Configure Intelligence

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Do you deal with large quantities of data that are messy or difficult to read?

PDF, JPG, large file systems, etc.

Is there a need to bring different data sets together to get a business view?

Mails, data from RDBMS systems, Text files, etc.

Would you rather having an easy to use analytics tool that requires no coding

Replace cumbersome scripting with something easier

Are you extracting data manually or using multiple tools to read data sources?

Using scripts that need change as data changes

Do you use multiple tools to get insights from raw data?

Stitching a data lake, data integration & analytics tools

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About Xurmo

Xurmo provides *SOLUTIONS* to data problems using its *SINGLE TECHNOLOGY STACK* that automates

- Data Extraction
- Data Preparation
- Analysis

Proprietary Analytics Platform + Experienced Team

=

Accelerated Data Solutions

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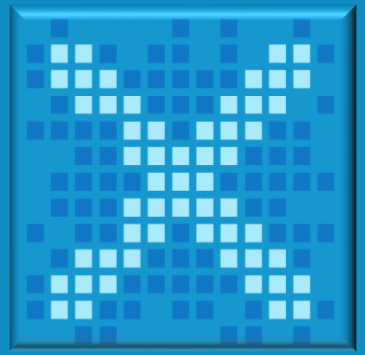
The Xurmo Proposition



To
Simplify &
Automate
Data Analysis

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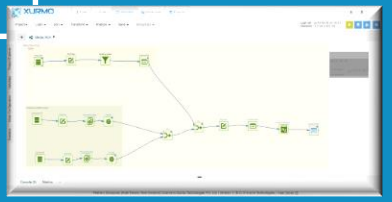
Xurmo Suite

Xurmo Bridge
For Admin of Xurmo

Xurmo Canvas
Data Prep & Analysis workbench



Xurmo Platform
The core for storage and processing

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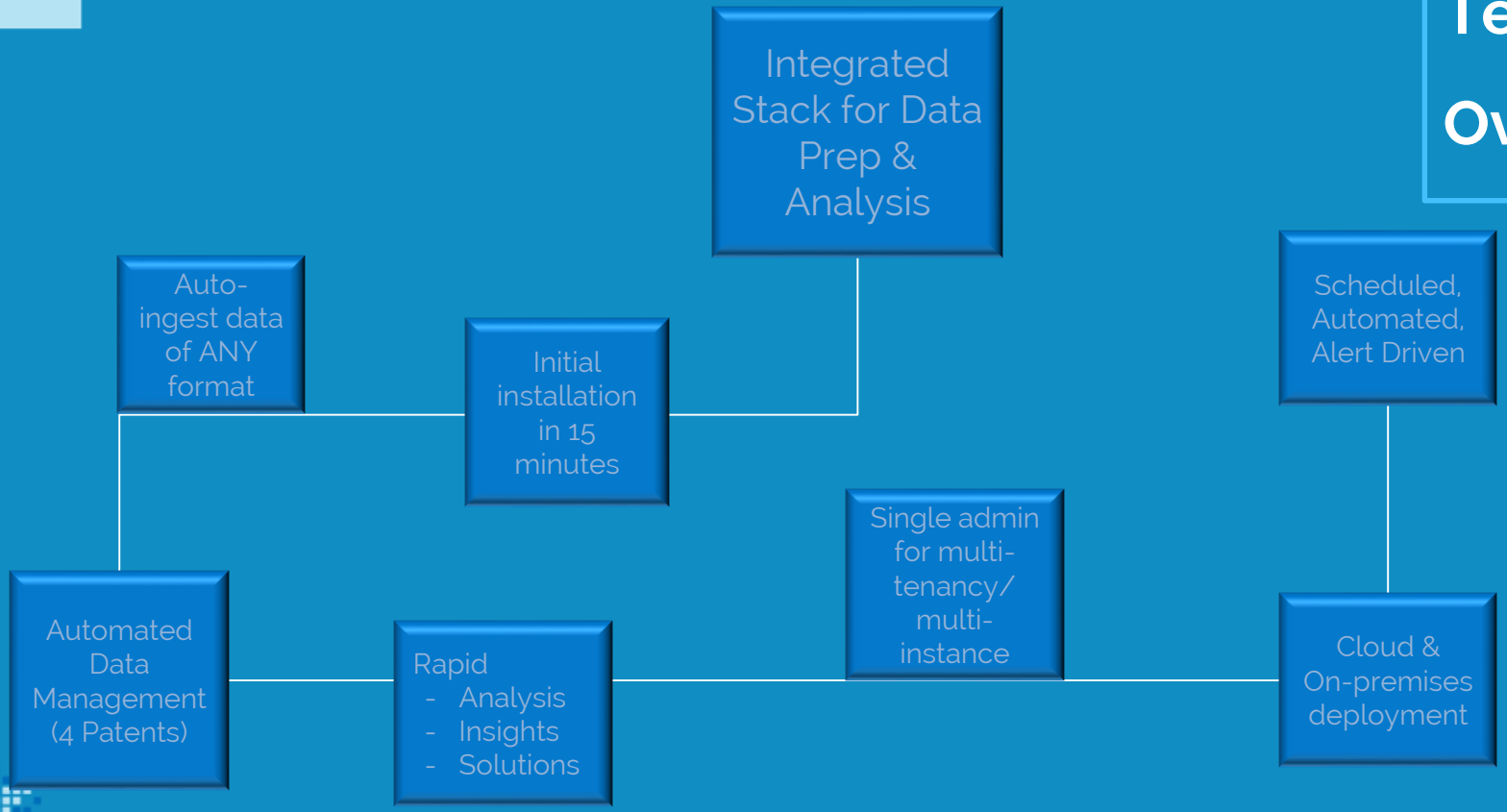
Tech Overview



