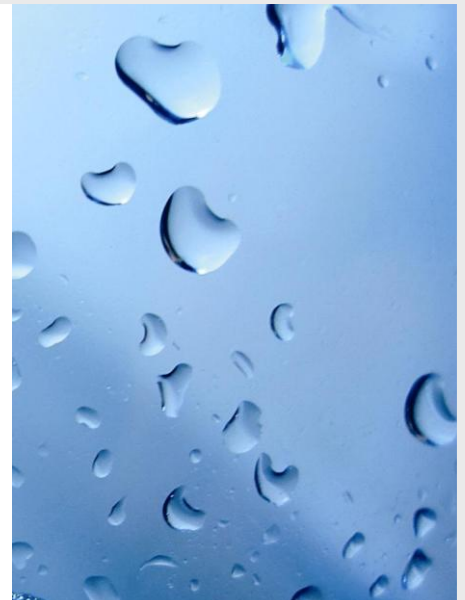


COMPANY PRESENTATION

We provide an insight into the activities, values and competencies of Python Predictions in the domain of Predictive Analytics.

Using all available data,
we predict future events
in order to improve decision-making.



SUMMARY

Python Predictions is a growing Brussels-based consulting firm specialized in Predictive Analytics.

Organizations in a wide array of industries are increasingly realizing the benefits of exploiting vast flows of information to improve performance. A very direct approach towards increased efficiency lies in quantifying and understanding both customer-related and operational dynamics.

By means of Predictive Analytics, Segmentation and Optimization, Python Predictions helps organizations benefit from understanding past, current, and future events in Risk, Marketing and Operations.

Our mission is to deliver creative, custom made solutions with actionable results, by leveraging our involvement and quantitative expertise.

INTRODUCTION

Founded in 2006, Python Predictions is a Brussels-based service provider specialized in Predictive Analytics. Its expertise lies in delivering highly performing yet interpretable predictions of future events in Risk, Marketing and Operations. Python Predictions is currently active in retail & distribution, telecommunications, financial services, utilities, fundraising and postal services.

APPLICATIONS: RISK

In risk evaluations, it is widely understood that mere human judgment does not suffice to adequately estimate future risk. Typical applications in the risk domain include credit risk (i.e. estimation of creditworthiness) and fraud risk (i.e. detection of fraudulent behavior). A growing range of organizations today make use of proven statistical methodologies to analyze massive amounts of data, in order to provide reliable estimations of future risk.

APPLICATIONS: MARKETING

Nowadays, both companies operating in B2C and B2B markets realize the need for personalized customer

relationships. In this age of information overload, customers expect to be targeted adequately, while marketing efforts are increasingly evaluated based on their return on investment. Using Predictive Analytics, marketers today are increasing targeting efficiency and relevance for different types of marketing campaigns over different channels (online, offline) and media. They focus either on new customer acquisition, cross-selling, up-selling, customer retention and (re)activation.

APPLICATIONS: OPERATIONS

Also in operations, a growing number of organizations deploy the abundance of internal data with analytical techniques in order to improve process efficiency. Such applications focus on optimizing stock volumes, maximizing production output or minimizing inputs, waste, pollution, etc. Analytics have the leveraging potential to turn the currently existing massive information flows into value. The used analytical techniques are generic, and can be applied throughout different settings, whenever historical data is available.

WHAT OUR CUSTOMERS HAVE BEEN SAYING

"One of the key qualities of Python Predictions lies in their ability to continuously deliver high-level analytical solutions within scope, within budget and on time."

**Head of Customer Intelligence
ING Belgium
2008**

"Python Predictions has been able to gain our trust by truly understanding our business, our database, our values and our needs. Their analyses deliver important insights that optimize the way we do business with our customers today."

**Managing Director
Overtoom Belgium
2009**

"Besides their level of analytical expertise, the key added value of working with a small-size consulting company like Python Predictions lies in their ability to perfectly align their work with the expectations of our company".

**Analytical CRM Manager
Mobistar Belgium
2010**

In all projects, our consultants aim to deliver high-quality, in-depth analytical results. In this attempt, we focus highly on the following four core values.

CREATIVE, CUSTOM-MADE SOLUTIONS

Each problem is unique. An optimal solution is dependent on numerous elements, such as organizational environment, industry, amount of available data, varying end-user needs,.... Python Predictions chooses a problem focused approach and offers custom-made solutions to address the specific needs of its clients.

QUANTITATIVE EXPERTISE

Our expertise lies in predictive (database-driven) analytics, an application in which past events and behavior are used to predict future events and behavior (responding to promotional offers, purchasing additional products, customer defection, credit repayment, fraudulent behavior, pollution events, etc). All projects are closely monitored or executed by PhD's trained in economics, marketing, statistics and quantitative modeling at the highest level of education. We consider the integration of these domains to be crucial for the success of our projects.

ACTIONABLE RESULTS

We are committed to deliver actionable results which can be directly implemented into existing strategies, procedures and methods. An entire project is worked out in close consultation with the user and sponsor and all other departments involved. Our findings will be extensively validated on real-life data to assess their impact on real-life results, and to ensure future practicability.

INVOLVEMENT

All team members are passionate about predictive analytics, and are highly involved from the very start until the very end of each project. A team is dedicated to executing the whole project, from the first step of data comprehension to the last step of implementation. This guarantees our ability to keep focused and develop an excellent understanding of the problem at hand.

PYTHON
PREDICTIONS
For additional information, please visit www.pythonpredictions.com

