



# Azure Advanced Analytics Platform for Machine Learning

Elitmind for Business



Gold Data Analytics  
Gold Cloud Platform  
Gold Data Platform  
Gold DevOps  
Gold Datacenter

# Solution description

READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI

Based on many years of experience, we've built a ready-made solution based on the scaled Azure cloud platform for advanced analytics. It enables our client to exit from the standard many separate solutions into one, used for building and managing Machine Learning and AI models.



# Solution products

READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI

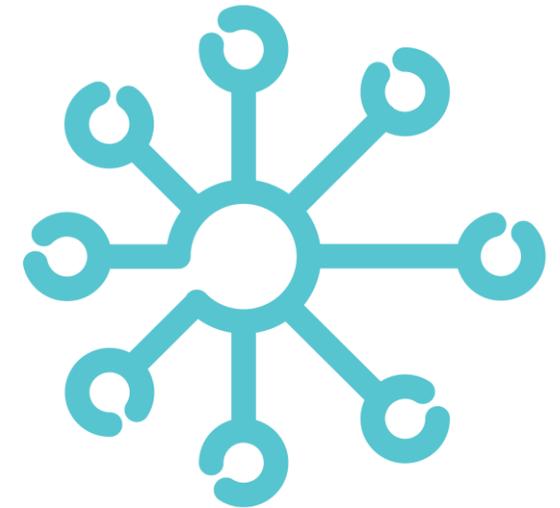
- Development of a **scalable environment architecture** for advanced analytics (ML / AI).
- **Implementing the solution** by making a Pilot of the selected Machine Learning model
- As part of the implementation, we offer:
  - data potential analysis
  - data preparation and purification
  - selection, development and testing of the model implementation and alignment (or support at the same time
- For an additional fee, **we can automate the entire environment** in terms of integration with domain systems.



# The most popular ML models

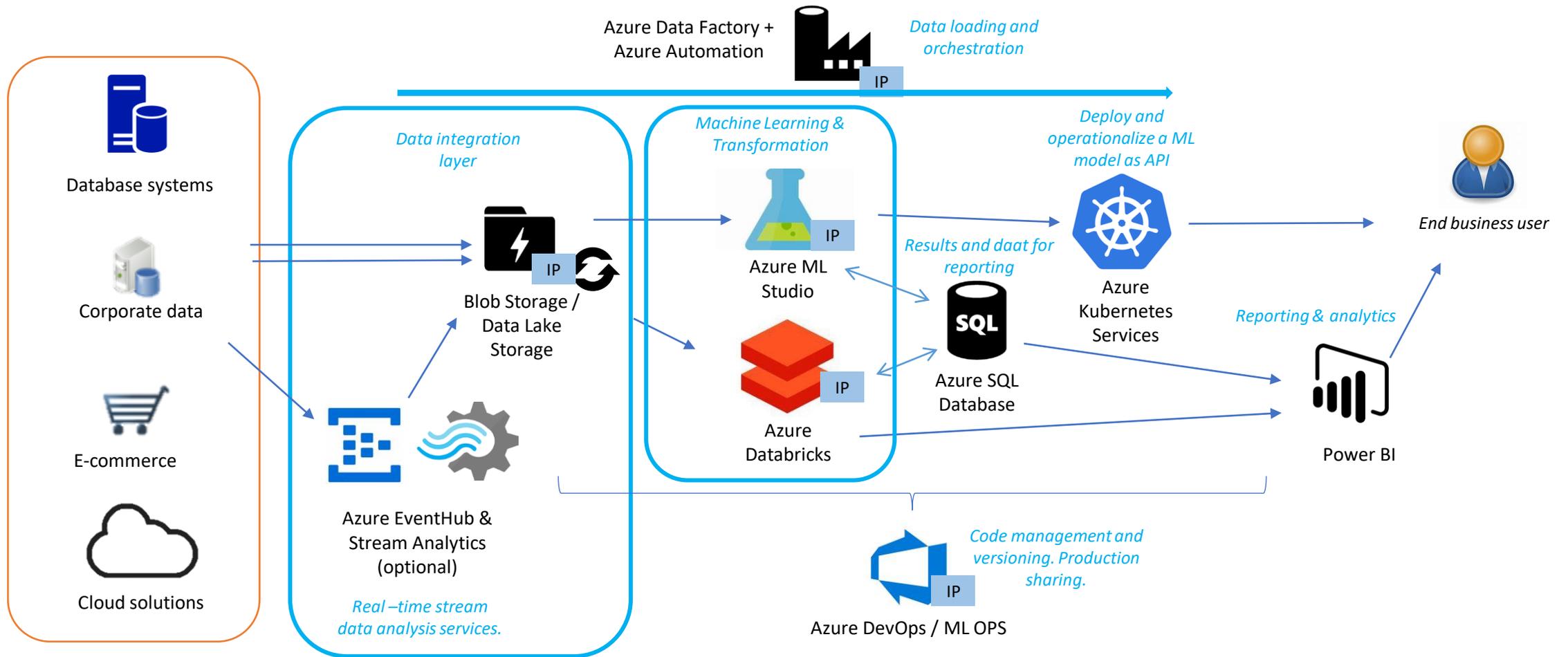
READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI

- **Customer segmentation** – what are the types of customers
- **Anti-churn** – which customers are likely to leave and how to prevent it
- **Recommenders** – what should be recommended to the customers based on their purchasing history
- **Sales forecasting** – how much will be sold
- **Price forecasting** – how much will energy, derivatives or products cost
- **Reviews analysis** – what is being said about products



# Architecture diagram

READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI



# Azure price simulation

READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI

Product components	Details	Monthly price \$ for up to 10 users
O365 Power BI Pro	9,99 \$ per User	99,9 \$
Azure services ( <a href="#">middle size</a> )	ADFv2, ADLv2, ADB/AMLS, ASQLDB	~3 000 \$
	Total	~3 100 \$

Product components	Details	Monthly price \$ for up to 10 users
O365 Power BI Pro	9,99 \$ per User	99,9 \$
Azure services ( <a href="#">large size</a> )	ADFv2, ADLv2, ADB, AMLS, ASQLDB, AKS	~5 000 \$
	Total	~5 100 \$

# Azure components

READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI

Cloud services interacting with IP	Cloud services that are hosting the IP	Data conn., data layers etc.	Security control etc.	User interfaces	On-premises conn. / integration
<ul style="list-style-type: none"> <li>• Event Hub</li> <li>• Stream Analytics</li> <li>• AKS</li> <li>• Power BI</li> <li>• SQLDatabase</li> </ul>	<ul style="list-style-type: none"> <li>• Blob storage / Data Lake Storage</li> <li>• Databricks</li> <li>• Machine Learning Service</li> <li>• ML Ops</li> <li>• Data Factory</li> </ul>	<ul style="list-style-type: none"> <li>• Data Factory</li> <li>• Azure Automation</li> <li>• VPN Gateway</li> <li>• Integration Runtime</li> </ul>	<ul style="list-style-type: none"> <li>• Data Factory</li> <li>• VPN Gateway</li> <li>• Integration Runtime</li> </ul>	<ul style="list-style-type: none"> <li>• Power BI</li> <li>• AKS</li> </ul>	<ul style="list-style-type: none"> <li>• VPN Gateway</li> <li>• Integration Runtime</li> </ul>

# How We Do



## Fast & Agile

- **Scrum** methodology with **Azure DevOps**
- **Faster and frequent delivery** of products to customer by integrative delivery
- **Less formalism** by using tools and developed practices



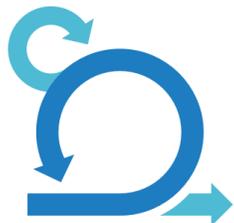
## Reliable Team of Experts

- **We deliver what we promised**
- Our **team is individually selected** to meet the needs of the project
- **95%** of consultants **Microsoft certified**
- **9 years of experience** on average



## Quality and Partnership

- We always **think strategically** and build **long term partnerships**
- We use our **frameworks** to make projects **predictable and measurable**
- We use **experience** to provide the **highest quality standards**



