

Data Analytics

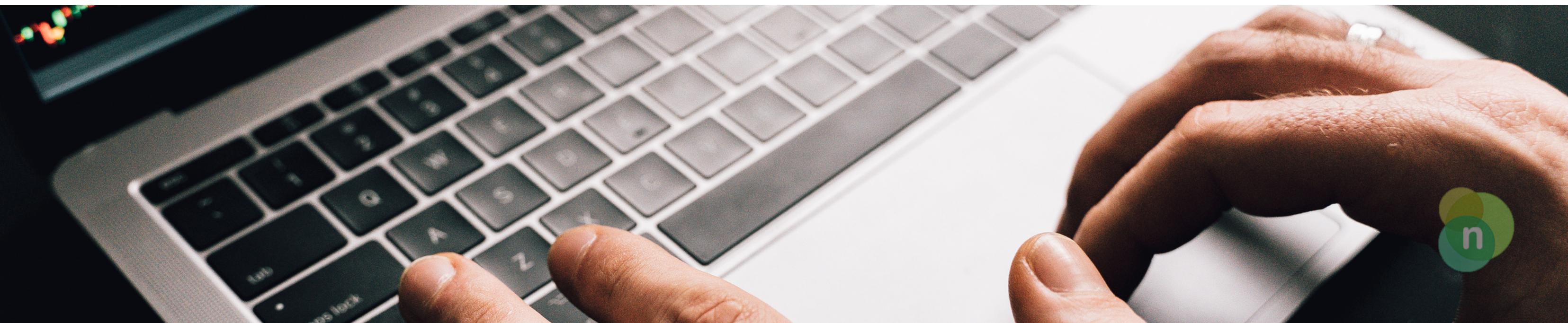
Data is the new s(oil) of the Business

Analytics Consulting & Statistical Computing

Analytics tells you the story of your business & provides actionable insights on what should be done further.

We provide solutions that deploy predictive analytics, artificial intelligence, and machine learning to help you gain insights from complex data, spot emerging patterns, and respond more dynamically to changing business environments.

We specialize in risk analytics, financial & regulatory analytics, as well as Predictive and Cognitive Modelling.



Advantages of Analytics



Cost Reduction

New technologies like Hadoop & Spark bring significant cost advantages when it comes to storing & processing large amounts of data



Faster, better decision making

With the speed of current hardware businesses are able to analyze information instantly



New Products & Services

With the ability to gauge customer needs and satisfaction comes the power to give customers what they want



Types of Analytics

01 Descriptive

What happened?

02 Diagnostic

Why did it happen?

03 Predictability

What is likely to happen?

