



The company specialized in big data and machine learning, that offers cognitive engineering solutions to digital operations.

# OUR SECRET IS CONTEXT INTERPRETATION

People hopes to get more results and receive relevant informations, offering less and less inputs, many times just telling only one phrase or even only one word.

In summary, they say:

**"Don't waste my time, you should know exactly what I want!"**

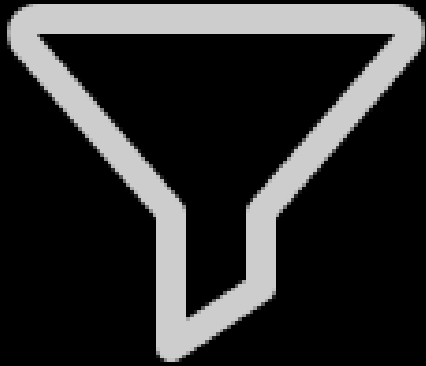


# PRODUCT CLOUD

Intelligence applied to product structuring and online retail sku's. Tools to catalog, register, enrich, monitor and business metrics.

# Advanced Filters

The Advanced Filters tool, in general, process structured and unstructured data to extract product characteristics in its standard form. Basically, it is a more eficiente way to show the digital interfaces when applied to the consumer's mental model during the search for a specific product.



- ✓ Automatic and continuous processing of offers, structuring them in a relevant and strategic form;
- ✓ Easily navigation because the offers are enriched with standard filters;
- ✓ Minimization of operational costs due to the reduce of manual effort to building Tags and Filters;
- ✓ Improved of the customer experience (time spent).