

## 01 OPTIMAL AD SPEND ALLOCATION AT SCALE

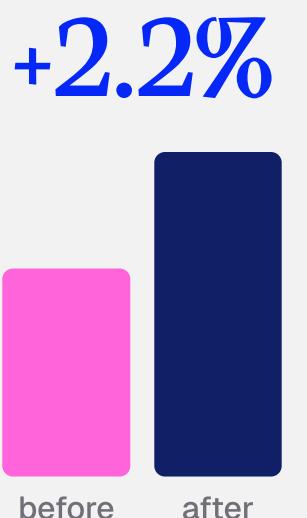
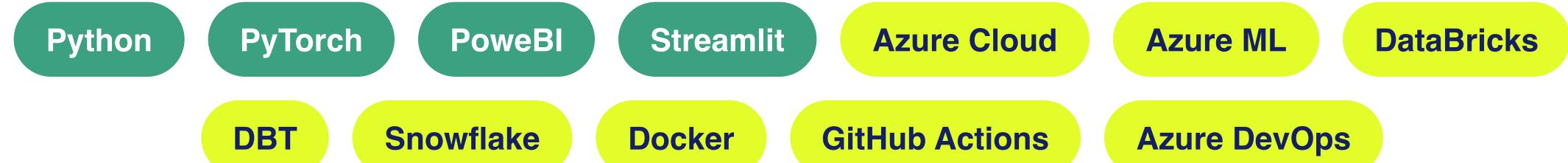


