



# Data / Analytics / Machine Learning

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# CraftingData Provides



Data



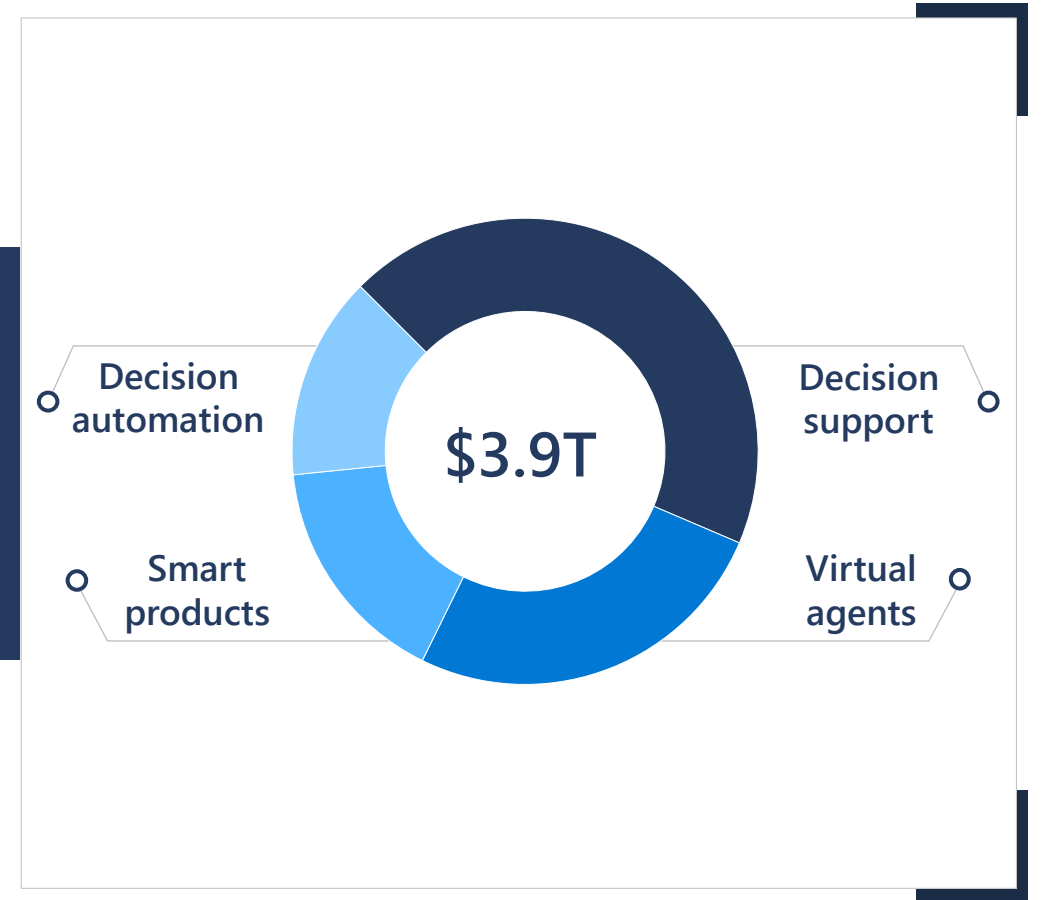
Analytics



Machine Learning

# AI partnered with analytics represents a growing opportunity

Global business value derived from AI in 2022 will reach



"Forecast: The Business Value of Artificial Intelligence, Worldwide, 2017-2025", Gartner, April 2018.



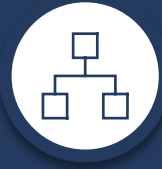
# How companies are transforming through Data



Serving business users and end users with **intelligent** and **dynamic** applications, based upon an actionable **Data Strategy**



**Build a unified and usable data pipeline**



**Train ML and DL models to derive insights**



**Operationalize models and distribute insights at scale**



# Insights is a journey



**What happened?**  
Reports

**Why did it happen?**  
Interactive Dashboards

**What will happen?**  
Predictive Models

**What should I do?**  
Recommendations & Automation

**Insight**

# Intelligent solutions enable differentiation

Combine the power of analytics with the intelligence of AI



## Personalized

Personalize customer interactions to deepen engagement



## Insightful

Improve insights to better predict outcomes



## Efficient

Optimize operational efficiency

# Differentiation through personalized interactions

Personalize customer interactions to deepen engagement



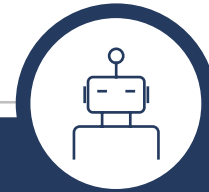
Deepen engagement by predicting outcomes and automating actions

Personalized



Employ AI with cognitive understanding that deepens context and understanding over time

Insightful



Automate routine problem solving by employing intelligent bots and personal digital assistants



Engage customers with predictive and personalized responses

Efficient

# Differentiation through improved predictive insights

Powerful insights to better predict outcomes



Act proactively with insights that detect patterns from processing massive volumes of data

Personalized



Drive innovation from insights to engage customers, empower employees, and transform business solutions

Insightful



Accurately analyze customer behavior to recognize trends

Efficient



# Differentiation through operational efficiency

Optimize operational efficiency through intelligence, trust, and flexibility



Improve performance by gleaning more from faster, more accurate insights and predictions

Personalized



Ensure control over your data while meeting compliance requirements

Insightful



Reduce time to value and maximize existing investments

Efficient

# Innovate across your business



## OPERATIONS

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Predictive maintenance  
Demand forecasting  
Operational efficiency  
Inventory optimization  
Operations anomaly insights  
Quality assurance  
Connected devices and smart buildings  
Supplier and spend insights



## MARKETING

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Personalization  
Customer insights  
Churn analytics  
Dynamic pricing  
Product innovation  
Marketing optimization  
Product recommendation



## FINANCE

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Finance forecasting  
Fraud management



## WORKFORCE

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Employee insights  
HR insights  
Resource matching and planning



## SERVICE

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Intelligent contact center  
Patient care and healthcare analytics



## SALES

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Intelligent contact center  
Patient care and healthcare analytics