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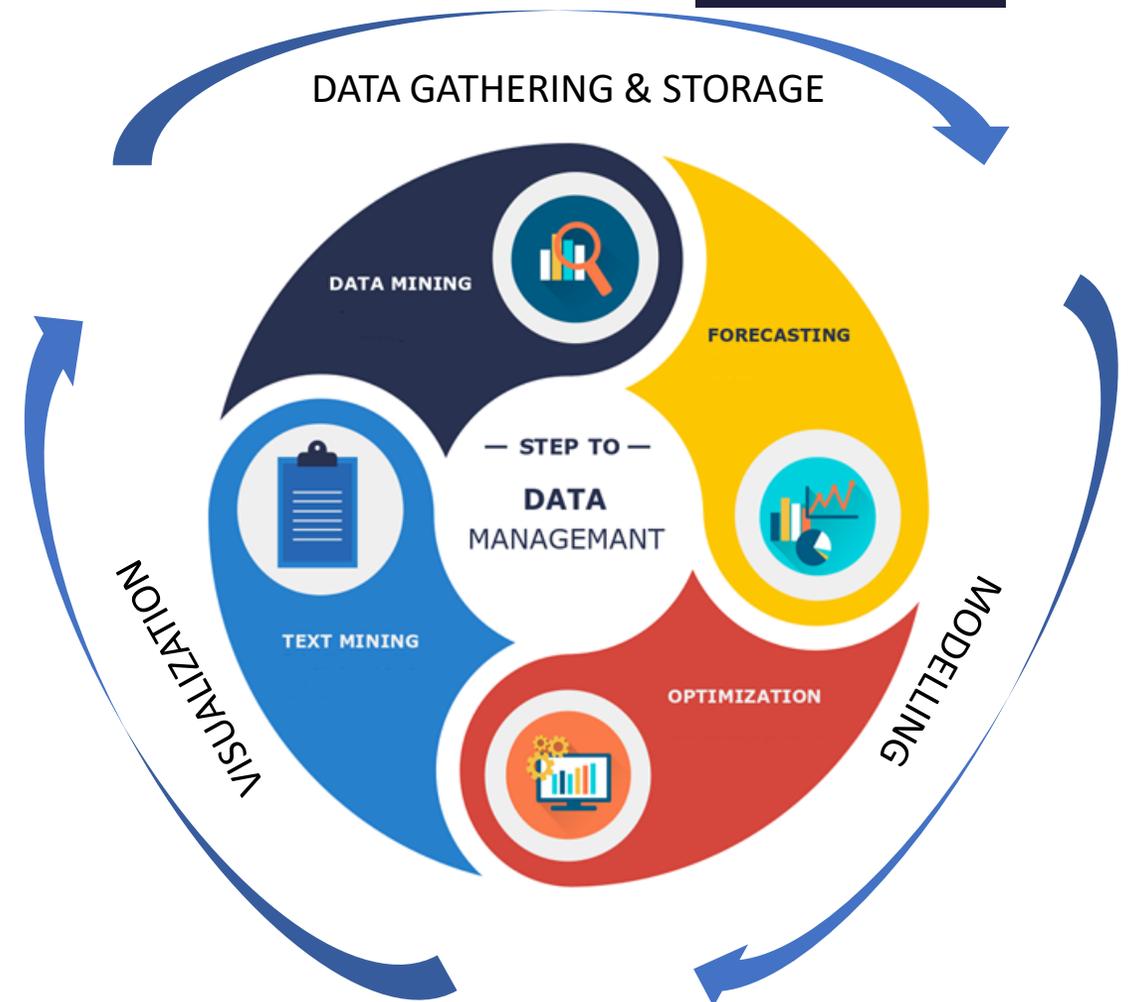
# Price & implementation approach

READY-TO-GO PRODUCT FOR MACHINE LEARNING & AI

- The implementation can be on a dedicated customer Azure subscription or an existing Elitmind Azure subscription (CSP). If it is not possible to separate a dedicated subscription, it is possible to use a dedicated Resource Group.
- **The implementation price includes:**
  - Fixed fee for Azure services (Azure fees statement)
  - Preliminary analysis & architecture described in the document with recommendations: 3 to 6 days (3 000,0 \$)
  - A fee determined after the initial analysis & architecture for adapting the finished elements to the client's requirements (2 to 6 weeks implementation).
  - Additional fees for T&E.

# Data science capabilities

- **Data Mining:** Big Data exploration including classification, prediction and clustering
- **Text Mining:** text pattern recognition, social media and email analysis.
- **Forecasting:** statistical modelling and econometric techniques for forecasting purpose.
- **Optimization:** state-of-the art economic methods, advance statistical analysis and mathematical optimization.
- **Data science in Organization:** processes, competences, data potential, priorities & ROI, awareness and inspiration.