### AI-driven spend allocation for global retailer

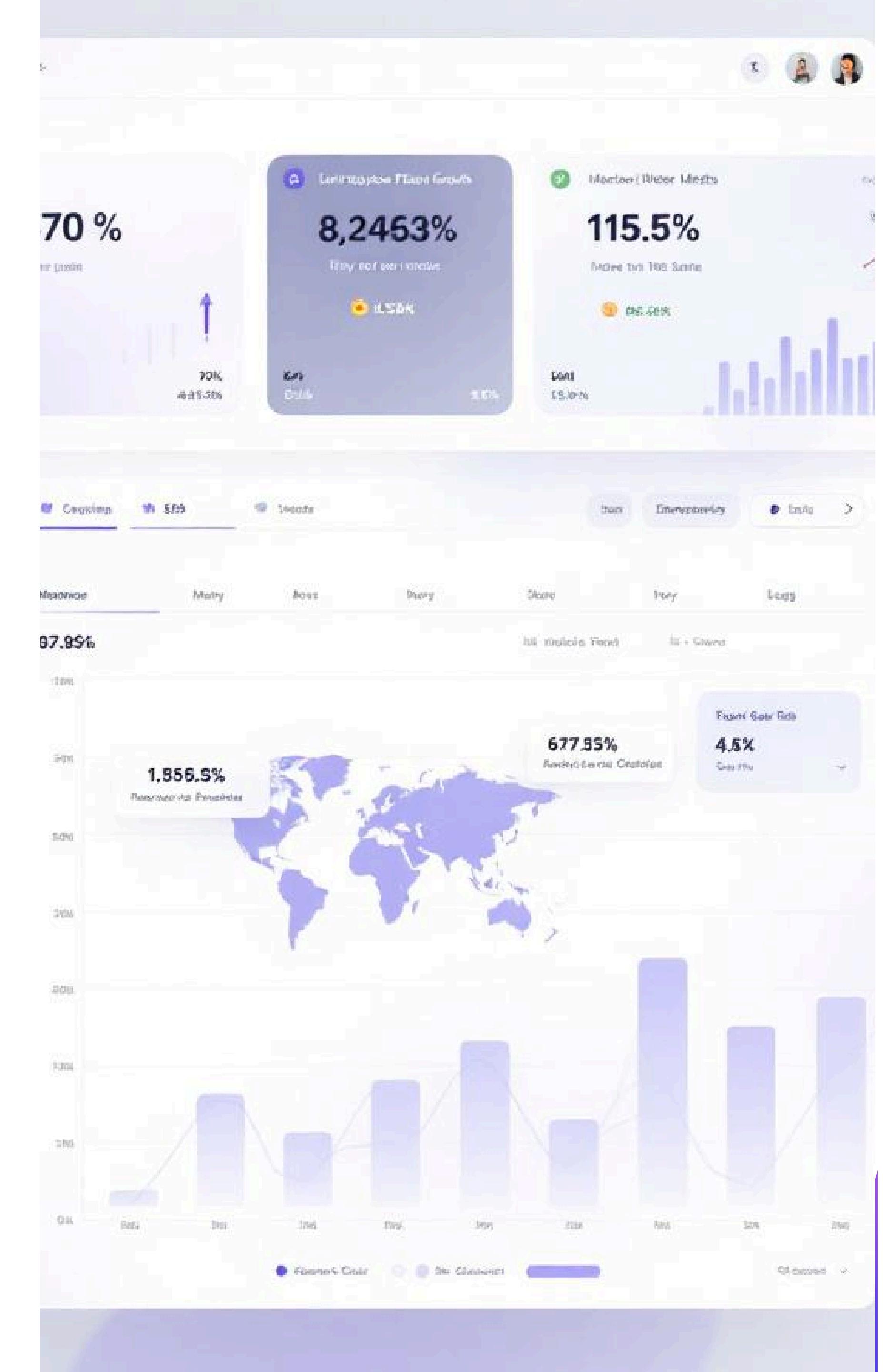
#### PERIMETER DESCRIPTION

- ✓ Build a **state of the art, explainable & scalable** cross-channel model at campaign gran...
- ✓ Design, implement and monitor an e2e CI/CD pipeline from **ingestion to inference**
- ✓ Drive **change management** by engaging key stakeholder, propose various light-weighted interactive visualisation components for experts and meta analysis.

#### Key Technology



ROI IMPROVEMENT  
AFTER CHANGE  
MANAGEMENT



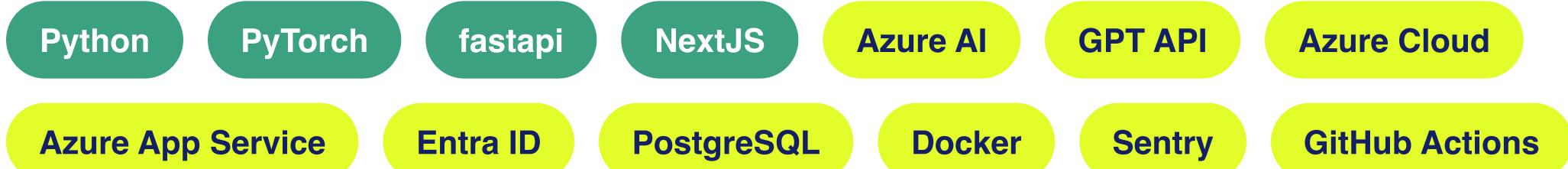
## GenAI vision & RAG assistant for Commercial Excellence

### PERIMETER DESCRIPTION

- With the product team, frame and implement a global roadmap to deploy best-in-class vision AI solution in every outlets
- Building **cloud pipeline** to deploy the models and serve data across **native** and **web applications** to every users
- Monitor **LLM** and **IR** models and deployment metrics to continuously improve performances, uptime, production bugs and infrastructure costs



