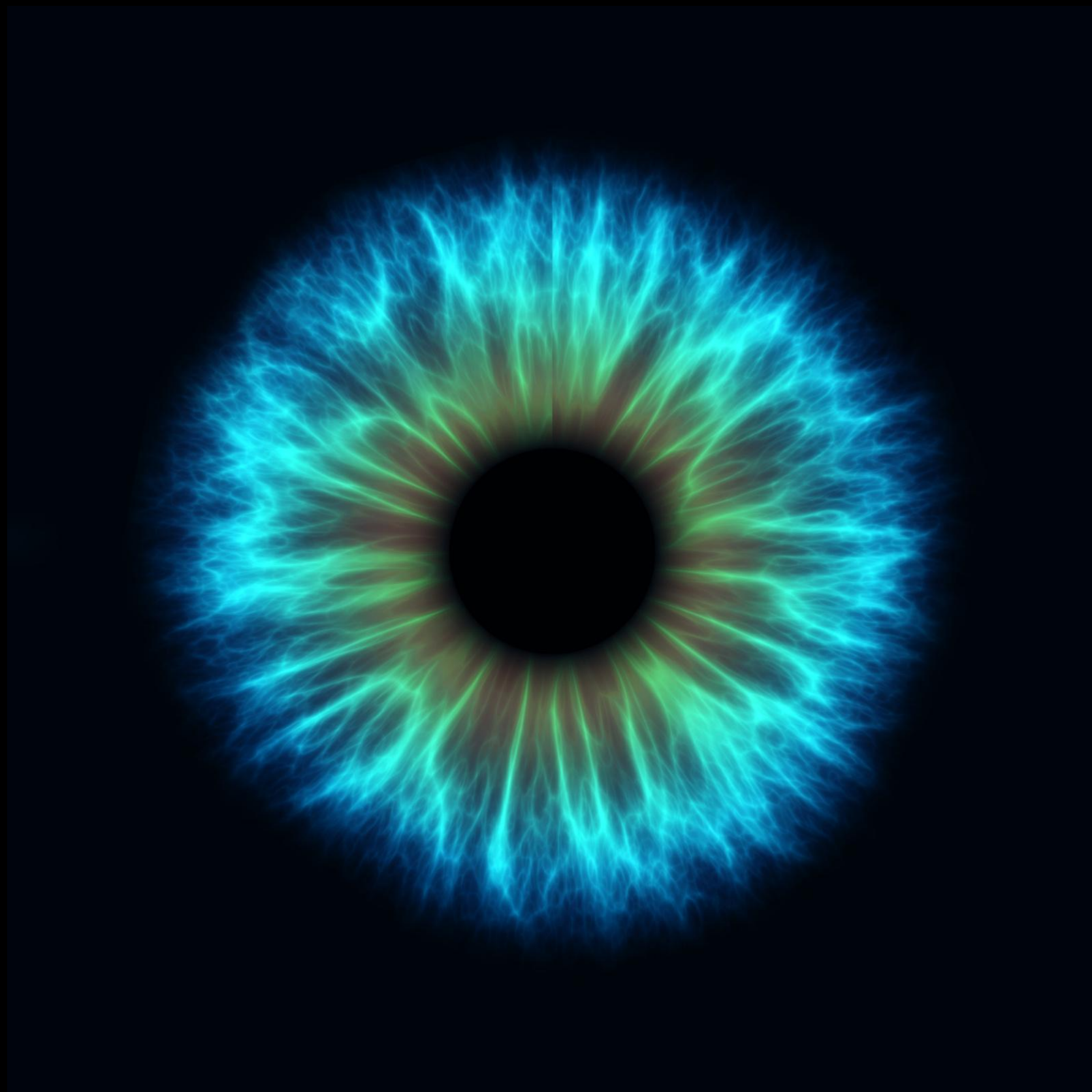




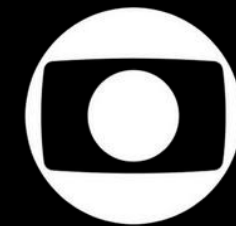
grão
Inteligência

We've been
in the market
since 2012

And partners
of  **sas**
for almost 10 years



With
+60 clients
served



across diverse **segments** of operation

Retail

Consumer
Goods

Services

Banks

Insurance

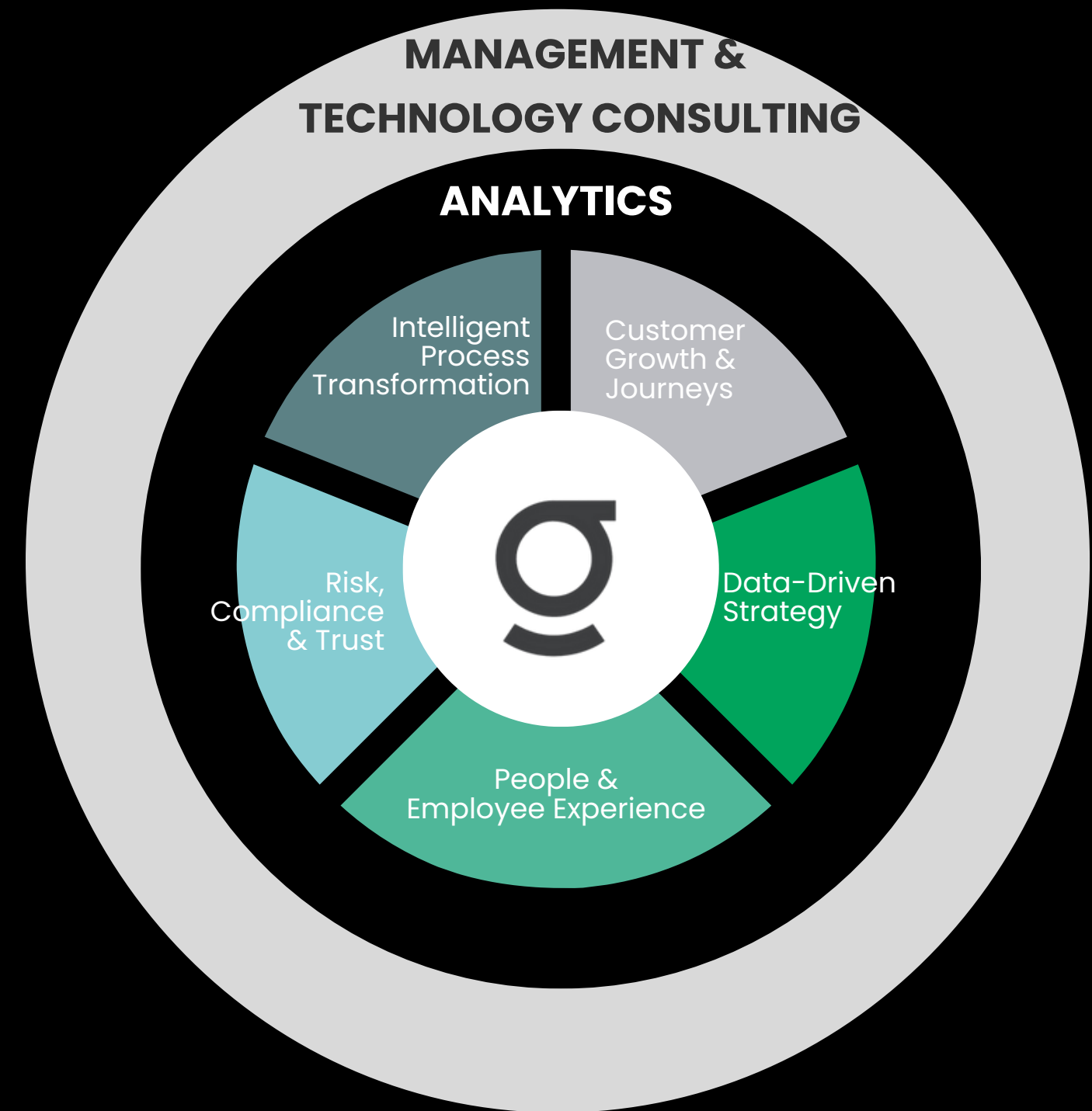
Telecom

Mining

Manufacturing

Utilities

**Broad and
complete operation
through
end-to-end
deliveries
and technology as
the guiding thread**



Our execution dynamic
forms a
STRUCTURED JOURNEY
starting from the activation
of DataLab Grão, boosting
the generation of insights
and the agile application of
solutions.





