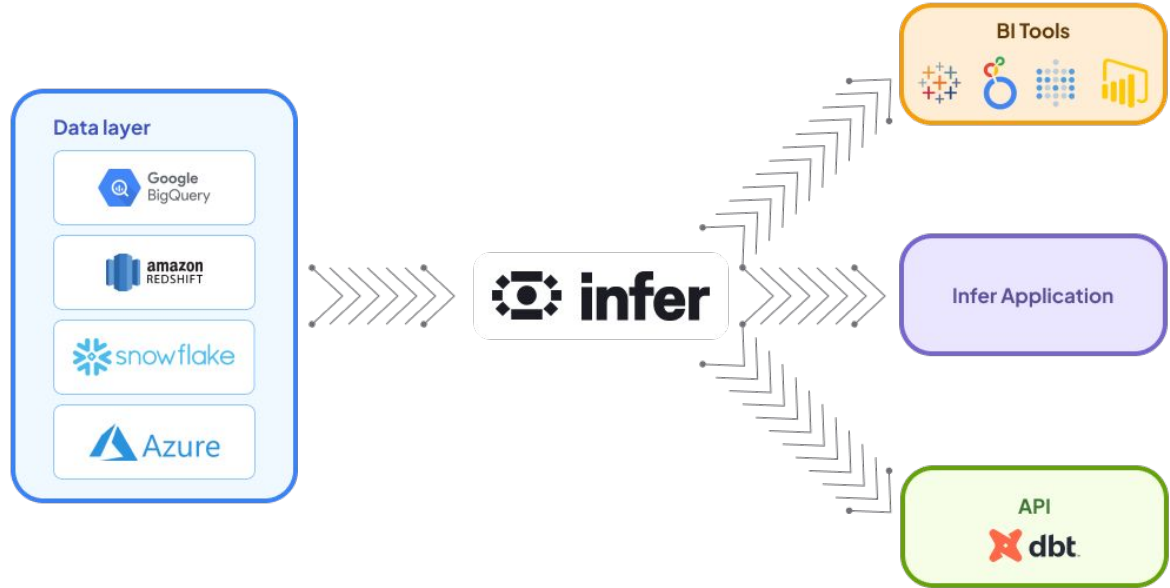
```
SELECT * FROM customer_feedback SENTIMENT(review)
```



ML Everywhere, Anywhere

Infer sits at the centre of your data stack, making ML analytics available everywhere.

It connects to your data warehouse, data pipelines, BI tools and downstream platforms.





SQL-inf Commands

Explainable Predictions

`PREDICT()`, `FORECAST()`, `EXPLAIN()`, `SHAP()`

Natural Language Analysis

`SENTIMENT()`, `TOPICS()`, `TRANSLATE()`

Similarity Methods

`SIMILAR_TO()`, `CLUSTER()`

Statistical Measures

`UPLIFT()`, `AB_TEST()`, `CORRELATION()`, `DESCRIBE()`



Secure by Design

- In-memory data processing and low persistence
- No Data Warehouse data is persisted
- All data encrypted to highest standards both at rest and in-transit
- Continuous Security Monitoring and Vulnerability Scanning
- Soc2 Type II Compliance in progress

