The convergence across business domains has ushered new systems that are redefining relationships among producers, distributors, service providers and consumers. In an increasingly complex world where data is intertwined, what happens in one part of the information value chain has a direct impact on overall business outcomes. Data Analytics can help businesses discover insights that drive profitability goals and stay ahead of competition.

Our expertise has won us many awards and international competitions such as 1st prize in the General Electric Flight Quest Challenge Phase 1 2013, PAKDD Chum Prediction 2012 and many more.

**Features**

- Understand factors that drive customer behaviours
- Significant increase in accuracy in prediction of customer churn
- Data integration and extract and generate new important datasets
- 10% accuracy improve over existing commercial off the shelves products

*Based on PAKDD 2012 Chum Prediction Challenge organised by one of the Malaysia biggest Teicz benchmarking results assuming no major changes to the environment, 1st in the 50++ teams competition

**Based on GE Flight Quest 2013 benchmarking results, 1st in the 179++ teams competition

**Visual Comparison**

(Oversampling Methods)
Applications

- Supply Chain Management
- Customer Relationship Management
- Enterprise Resource Planning
- Machinery Conditioning Monitoring
- Retail or customers’ movement tracking
- Detection of fraudulent transactions in FSI through analytics
- Transportation scheduling system

Benefits

- Increase your sales and revenues
- Improve customers’ satisfaction or retention and brand image
- Improve productivity
- Optimise your supply chain by reducing cost and improve delivery time
- Discover hidden insights
- Enrich information for decision makers