**The Data Lab Grão
STRUCTURES AND
ACCELERATES**

**the implementation of the
solution with more agile,
consistent and high-value
deliveries for the business.**



**And how does the
DataLab Grão
work?**

Diagnosis & Process Consulting

↕ *Hypothesis Testing*

DataLab Grão Inteligência

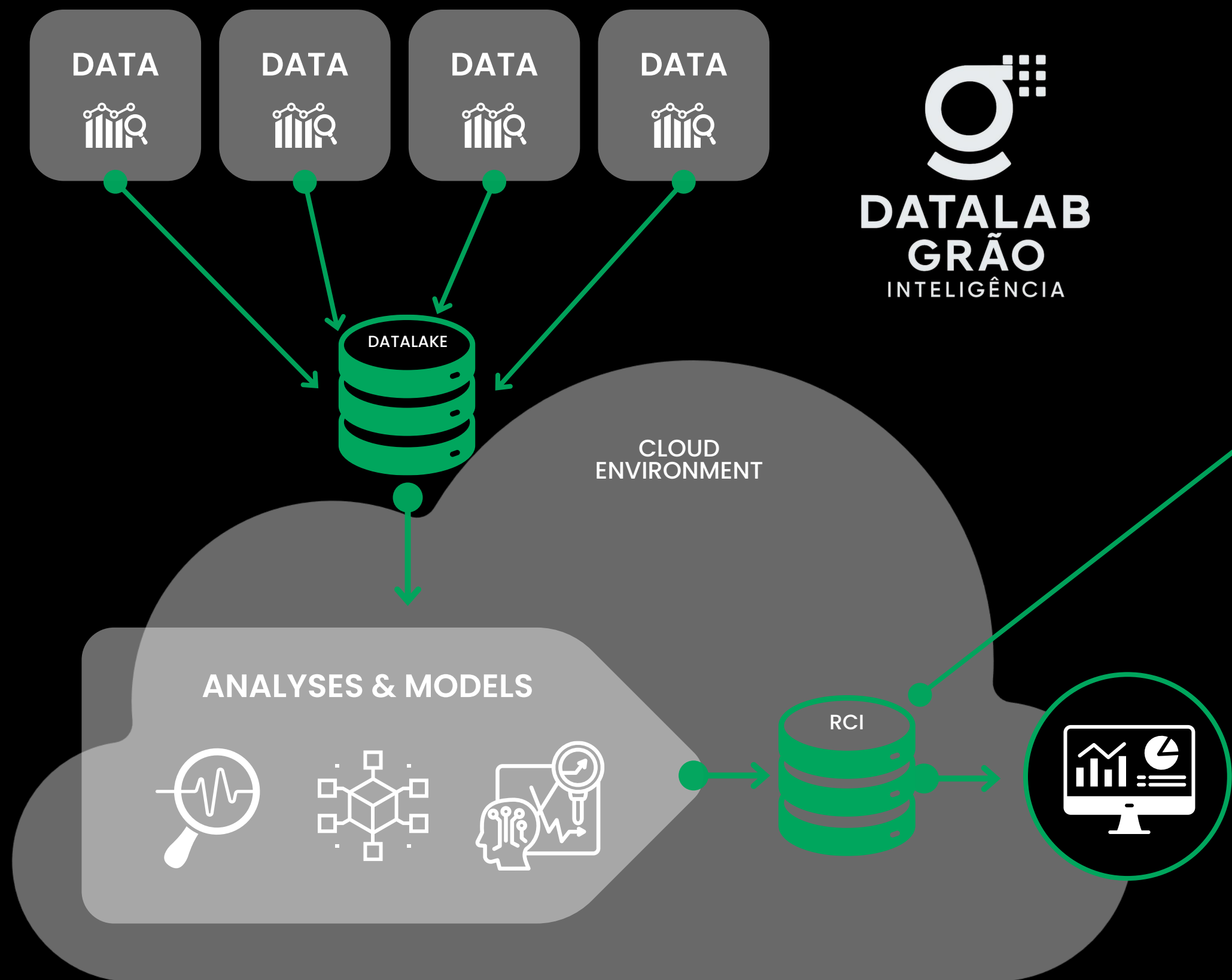


DIAGNOSIS



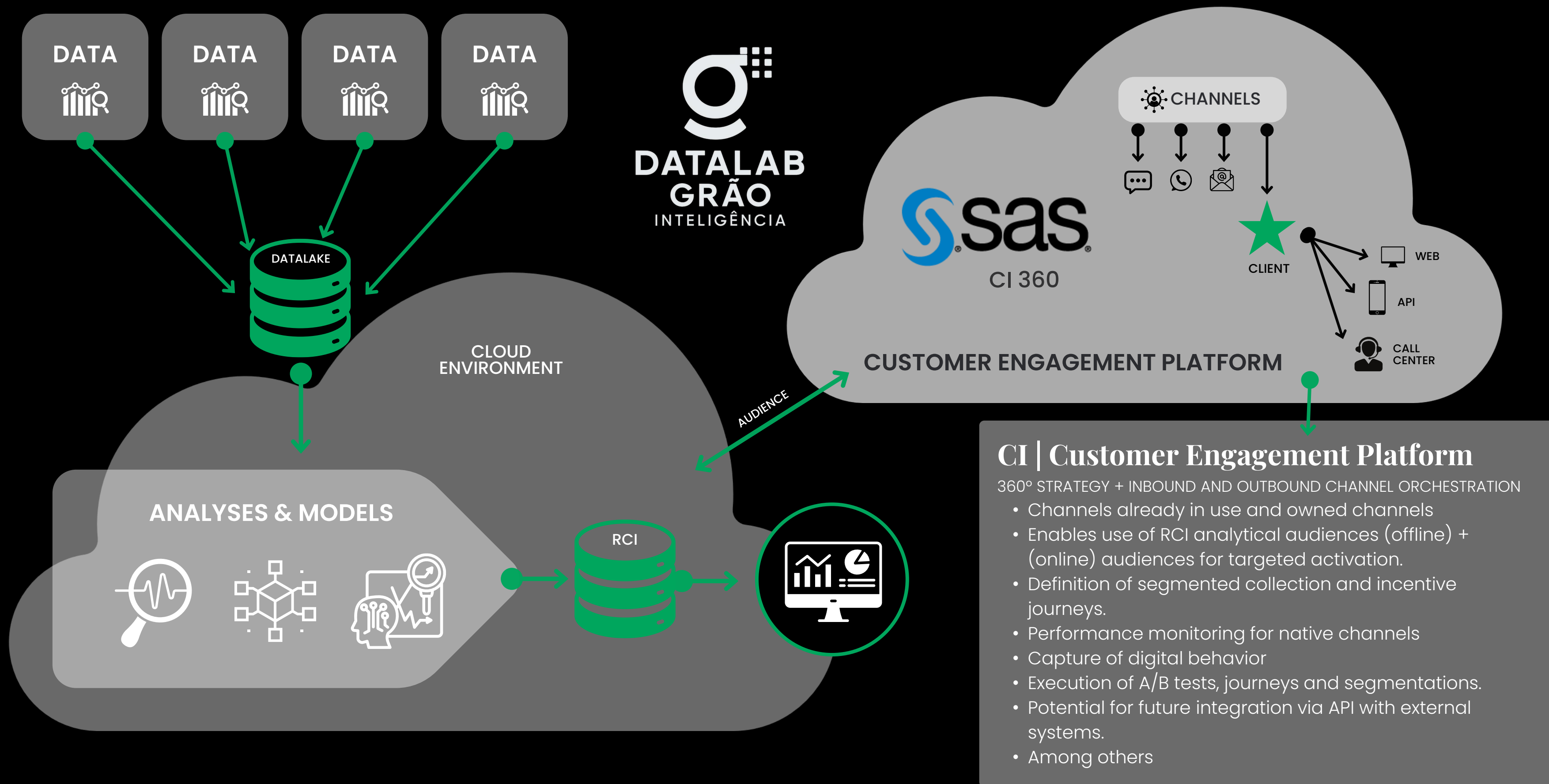
