



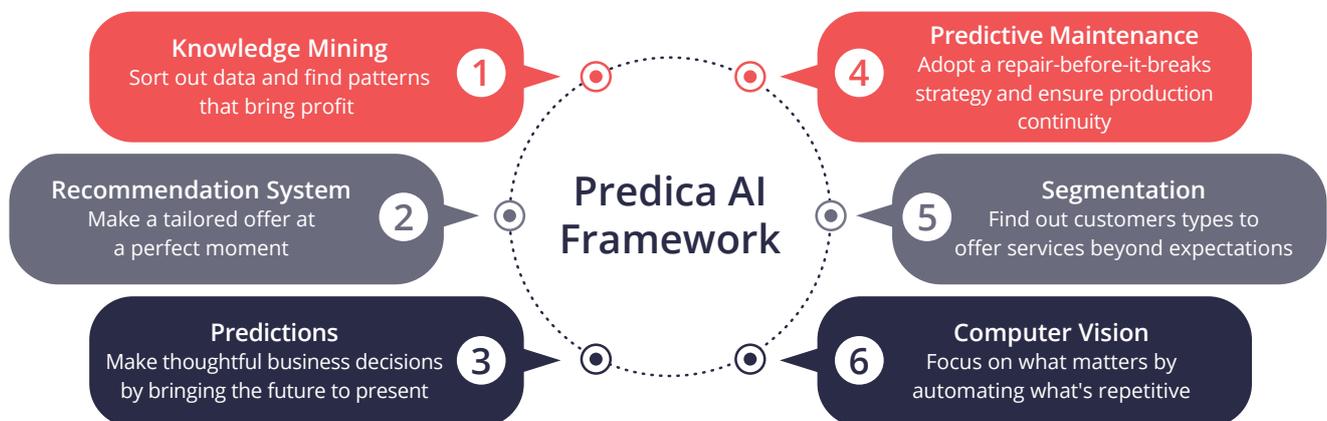
Advanced Analytics services on Microsoft Azure cloud



Data – your opportunity to take the lead

Your business potential is locked in the data you collect, and the key is putting it to work. With the right analytics solution, you can harness the power of that data and take your business to new heights.

You already have data. Now use it!



Stay relevant with the right technology

Reliable services on Microsoft cloud

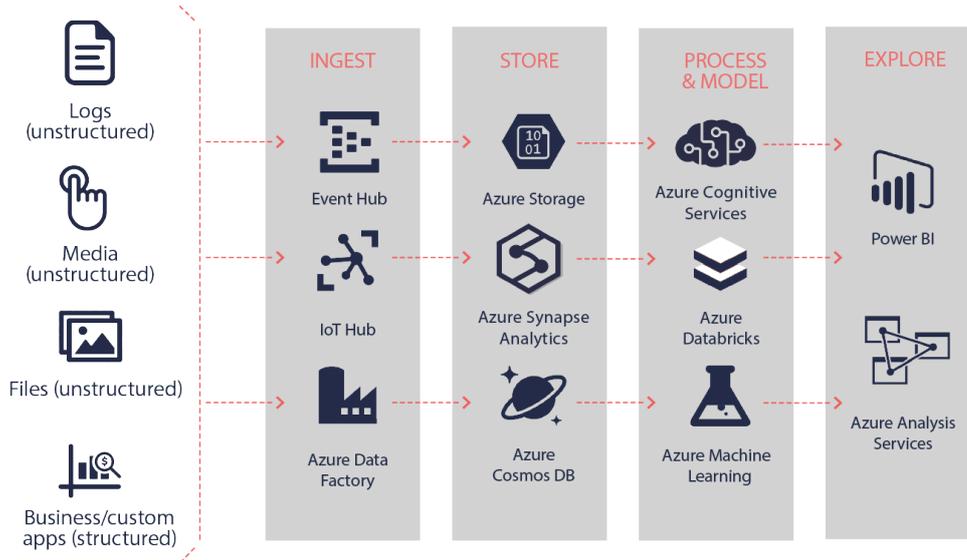
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How do we do it?

Based on multiple advanced analytics projects we established a framework which we use to tackle new problems.

Stages of Predica AI Framework		
Data integration and analysis 3 weeks - 3 months	Machine learning modeling approx. 1 month for 3-5 models	Data visualization 1 month for every 10 pages of reporting
Intergration of data sources such as CRM or data lakes	Model training	Multidimensional analysis
Data cleaning and feature engineering	Generating predictions	Data visualization in a BI tool
Statistical analysis and selection of variables used in modeling	Accuracy validation	Interactive dashboards and storytelling
	Confusion matrix analysis	
	Model tuning	

Our first choice when it comes to solving analytics problems is a range of Microsoft Azure services.



What are the results?

Thanks to AI our customers:

- have **increased** the accuracy of **planning by 20%**, which translated into millions of profits and savings
- **increased sales by 6%** thanks to better-targeted recommendations
- **speeded up** the process of analyzing documents by 6 hours
- **helped reduce costs** of marketing campaigns thanks to churn and customer scoring analysis

↑
20%

↑
6%

6h

↓
Costs

Book a free scoping call

And let advanced analytics thrive in your company

info@predicagroup.com

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