



# Lucent

Rediscover innovation with data

## OVERVIEW

### Dataware is a big data & AI firm on a mission to assist organizations gain deeper insights from data for strategic decision making on the go.

Leveraging our Lucent data enterprise platform and services gives our customers an opportunity to gain intimate understanding of their customer's needs and business risks to identify new opportunities that enable revenue growth.

Our platform enables a data driven environment by delivering insights to all users in the organization to make informed decisions.

#### What does Lucent do?

Lucent is an enterprise platform that enables organizations leverage data and artificial intelligence to gain deeper insights using data analytics and predictive modeling.

#### Why is Lucent important?

Organizations can easily analyze data across the organization and deliver key insights. Artificial intelligence gives a better chance of identifying profitable opportunities—or avoiding unknown risks.

#### Who is Lucent for?

Empowers businesses of all sizes, both technical and non-technical users to explore, visualize, communicate information, and make predictions in a “do it yourself” user-friendly platform.

## PRODUCTS

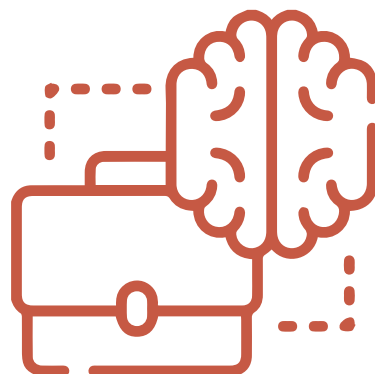
### Business Intelligence

#### Summary

Lucent BI automates report generation and visualization through interactive reports and dashboards for decision making.

#### Features

- **Reports**  
Gain in-depth insights by creating rich interactive reports with advanced filtering and visualization.
- **Dashboards**  
Monitor organization's health by providing a 360-degree view of important metrics in real time.
- **Forecasting**  
Allows users to predict future outcomes of performance metrics to facilitate strategic decision making.
- **Performance Metrics**  
Allows users to define specific goals and monitor the performance in real time against metrics.



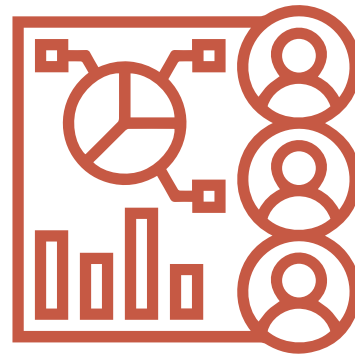
## Customer Analytics

### Summary

Lucent Customer Analytics is driven by machine learning and Analytics to better understand customers and facilitate business strategizing.

### Features

- **Customer Segmentation**  
Apply machine learning to group customers based on specific similarities to inform communication that maximizes value.
- **Customer Churn**  
Determine probability of losing customers or a group of customers.
- **Sentiment Analysis**  
Analyze customer sentiments from feedback or online media to understand needs.
- **Customer Lifetime Value**  
Measure average customer's revenue generated over their entire relationship with the company.
- **Next Best Offer**  
Leverage machine learning for target marketing and recommending or tailoring products and services.
- **Customer 360**  
Build a complete and accurate 360 view of each customer.



## Risk 360

### Summary

Machine Learning in risk management delivers lower operational, regulatory, and compliance costs and provide reliable credit scoring for credit decision-makers.

### Features

- **Credit Assessment**  
Apply artificial intelligence to assess credit risk.
- **AML**  
Analyze suspicious transactions, group, and prioritize based on risk levels for further action.



To learn more about Lucent, Dataware and other related solutions, please visit [datawareghana.com](https://datawareghana.com)