Xurmo dramatically reduces the cost of Data Analytics

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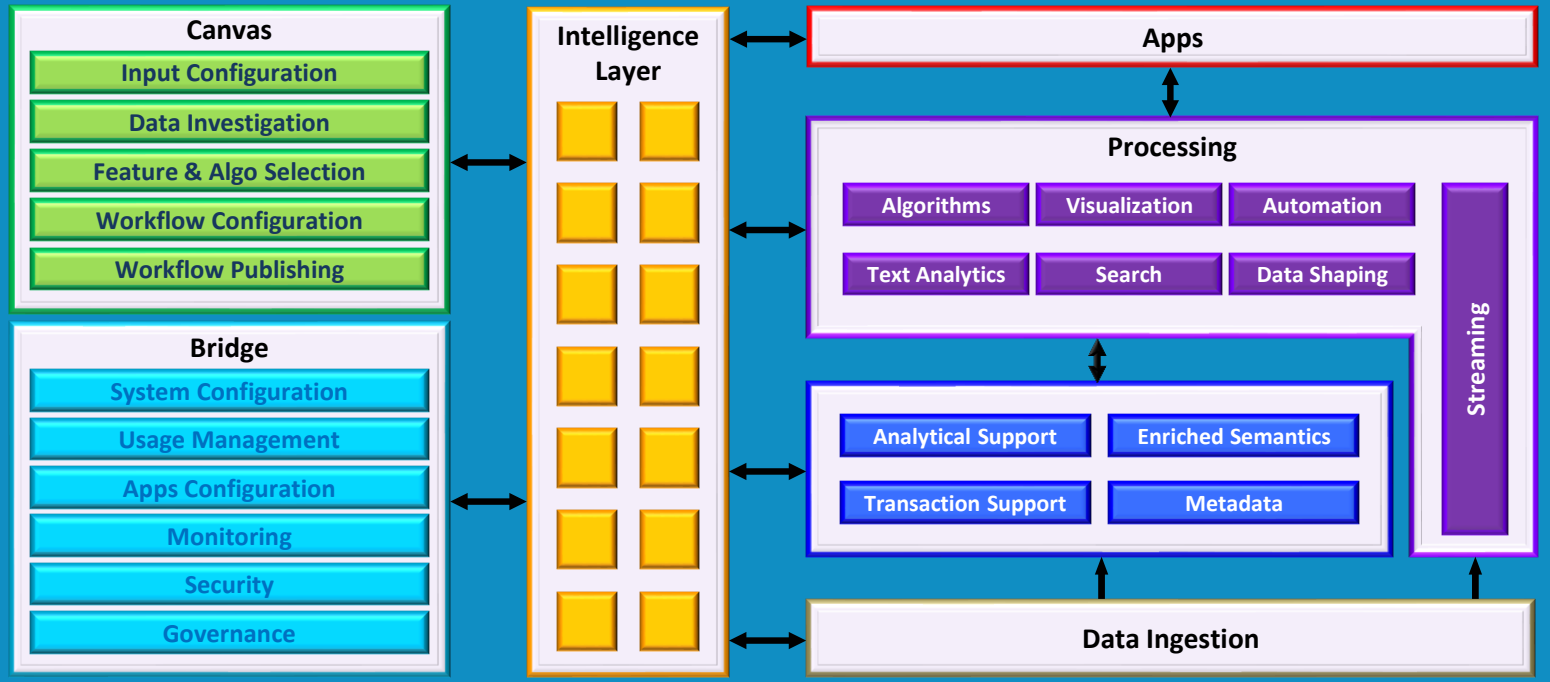
Platform Tech



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Case Studies

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Increase ROI from Media Spend

Customer

Tier-1 Marketing Analytics Service Provider

Objective

To automate generation of a single view of sales, discounts and commissions across regions and brands every year

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Challenges

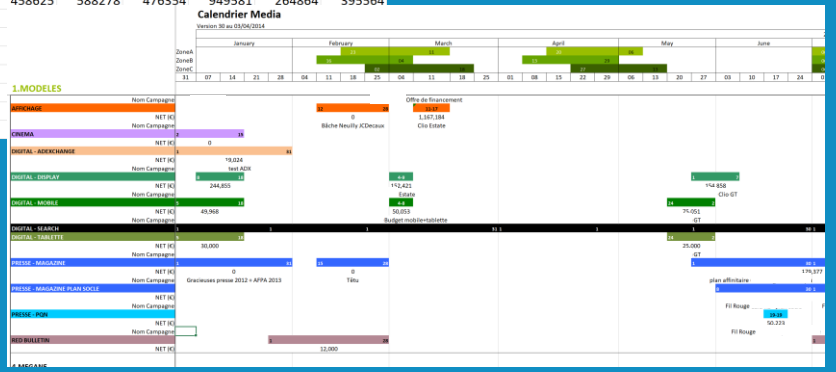
Input files have different formats

Like these

Model										
Market/Region										
Campaign						DUSTER				
Tier 1, 2, or 3										
Format										
Any Comments?			APRIL			MAY			AUGU	
Week Commencing (or Week Ending)		Traffic / Facings / Impressions		Actual Spend		Traffic / Facings / Impressions		Actual Spend	Traffic / Facings / Impres	
TV TAM AIRLINES [INDOOR]		2.852.000 impacts by month		R$ 150,778		2.852.000 impacts by month		R$ 150,778		
TV AIR - AIR_SP - SCREENS		26 screens / 200 insertions by day / 156.000 insertions by month		R$ 33,564		26 screens / 200 insertions by day / 156.000 insertions by month		R$ 33,564	26 screens / 200 insertions by day / 156.0	
SCREENS - BARIGUI, CURITIBA		26 screens / 200 insertions by day / 156.000 insertions by month		R$ 16,800		26 screens / 200 insertions by day / 156.000 insertions by month		R$ 16,800	26 screens / 200 insertions by day / 156.0	
JCDECAUX [STREET CLOCKS]									260 facings / 27.000.000 impacts by	

