Kurvv

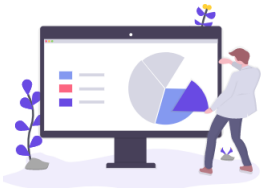
Machine Learning Anyone Can Use

What is Machine Learning?

Machine learning (ML) is a subset of Artificial Intelligence and is a scientific study of algorithms and statistical models that computer systems use to perform a specific task without using explicit instructions, relying on patterns and inference instead

Simply: ML are automated algorithms that helps find patterns in data at scale and learns off historical data.

What Are Some Practical Applications for Machine Learning?



Because Machine Learning can be used to find patterns, Kurvv helps clients find and bucket their customers into groups that predict the future value of those customers or recommend products. Here are some quick examples:

1. **Predict** which of your customers will be high/medium/low value in the future using your historical data.
2. **Recommend** Products to similar customers. Think Netflix's recommendations.
3. **Analyze anomalies** in your data for incident detection at scale. Think fraud detection.
4. Find which attributes of your customers **influence a future outcome**. Think: Do customers over 60 book more travel?

How Do I Get Started with Kurvv?

We're currently in Alpha/Pilot. So just reach out to us at Yo@Kurvv.ai. We'll add you to our pilot and reach out on how to get started.

What Our Customers Are Saying:

"Kurvv helped me see the value that I had sitting in my data, that I hadn't even tapped into, yet. Kurvv analyzed our historical customer profiles and found those who had churned out of business with us. With that list, we ran a targeted email campaign and were able to get bookings for our hotel within hours, re-activating those customers. Kurvv is the best!"

Jesse Boyd
Director of Development, Bavarian Lodge

"We sort of knew the data we had was valuable but didn't have the knowledge or resources to sufficiently explore deeper. Kurvv provided exactly what we needed. A super easy way to learn how to use our data for our business"

Hyungsoo Kim,
CEO/Founder, EONE Timepieces Inc