**PROCESSES &
ANALYTICS**

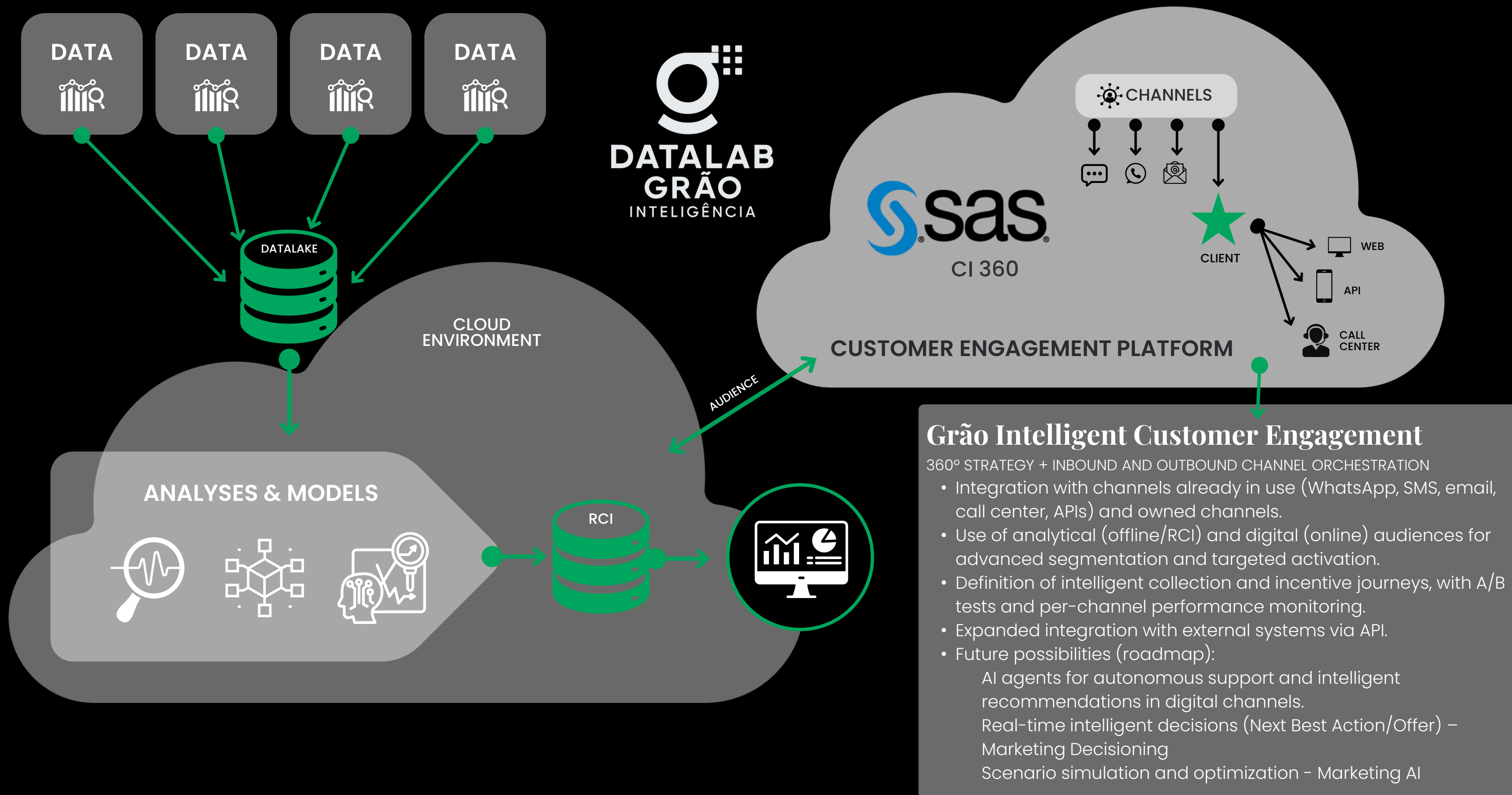
INSIGHTS

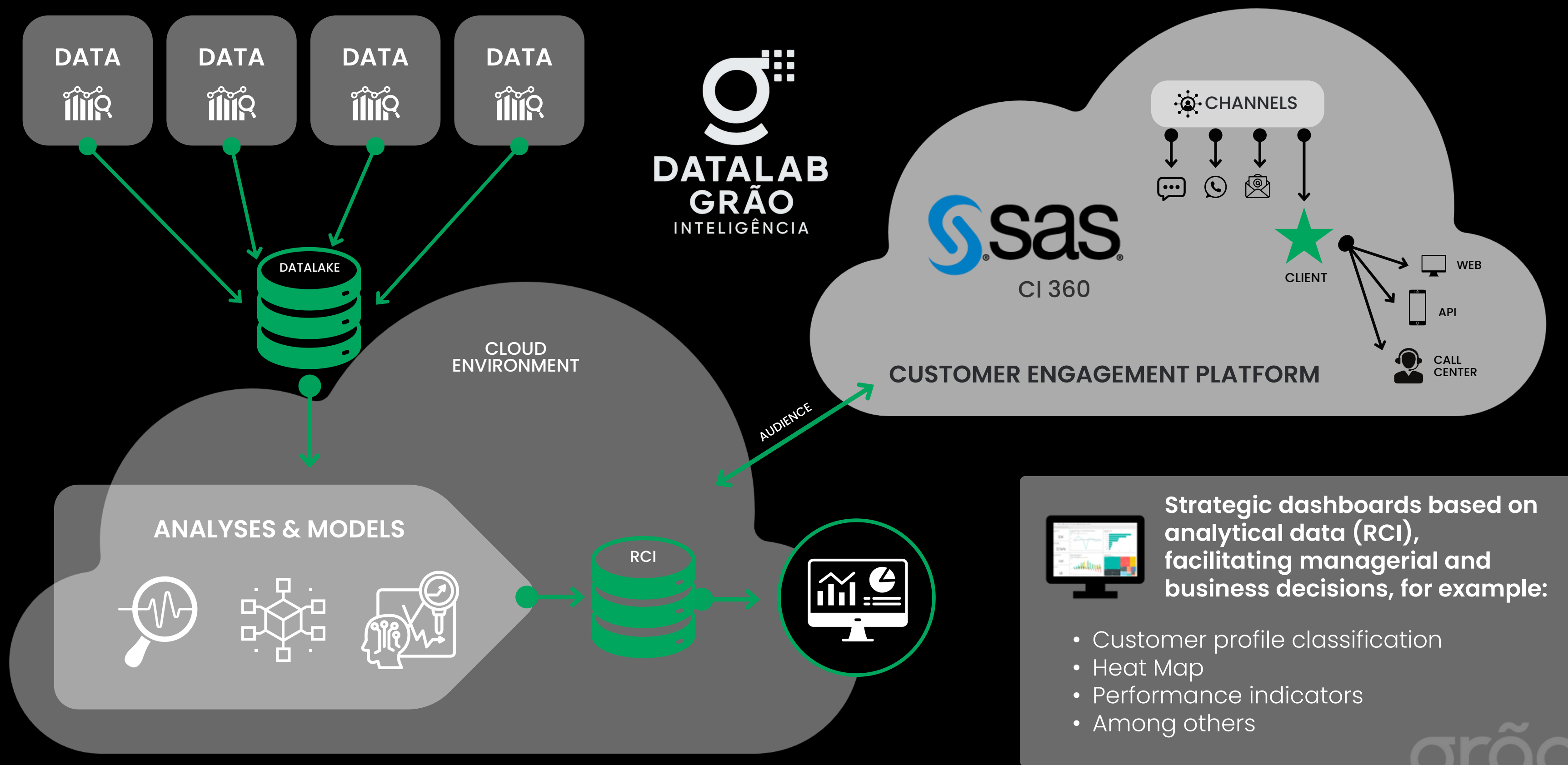


RCI | Strategic Analytical Layer

- Analyses for decision-making with predictive and strategic vision
- Actionable insights for immediate action and future planning
- Development of analytical and predictive models (ML) based on promising hypotheses
- Among others