# Marketing & Customer Analytics

Retail & E-commerce

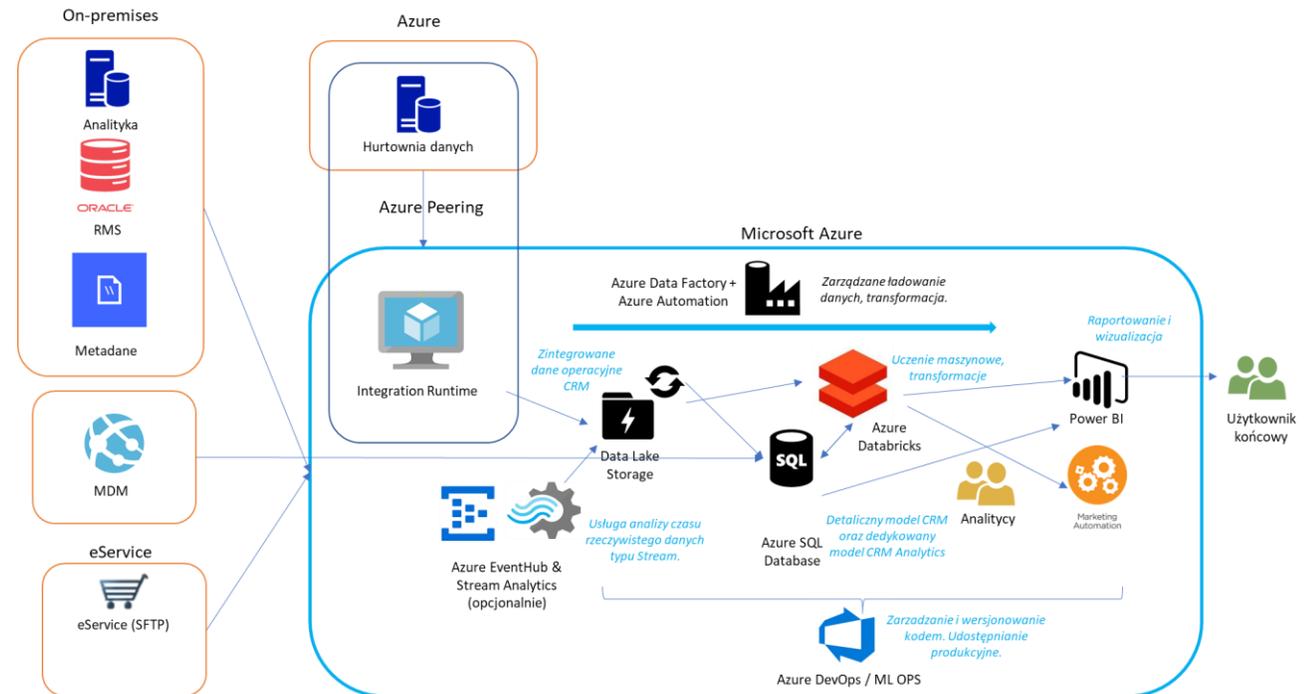


## CASE STUDY: Analytics Platform for Marketing

Problem: **manual** and **error-free** process of handling and preparing marketing campaigns.

Solution: **automatic** process of data integration from business systems and reporting campaign effectiveness in **near real time**, thematic **data warehouse**, **predictive** models for customer segmentation and churn analysis, **integration with marketing automation**.

Business Value: **time saving**, elimination of errors in reports, possibility of **immediate reaction** to problems in campaigns.



