



Infomineo has a unique approach to Data Analytics

Traditional model

- Most Data Analytics companies provide standard models that they transpose from a client to another. Such models very often remain at Proof-Of-Concept stage, as integration with IT systems is not completed
- Most Data Analytics providers are specialized in Data Visualization tools, e.g. Tableau, Power BI, etc.
- Most providers work on a project basis After project completion, the models can be hard for clients to maintain over time
- Some providers retain rights on the Intellectual Property they generate



Infomineo model

- We are problem solvers, we need to understand your question or challenge and will find the data and models that answer your questions. The output is co-constructed with our client and not a model taken off the shelf
- We have a multi capabilities team that can provide you an end-to-end approach from cleaning the data to visualizing the model output
- We work on a retainer basis, we are an extension of your team, and make it easy to work with us, which 1/minimizes the time you spend on paperwork and 2/allows you to work with us on an iterative basis
- The output of our work will become a knowledge asset of our client, who will hold the Intellectual Property of it



Infomineo offers a full suite of Data Analytics Services

Three Levels of Analytics

Data Engineering

Scaling Data

Data Optimization: Collection, Cleaning, Pipeline Automation, etc.

Data Analysis

Describing Data

BI and Reporting (KPI, Ad hoc requests, etc.)
Data Visualization (Reports, Dashboards, etc.)

Data Science

Modeling Data

Data exploration, Statistical Analysis, Predictive/Prescriptive, Model Building/Tuning, etc.

Business oriented approach

Infomineo's teams approach problems with business sense

Retained teams working in an iterative approach to ensure constant alignment with clients needs



Projects are handled until last step and beyond: versioning, unit tests, model validation, code reviews, documentation, etc.

Three areas of support

Preparation

Gathering data from internal and external sources; Assessing data quality; Processing data cleaning and wrangling

Visualization

Designing, building and maintaining self-service analytics tools

Modeling

Building predictive and prescriptive models, incl. training/retraining and deployment



Our approach to helping you









Get a deep understanding of the client objectives:

- Business questions to answer
- Assess available data, data needs if any, critical data elements to take care of
- Planned use of the analytics outputs

Structuring approach

- Define the best data analytics strategy to answer the client's business objective
- Estimate the time and type of analytics support needed
- Agree on the desired type of output



Execution



Executing your Data Analytics projects

Leveraging a full range of analytics capabilities

Preparation

- Identifying Data Sources
- Extracting and Transferring Data
- Metadata & Dictionaries
- Merging of various data sources / Adding new data
- Assessing Data Quality, handling outliers
- Restructuring Data for analysis

Business & Agile
Data Under
standing Metho
dology

Delivery Management

Visualization

- Descriptive analysis
- Identification of KPIs
- Reporting, Dashboards, self-service tools
- "Story-telling"

Modeling

- Algorithms to answer business question (binary classification, segmentation, forecasting ...)
- Evaluation and validation of the algorithm



Delivery



Deriving insights

- Performing in-depth quality assurance
- Analyzing data outputs to derive insights in line with the initial client ask

Handover

- Presenting the approach, results and potential limitations
- Sharing all documentation and codes
- Getting client feedback
- Integrating and scaling with clients' IT Teams
- Performing regular model maintenance





CASE STUDY

Client:

A multinational firm

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"I was really impressed by the responsiveness of the team: they came up with a first and quite impressive dashboard proposition within only a couple of days. I also really appreciated the quality of the work; it was really helpful for us to identify the data cleansing needed in our ERP."

Chief Human Capital Officer (Client)

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Client Challenge



The client wants to have an automatized Human Resource Dashboard to track, analyze and report on HR KPIs.

The firm was looking for:



Effective and quick solution



Smooth integration with its existing ERPs



Lower cost than buying from a specialized company an HR Dashboard tool

Our Solution



The company decided to use **Infomineo's Data Analytics service as a solution** to cover:



Data Quality & Consistency problems between the various Data sources



Dashboard creation that reflects HR Team needs



Ad-hoc deliverables:
Dictionaries, Creation
of Metadata, Data
Quality On boarding

Outcome



The firm recognized that the quality of the Data Analytics service provided a useful reporting tool resulting in:

During the project, Data were corrected in the ERPs :

- Manual files where not used anymore
- Data Quality improved by 55% for critical data elements

Estimated **1 FTE** from the HR department could be **reallocated to other tasks**

Helped the company to start its **Data Transformation**

Infomineo has been asked to work with client's Finance Team to create another dashboard

Why work with us





World class Data Analytics capabilities

- Combination of Data Analytics and Data Research methodologies
- Opportunity to work with a unique professional network
- Top-class InfoSec credentials ISO certified & RGPD Compliance





Adaptability

- Management of specific day-to-day tasks or full end-to-end projects
- Continued support in the long run to maintain and adjust solutions
- Full compliance with confidentiality and ethics best practices



Flexibility and scalability

- Multinational, multi-skilled teams allowing you to access top talents across different geographies
- Retained model granting maximum flexibility to scale up when needed



Value added services at a competitive price

- Brainshoring approach: high quality support, critical thinking and business sense...
- ...provided to our clients from our nearshore locations:
 Casablanca, Mexico and Cairo
- Retainer model granting full dedication to clients and most cost-effective daily/hourly rate