### Key Technology

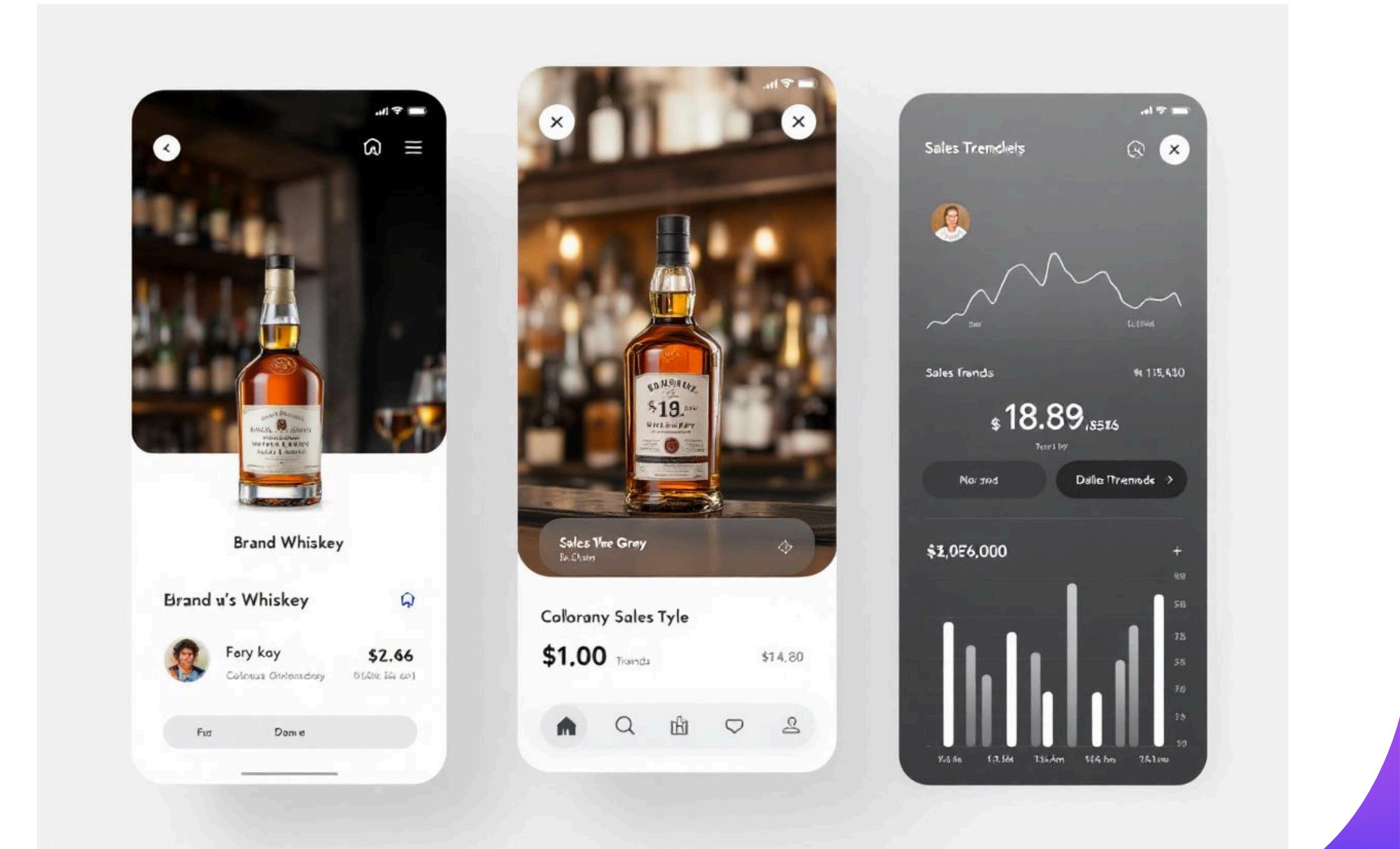


SIGNIFICANT TIME SAVED FOR COM TEAMS

**3,400**  
(DAYS / 100 USERS)

DEPLOYED GLOBALLY

**+1000**  
(OUTLETS ON | OFF - TRADE)

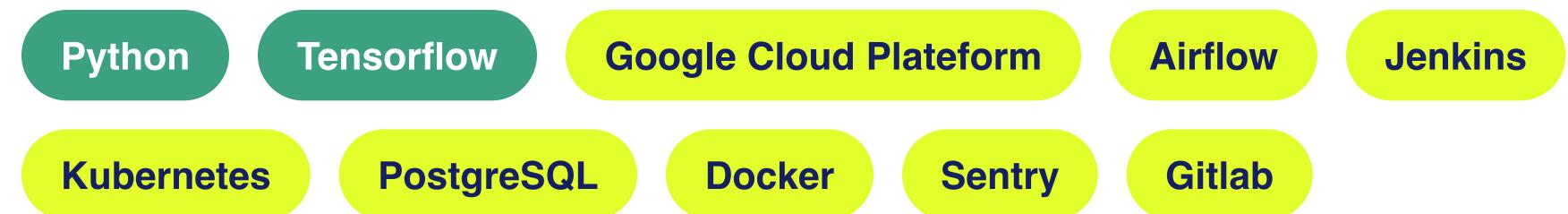


# Machine Learning for transportation network management

## PERIMETER DESCRIPTION

- ✓ Leading an R&D team, co-constructing the roadmap and communicating to key stakeholders
- ✓ Tech lead on developing and running production pipeline for critical use cases ranging from **network exploitation, fraud prediction or predictive maintenance** serving applications for the network operator and **transportation users**
- ✓ Continuously monitoring data quality and homogeneity and ensuring performance of the various models

## Key Technology



SAVED ON NETWORK MANAGEMENT

**20-200K\$**

(/NETWORK IN OPERATIONAL COSTS)

IMPROVED FRAUD DETECTION

**+10%**

(AFTER ADOPTION FOR RATP NETWORKS)

IMPROVE OCCUPANCY PREDICTION

**+20%**

(ONBOARD COMFORT | ↓ SATURATION )