# Logistic & Customer Analytics

CASE STUDY: Anti-Churn Model

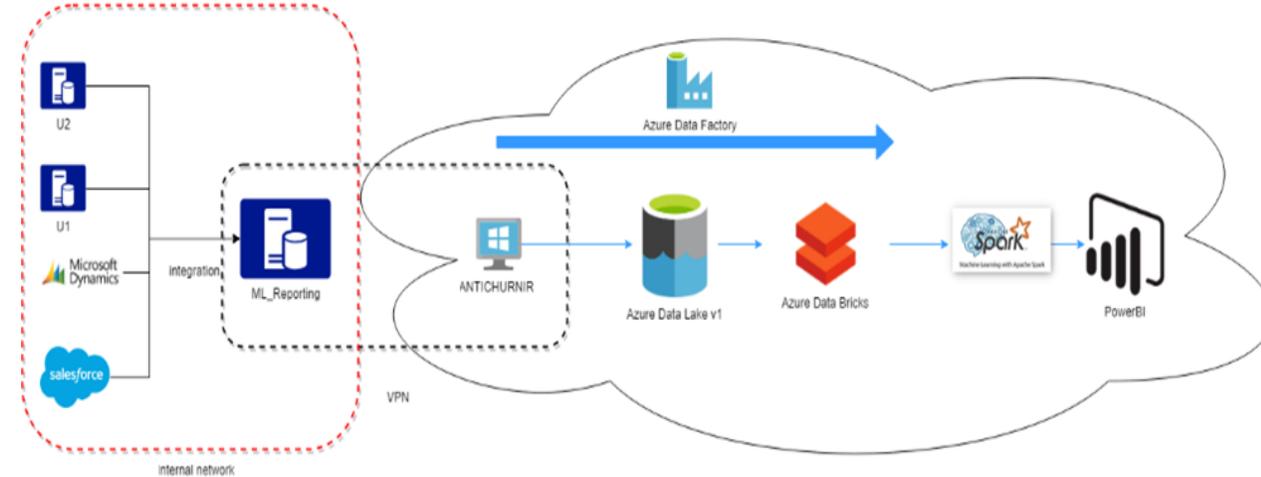
An international  
logistics company



Problem: uncontrolled process of **outflow of business customers.**

Solution: **Azure Machine Learning** hybrid model, based on boosted methods, black-box model - indicating risk-generating factors. 3 months project.

Business value: **Increasing revenue** by anticipating the possibility of quitting the services of a business client.





# Derivatives

## CASE STUDY: ENERGY RESOURCES SPOT PRICES FORECASTING

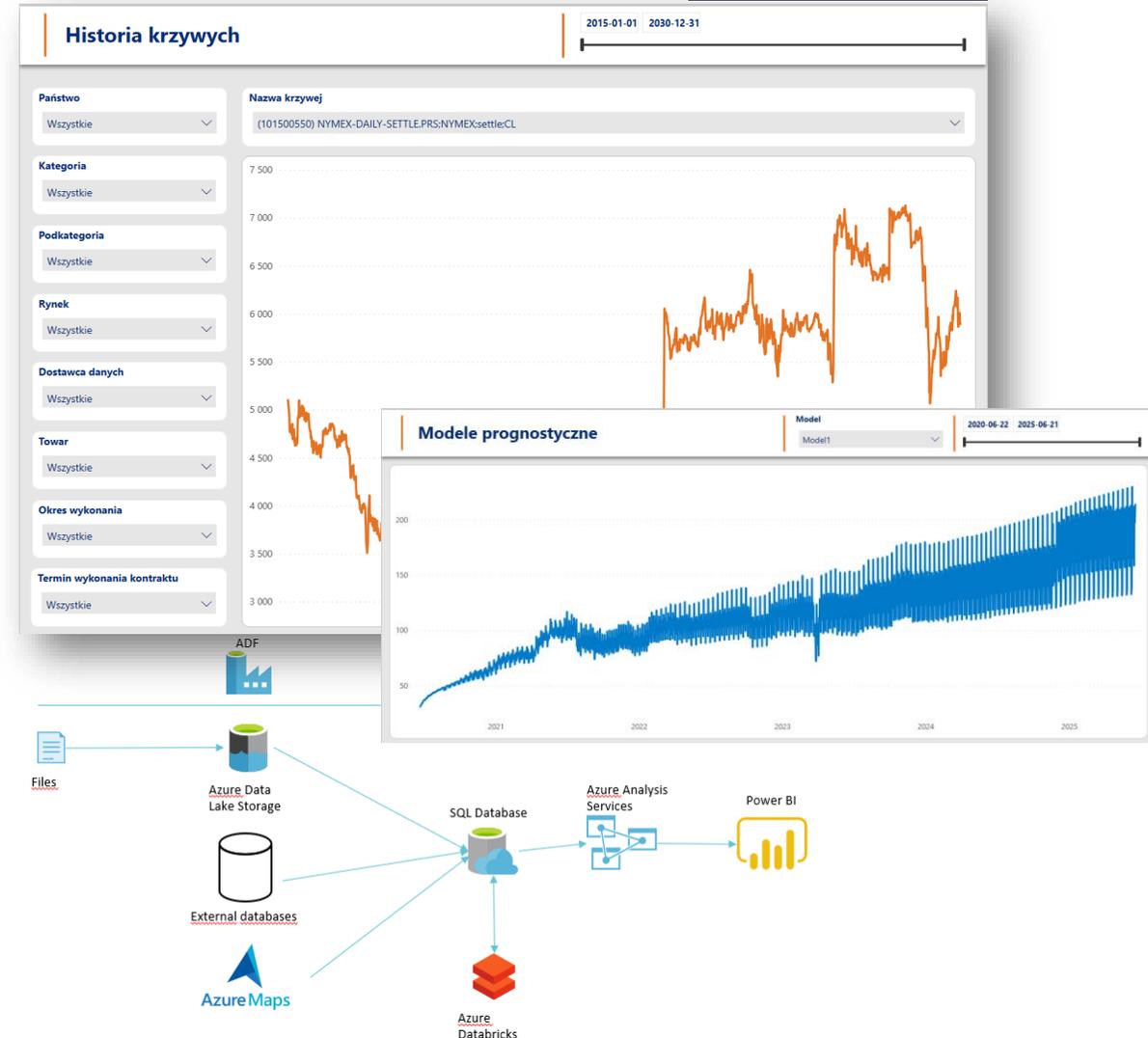
Energy company



Problem: **no easy accessible data** for making decisions on energy resources derivatives transactions

Solution: **analytical environment** and **prediction model** for spot prices, hybrid model combining short-term approach with focus on **accuracy** and long-term with focus on **interpretenability**

Business value: **better** investment decisions based on reports of spot prices predictions, **less than 5 %** error on average in short term



# About Elitmind



We **BUILD** the world of data for our Partners

- We **save time and money** by automating data processing.
- We **increase company efficiency** through tailor-made analyzes and reports and by adopting self-service analytics.
- We **build competitive advantage** by predicting the future based on the past.



# Selected Customers

The logo for elitmind, featuring a stylized sunburst icon above the word "elitmind" in a white sans-serif font on a dark blue background.The logo for ABB, consisting of the letters "ABB" in a bold, red, sans-serif font.The logo for Philip Morris International, featuring a crest with two lions and a shield, with the text "PHILIP MORRIS INTERNATIONAL" below it.The logo for Microsoft, featuring the four-pane Windows logo in orange, green, blue, and red, followed by the word "Microsoft" in a grey sans-serif font.The logo for Bank Pekao, featuring a stylized red horse head icon above the text "Bank Pekao" in a black sans-serif font.The logo for CCC Shoes & Bags, featuring the letters "CCC" in a large, bold, orange sans-serif font, with "SHOES & BAGS" in a smaller black font below it.The logo for Medicover, featuring a stylized blue figure with arms raised above the word "MEDICOVER" in a blue sans-serif font.The logo for DOZ.PL, featuring a stylized orange and blue icon followed by the text "DOZ.PL" in a bold, orange sans-serif font.The logo for plus, featuring the word "plus" in a green sans-serif font followed by a small red and blue icon.The logo for VECTRA, featuring the word "VECTRA" in a blue sans-serif font.The logo for PCM Procardia Medical, featuring the letters "PCM" in white on a blue square background, with "procardia medical" in a smaller white font below it.The logo for LOT Polish Airlines, featuring the text "POLISH AIRLINES" in a small font above the word "LOT" in a large, bold, blue sans-serif font.The logo for Miasto Stołeczne Warszawa, featuring a red shield with a crown and a figure, with the text "MIASTO STOŁECZNE WARSZAWA" to its right.The logo for Poczta Polska, featuring a stylized red and yellow icon above the text "Poczta Polska" in a white sans-serif font on a red background.The logo for makro, featuring the word "makro" in a bold, yellow sans-serif font on a dark blue background.The logo for dpd, featuring a red 3D cube icon followed by the text "dpd" in a black sans-serif font.The logo for IBA Bioton, featuring a stylized blue and white icon above the text "IBA BIOTON" in a blue sans-serif font.The logo for DigitalCare, featuring the word "DigitalCare" in a teal sans-serif font.The logo for SKANSKA, featuring the word "SKANSKA" in a bold, blue sans-serif font.The logo for Kompania Piwowarska, featuring a stylized brown icon above the text "KOMPANIA PIWOWARSKA" in a brown sans-serif font.The logo for dynatrace, featuring a stylized icon with green, blue, and purple squares followed by the text "dynatrace" in a grey sans-serif font.The logo for B2 Holding, featuring the text "B2 HOLDING" in a blue sans-serif font, with the "2" in red.The logo for KAN, featuring the letters "KAN" in white on a blue square background.The logo for wonga, featuring the word "wonga" in a blue sans-serif font.



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## Digital Advisors & Founders



[Radoslaw.Kepa@elitmind.com](mailto:Radoslaw.Kepa@elitmind.com)  
Phone: +48 505 191 532



[Robert.Wozniak@elitmind.com](mailto:Robert.Wozniak@elitmind.com)  
Phone: +48 605 269 855

## Chief Technology Officer



[Pawel.Potasinski@elitmind.com](mailto:Pawel.Potasinski@elitmind.com)  
Phone: +48 501 626 668