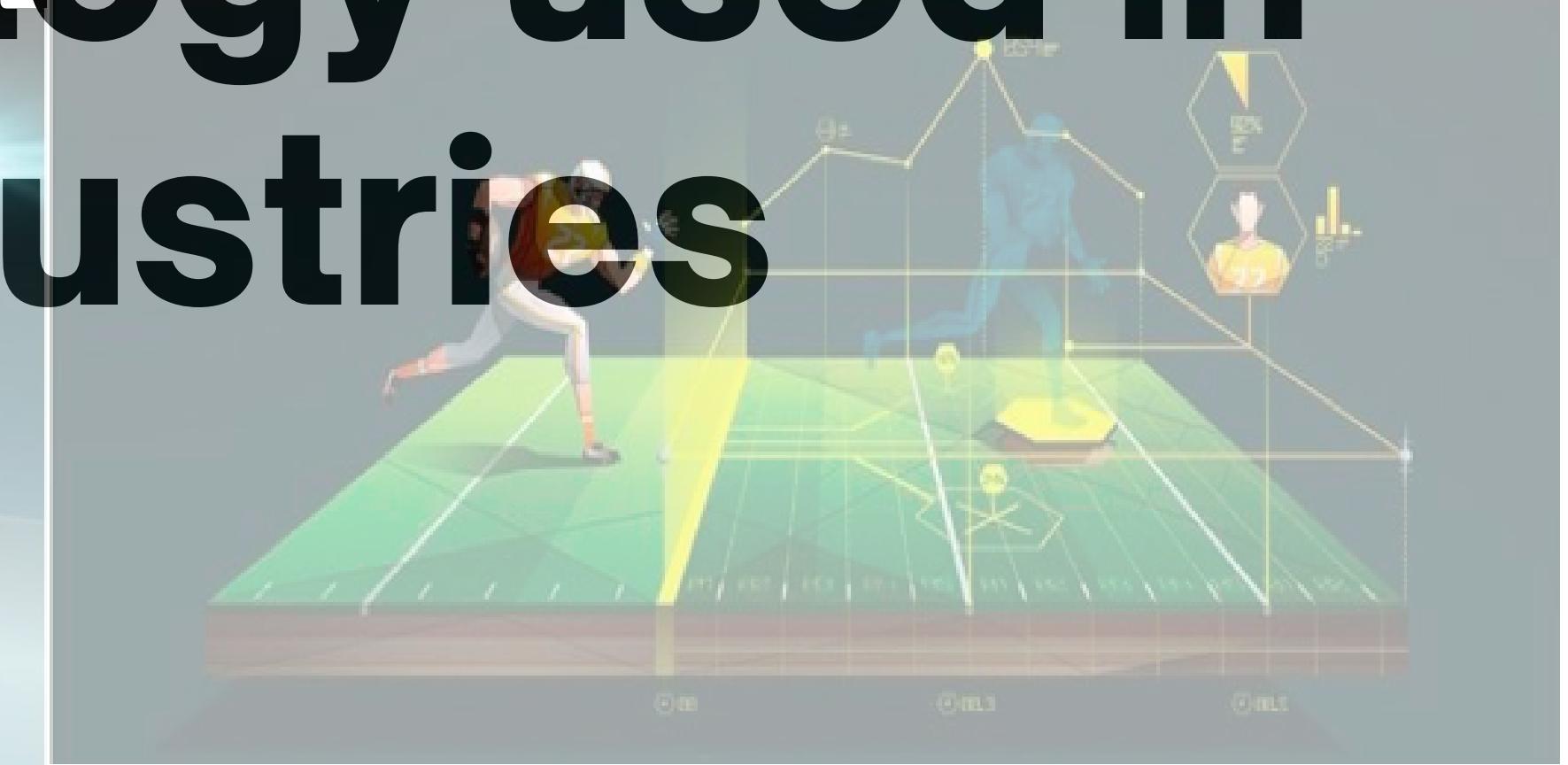
04 Prescriptive

What should we do about it?





Technology used in Industries





MANUFACTURING

Whatever the product, data analytics is becoming the go-to tool for manufacturing industries. The use of analytics ranges from predictive to maintenance, allowing for example machine servicing to be scheduled before they fail. Analytics can be used for the manufacturing industry for operational optimization, cost reduction, fund organization, supply chain management, workforce management, quality testing, customer segmentation, targeted marketing, and sales forecasting.



AIRLINES

A Boeing 747 flight generates nearly 100 terabytes of data every hour which includes data about latitude, longitude, weather, internal parameters, aircraft status, and parameters, etc. Data analytics can help the aviation industry by revealing hidden patterns and thereby reducing the probability of accidental events and thus improving airline operations. Analytics helps in real-time monitoring of operations, reducing fuel costs, managing maintenance, and even spotting problems before they appear.



HOSPITALITY AND TOURISM

Like all customer-centric industries, the hospitality and tourism industry has great potential for benefitting from the use of Customer Analytics. Data Analytics can be used for advertising, targeted marketing, customer segmentation, loyalty programs, customer engagement, forecasting customers, financial management, operational optimization, strategic pricing, customer analytics, HR analytics, designing new tours, and transport optimization.





HEALTHCARE

The cost of developing a new drug is high. Researchers and doctors spend a lot of time deciphering patterns and categorizations. The best way to expedite the process is to use Analytics to understand the patterns and use these insights. Diagnosing patients in remote areas where doctors are not available is made easy with Predictive Analytics.

SPORTS

Data analytics is used by the management of sports teams for analyzing the strengths of their own team as well as those of the opposition. Coaches can take the assistance of analytics to support strategic decisions with statistical inferences. It helps in boosting the team performance and for player rotation, by managing the workload of players and monitoring the health and recovery of an injured sportsman. In the fast-growing android and iOS games industries, Analytics can help analyze the players to enhance engagement. It can be used to understand customer base likings and accordingly modify the games or develop new products. This data can also be used for targeting markets for different firms.



METAL AND MINING INDUSTRY

Strategic Planning with the help of Predictive and Cognitive Analytics can help improvise exploration as well as processing. Many mining companies already use location analysis to determine the location with the highest probability of finding deposits.



TELECOM

The main challenge in the telecom industry is to compete with new internet-based calling and messaging applications and Churn Management. