

Businesses accumulate tons of enterprise data and are increasingly interested in extracting value from the data. However, a lack of end-to-end data science and/or technology expertise, focused effort, or experience can create challenges.

Smartbridge's data science solution accelerator team can partner with your business and apply our deep knowledge of analytics and machine learning to quickly produce solutions for a variety of use cases within a 4 week timespan.

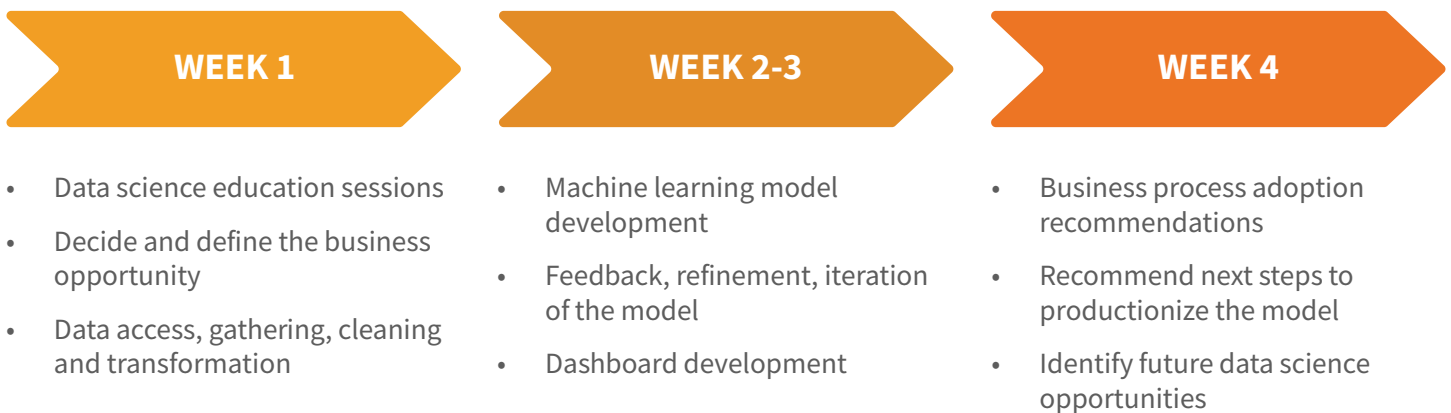
## OBJECTIVES

- Provide education around data science opportunities and the value creation
- Kick-start your journey to gain business value from your data
- Develop a proof-of-value solution in 4 weeks
- Layout future objectives to accelerate your business transformation

## DELIVERABLES

- Data Science model developed for the specific business use case
- Business recommendations
- Dashboard for solution outputs

## SMARTBRIDGE METHODOLOGY

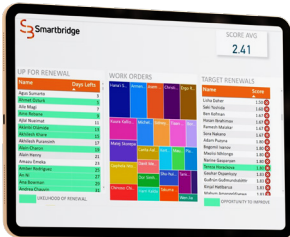


## QUALITY COMMITMENT

Smartbridge is your strategic partner in assessing, implementing and innovating around enterprise-level digital initiatives that create long-term efficiencies. An empathetic approach to understanding customer challenges is bred into the Smartbridge culture. We apply thought leadership and innovation to bring our customer's digital agenda to reality. We partner with customers in their journey from vision to adoption, and across the plethora of technology options available today.

Your digital differentiation is the key to your future success. Smartbridge is your partner for enhancing your digital maturity, creating a competitive advantage, and reducing friction

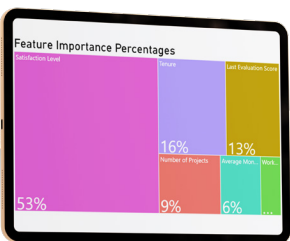
Here are some examples of use cases that can be selected to provide business value.



## CUSTOMER 360 POWERING PREDICTIONS AND ACTIONS

This kick-starter can help you unify your customer data from various enterprise systems, apply machine learning to identify business-driven outcomes, identify customers with revenue-generating potential, and assist you in prioritizing tasks based on actionable insights uncovered from your existing data.

[VIEW THE CUSTOMER 360 ARTICLE](#) 



## EMPLOYEE CHURN LEVERAGING HUMAN CAPITAL DATA

This people analytics solution enables organizations to intelligently leverage their human capital data in order to respond to the increasing challenge of employee churn preemptively with confidence. This kick-starter utilizes HR data such as employee satisfaction levels, average hours worked, tenure at the company, and of course: whether an employee resigned or not. We've reduced development time by abstracting otherwise manual data science tasks by using state of the art machine learning packages. The outcome of this kick-starter provides actionable insights for organizations to help employee retention.



## STORE HEALTH PREDICTOR MONITOR AND MANAGE ENTERPRISE ASSETS

With the Store Health Predictor, organizations in the service industry can quickly gain insights into the business risk a particular store may have. Leadership teams need the ability to have timely identification of these at-risk stores so they can take necessary actions to address the risk.

Various factors such as revenue, customer feedback, future store potential, and labor costs are combined into one monitorable solution using data science methods. This risk report can be used to provide actionable insights, predictions, and monitor results to minimize losses and increase overall brand success.