April 2013 - Sept 2015

Week		1/4/2013	8/4/2013	15/4/2013	22/4/2013	29/4/2013	6/5/2013	13/5/2013	20/5/2013	27/5/2013
Brand										
B-1										
	Budget	880916	458764	378068	253015	740687	868960	445988	741326	123626
	GRP 25-49	45.6	23.7	19.6	13.1	38.3	45	23.1	38.4	6.4
B-Max										
	Budget	979903	735822	711188	499166	962859	651015	883464	705272	706489
	GRP 25-49	50.7	38.1	36.8	25.8	49.8	33.7	45.7	36.5	36.6
D-1										
	Budget	290011	430303	862291	458625	588278	476354	949581	264864	395564
	GRP 25-49	15	22.3	44.6						
FE-23										
	Budget	861008	243779	584395						
	GRP 25-49	44.6	12.6	30.2						
FF-18										
	Budget	760378	987656	734252						
	GRP 25-49	39.4	51.1	38						



Significant manual effort expended to re-create data flow to generate same reports

Time taken to prepare data and analysis
= 3 months

Like this

In some cases color has meaning

Schema changes across time

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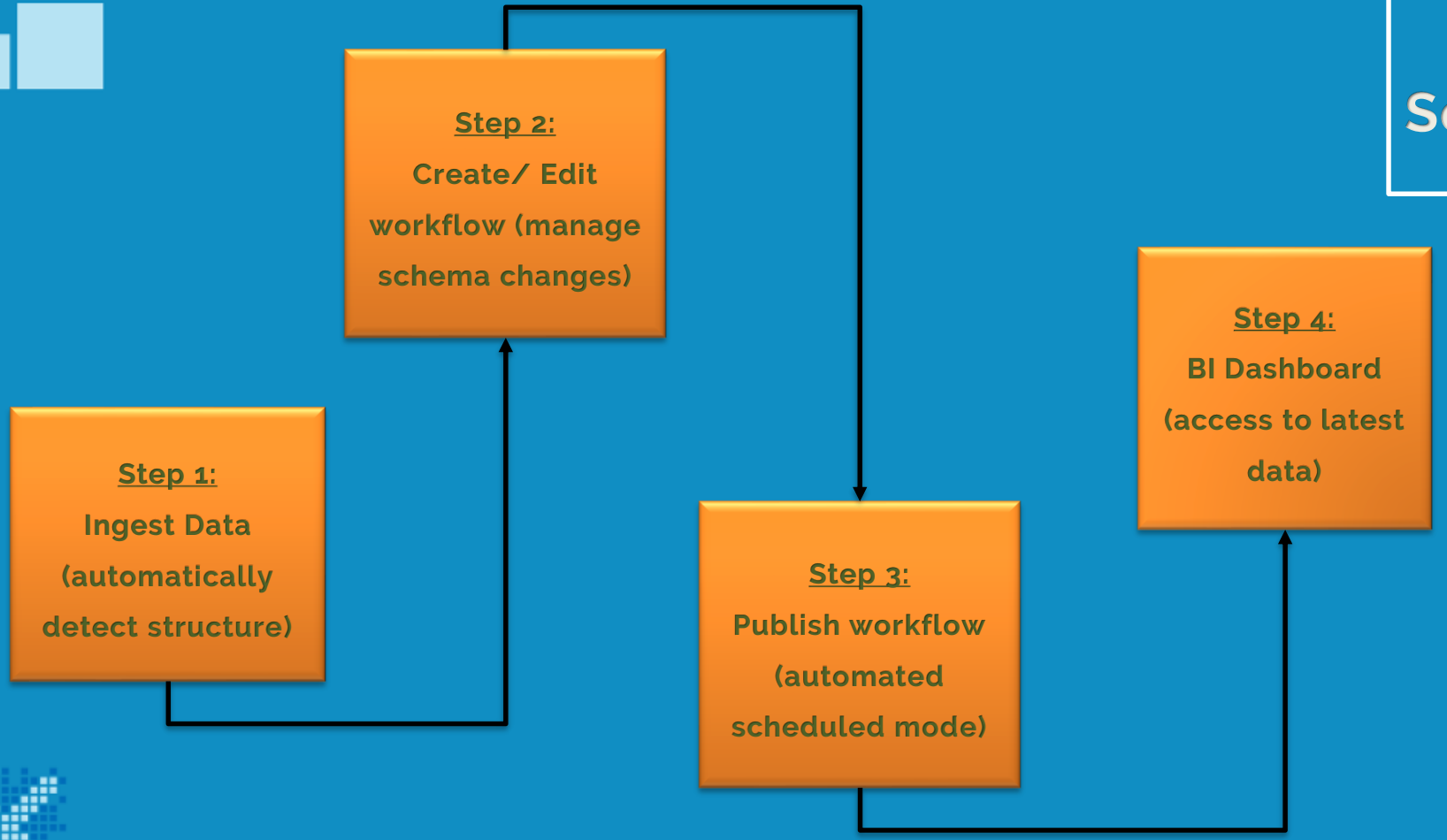
The Solution



Time taken to develop the solution on Xurmo = 1 day
Time taken to subsequently get the output for new input = almost real-time

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2-Wheeler Dealer Pricing Analysis

Customer

Tier-1 Motorcycle Manufacturer

Objective

Identify Dealers who are over charging customers, thereby negating Manufacturer's pricing strategy

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Challenges

Transactions across 18 States, by more than 800 dealers on more than 70 motorcycle variants were to be analysed

Nomenclatures across Dealers and States varied

Data was spread across multiple systems including Databases, SAP systems, Emails and Excel files

Vehicle On Road Pricing formats and pricing breakups varied across Dealers

Repeated analysis on the latest transactions were time consuming and never readily available

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The Solution

GUI based Workflow

Built workflows on Xurmo Platoform to cleanse data, identify and match motorcycle variants across dealers

Connectors

Ingested a few 100 thousand records of transaction data

Analysis Identified that 1.5 Million USD was being over charged every quarter. 5 states and 5 variants were responsible for 50% of Over Pricing

Automation

The analysis was automated to understand quarterly pricing movements

Dealer Pricing in-line with Pricing Strategy

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Prospect Identification from Web Data

Customer

Tier-1 Bank

Objective

Identify potential customers for forex products from their data on public web

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Challenges

Information about companies was found across numerous web sources

The only available information was a vast list of SME Customer names

Manual data extraction and analysis of each company takes an inordinate amount of time

Unstructured web data was noisy!

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The Solution

Step 1:
The web was crawled to search and extract text dump from numerous web sources

Step 2:
The drag and drop interface was used to build data transformation workflows

Step 3:
Analytics models were built and assembled on the same Platform

Step 4:
Workflows to ingest, and transform data and identify prospects was automated

Quick access to immediate revenue opportunities

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Extracting data from vast repository

Customer

Top 5 Global Law Firm

Objective

Making the vast repository of Trademark and other legal documents more useful and accessible by extracting required attributes

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Challenges

Documents are stored as scanned images and require OCR

Significant manual effort and domain expertise required

Many documents are present as email attachments

Effort to extract attributes linearly increases with number of publications

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The Solution

Step 1:
Data was ingested periodically and automatically using OCR & Email connectors

Step 2:
Logic could be implemented by Business Teams directly on the data

Step 3:
Workflows to cleanse & validate data could be automated

Step 4:
Analysed data could be presented in 3rd party BI tools and applications

Time taken to develop solution on Xurmo < 1 day

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Document Tagging

Customer

Top 5 Global Pharmaceutical Company

Objective

Making the Publication repository more useful and accessible by tagging documents with medical terminology

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Challenges

Required going to multiple web sources to tag documents

Manual tagging was inconsistent

Significant manual effort and domain expertise was required

Tagging effort linearly increased with number of publications

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The Solution

Step 1:
Raw Data including Clinical Trials Web data was ingested

Step 2:
Pattern matching, dictionary based tagging and Machine Learning based classification were implemented through GUI based workflows

Step 3:
Workflows to cleanse and transform data were automated to provide tags on new data

Step 4:
An Ensemble of multiple ML classification approaches were used for high accuracy predictions

Step 5:
Analysed data was accessible by a custom application built for the scientists

Tagging time reduced from months to minutes

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Thank you

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