Columbus®

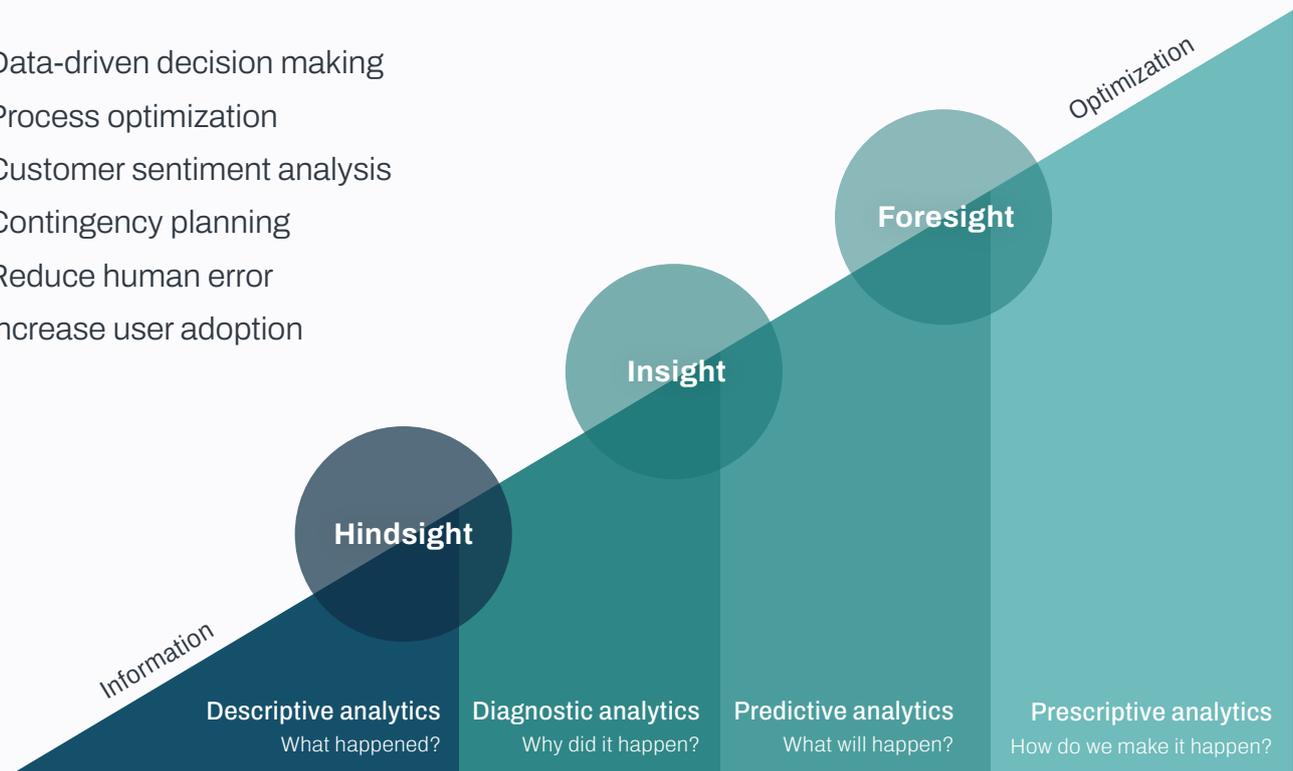# Advanced Analytics with AI and Machine Learning

How to create actionable insights with your business data

Cloud-based analytics, AI and machine learning make it possible to analyze vast amounts of data to identify patterns, find valuable insights, and predict future opportunities and challenges. Used effectively, these tools can help you figure out not only what's happening now, but what's about to happen and how you can most successfully respond.

Advanced Analytics Platform

In every partnership we strategize, implement and build lifetime relationships backed by end-to-end data analytics services and continuous ongoing 24/7 support.

- Data-driven decision making
- Process optimization
- Customer sentiment analysis
- Contingency planning
- Reduce human error
- Increase user adoption

Optimization

Foresight

Insight

Hindsight

Information

Descriptive analytics	Diagnostic analytics	Predictive analytics	Prescriptive analytics
What happened?	Why did it happen?	What will happen?	How do we make it happen?

Traditional Business Intelligence | Advanced Analytics with AI & ML

Advanced Analytics with AI and Machine Learning

How to create actionable insights with your business data

Schedule an Assessment

To Help You Prepare

- We assess where you are to visualize where you would like to go.
- Ensure you're collecting the right data, as well as safely handling, processing and storing it.
- Get data out of silos and make it available to users for mining and critical business insights.
- Make use of data management tools that can automate data collection and analysis.
- Plan for training to get your team up to speed and in the right mindset to get the most from them.

Use Cases

Businesses use machine learning for forecasting, recommendations, equipment monitoring, fraud detection, ad targeting and more. Here's how we help real businesses unlock the potential of their data using AI and Machine Learning:

Churn Analysis

Need: A telecom business needed to understand the number of customers likely to churn in the next quarter.

Solution: Robust retention-churn model to help operator identify propensity of churn for high-value customers.

Results:

- CRM metrics to inform an effective retention strategy
- Customers likely to churn addressed with campaigns
- Encouraged sticky customers to increase their usage

Demand Forecasting

Need: Poultry group losing customers due to incorrect forecasts & mismanagement of supply chain resources.

Solution: Powerful forecasting models estimating item level demand based on historical dara and trends.

Results:

- Reduced risk and better financial decisions
- Better planning and production scheduling
- Improved pricing and promotions