

# Customer360: Data and Business Intelligence Revolution

Data Mind is a data science and machine learning company founded in 2009. We use various analytical methods and tools, including deep learning to deliver high-value projects with transparent and reusable code, to save your costs, increase your profits or equip you with information. We provide model deployment and consulting services.

## What we offer

Data Mind's Customer360 is a journey with you from an initial idea to implementation.

We collaborate closely with your team to identify the most profitable areas in your data. Our phased approach includes preparing basic analyses, sample POC models, and comprehensive workshops introducing data science's transformative power. As we progress to more complex models, such as customer behavior, logistics and next-best-offer, our Azure-based solution adapts to offer top conversion rates, accurate predictions and clear recommendations.

With Data Mind, you get a reliable partner committed to ensuring a smooth implementation, on the Azure cloud including data integration, dashboards and predictive models.

Get in touch with us:

Data Mind s.r.o.

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## What our customers are saying

Data Mind is a part of our team, bringing expertise in working with customer data, processing it, and utilizing it in practice.

– Jan Černý, Manager  
Customer Intelligence,  
Philip Morris ČR

Our solution included Reports and Business Intelligence (BI), Analysis of customer data and products, Marketing analyses, Web analytics, Data Science

## Why work with us?



**Custom Solutions:** We provide tailored ML models and BI dashboards for your business needs.



**Agile Process:** Our development process is quick, iterative with continuous refinement.



**Seamless Integration:** We assure smooth implementation into your systems with Azure.



**Data-Driven Growth:** You will be able to make empowered decisions with predictive insights and analytics.



**Technical Expertise:** We specialize in marketing ML models, customer segmentation, predictive analytics, and interactive dashboards.

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## Meet our experts



**Jan Matoušek:**

Data scientist, data geek and project manager. He worked on projects such as mobile operator customer segmentation, evaluation of marketing activities and specializes in data mining and data science.

**Johana Vohanková:**

She is proficient in data and marketing analysis and she also deals with customer segmentation, creating affinity models, loyalty programs, customer value analysis.



**Lenka Čvančarová:**

In the course of her professional experience, she has created, complex reporting infrastructure, ETL infrastructure including its subsequent optimization and various analytical models.

By understanding your unique needs and leveraging Azure's capabilities, we ensure that Customer360 by Data Mind becomes a cornerstone of your data-driven decision-making process, driving growth and creating competitive advantage for your company.

## Turn your data into profit with us!