

COMPANY PRESENTATION

An overview into the activities and competences of Python Predictions

Nailing the coolest Data Science projects



SUMMARY

Python Predictions is a Brussels-based service provider specialized in Data Science projects with impact.

Organizations in a wide array of industries are increasingly realizing the benefits of exploiting vast flows of data to improve decisions and performance.

By means of Data Science projects, Python Predictions helps organizations benefit from understanding past, current, and future events in Marketing, Risk, Operations and HR.

Our mission is expressed as 'nailing the coolest Data Science projects' – which means working on challenging projects with impact, and executing them in a way our clients say: 'they nailed it!'

INTRODUCTION

Founded in 2006, the company has a strong legacy in predictive projects in a business context, and success cases of machine learning and applied Data Science in Marketing, Risk, Operations and HR. Python Predictions enables clients to take their adoption of Data Science to the next level.

Python Predictions is active in b2b and b2c retail, financial services, utilities, postal services, telecommunications and fundraising.

CORE BUSINESS

Data Science has always been our core business (we even started in 2006, long before the hype). The large majority of our work evolves around prediction in a business context. For example, we predict which prospects to attract, what customers will buy next, which customers will leave, who will pay, which machine will fail, who risks a burnout, etc.

Yet besides prediction, we also gathered a lot of experience in creating customer segmentations and recommendation engines. We

nailed projects in process mining and demand forecasting, where we optimize process efficiencies and logistics.

And while we are often included to create the first success story, we have great references in industrialising analytics in mature organisations.

INNOVATION

With the growing popularity of Data Science, the scope of the domain has broadened. Where our original projects were often well-defined and well-structured, we see an increasing demand for data exploration projects. In a growing number of projects, we work in an agile way on exploring new data in a variety of formats and sources, often using new technology. These new data and technologies lead to novel applications such as image recognition, IoT analytics, location-based analytics, network analytics, etc.

We ensure we continuously innovate through dedicated development time, our connection with Data Science communities and our

collaborations with academic programs and business schools.

TRAINING & COACHING

Since the very start, we invested a lot of time in training and coaching for both managers and data scientists where we focus on the essential components of Data Science projects. We consider training to be an important factor for increasing adoption and maturity of Data Science.

We often conduct analytical roadmaps, leading to a concrete list of feasible and valuable project ideas. We offer intuitive, non-technical training for managers, as well as technical hands-on training for data scientists. And we coach both managers and data scientists in their challenges.

MARKETING

A fantastic customer experience is of strategic importance for many companies today. In this age of information overload, customers expect to be targeted adequately, while marketing efforts are increasingly evaluated based on their return on investment.

Through Data Science projects, marketers today are increasing targeting efficiency and relevance for different types of marketing campaigns over different channels (online, offline) and media. Typical applications in the marketing domain focus on new customer acquisition, cross-selling, upselling, customer retention and (re)activation.

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 data-driven methodologies to analyze massive amounts of data, in order to provide reliable estimations of future risk.

OPERATIONS

Also in operations, a growing number of organizations deploy the abundance of internal data with modern Data Science and machine learning techniques in order to improve process efficiency. Such applications focus on optimizing stock volumes, maximizing production output or minimizing inputs, waste, pollution, etc.

Data Science has the leveraging potential to turn the currently existing massive information flows into value.

HR

The newest applications in Data Science lie in the domain of human resources. Indeed, an increasing number of companies is using data to support evidence-based decision making in HR.

The most obvious applications are related to planning and forecasting, recruitment, development and retention of staff. We are extremely excited about our first experiences in this field.

PYTHON
P R E D I C T I O N S

For additional information, please visit www.pythonpredictions.com