Case Application

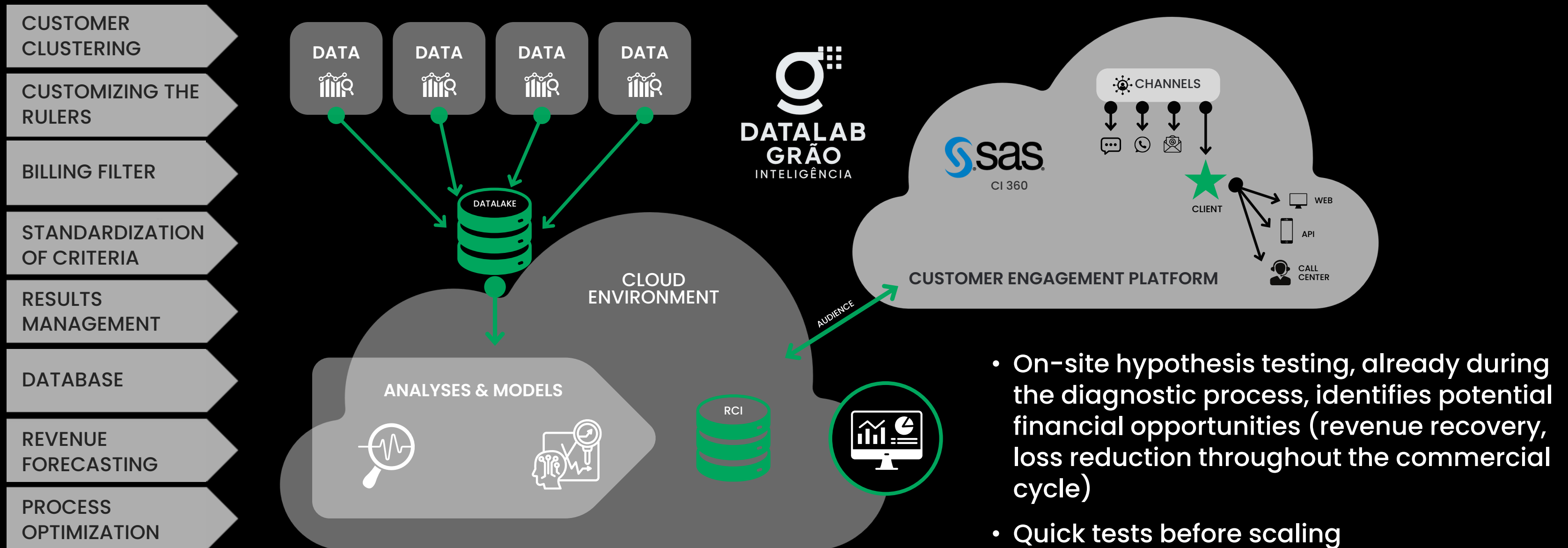
Revenue Management Cycle

The application of DataLab alongside a process diagnosis enables a SYNERGISTIC APPROACH, expanding operational control, decision accuracy and the continuous generation of value throughout the entire revenue cycle.



Case Application

Revenue Management Cycle



Fraud Prevention

- Compliance
- Internal audit
- Money laundering

Competencies:

- *Data analysis: interpretation, compilation, querying, statistical definition, load monitoring, etc.*
- *Parameterization, development, configuration, automation:*
 - *Predictive modeling*
 - *Anti-fraud rules*
 - *Anomaly monitoring rules*
 - *Calculation development (e.g. risks)*
 - *Deterministic rule development*
 - *Rule engine customization*
 - *Alert creation*
 - *Exception report creation*
 - *Script automation*
 - *Dashboard creation*
 - *Workflow creation*
 - *Among others*

Risk Assessment

- Risk Modeling
- ALM / Market Risk
- Automation and orchestration of the process and data entry (IRM + RGF)
- IFRS17

Competencies:

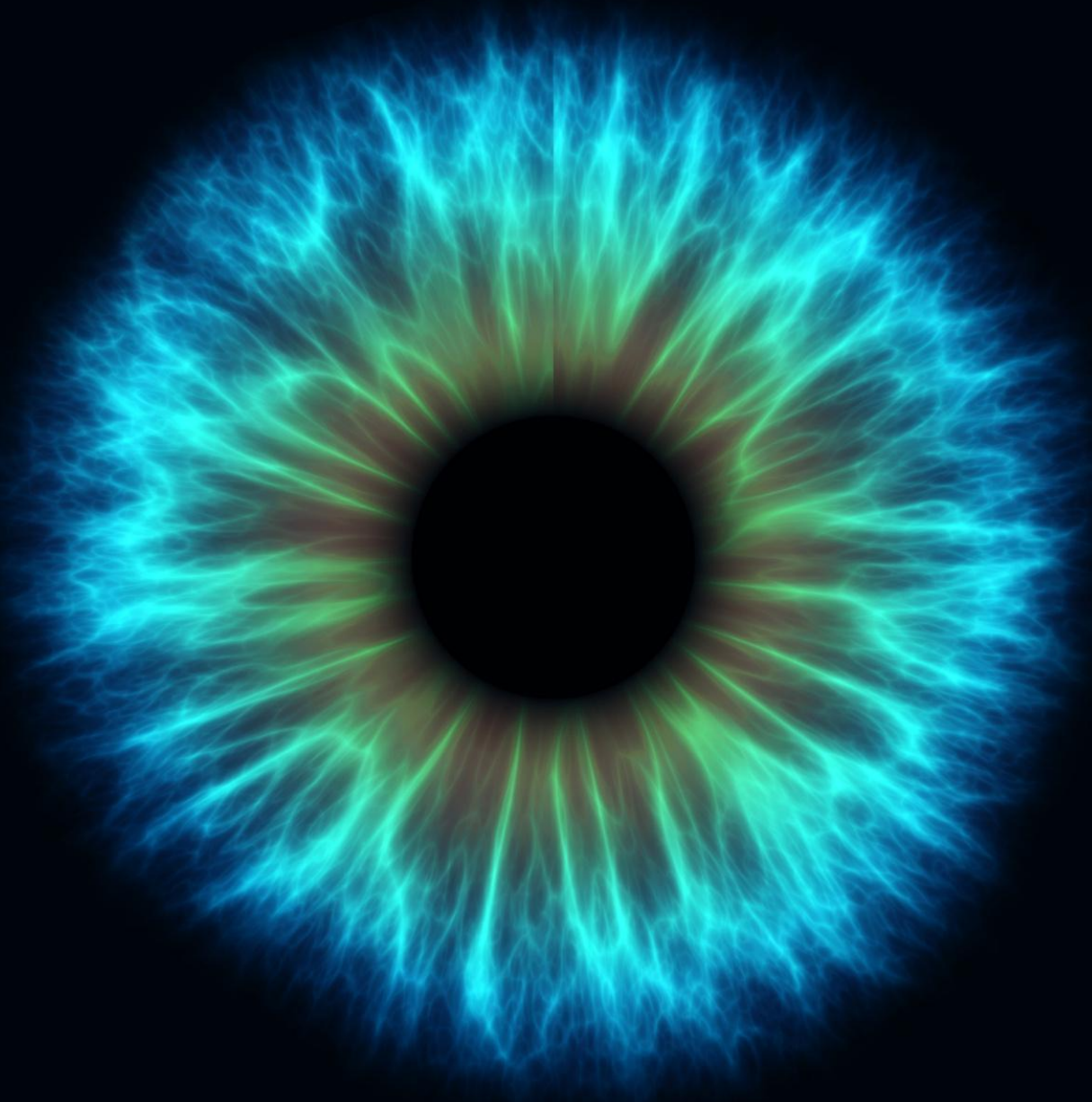
- *Process mapping, design and documentation, improvement recommendations*
- *Data modeling*
- *Functional risk specification*
- *Calculation customization*
- *Market risk mapping and regulatory framing*
- *Technical specification and documentation*
- *Dashboard creation*
- *Data integration*
- *Interface creation*
- *Managerial and project management reports*
- *IFRS17 specialization - generation of financial statements, income statement and balance sheets, etc.*
- *Among others*

Customer Intelligence

- Structuring: customer journey automation + on/off integration
- Prospecting: acquire new clients
- Monetization: acquisition propensity
- Retention: client retention
- Loyalty: client retention

Competencies:

- *Customer Data Analysis*
- *Rule parameterization*
- *Process automation*
- *KPI management*
- *Data integration*
- *Predictive Modeling*
- *Segmentation and Personalization*
- *Customer Relationship Management (CRM)*
- *Solution architecture*
- *Agile Methods*
- *Among others*



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contato@graointeligencia.com.br

www.graointeligencia.com.br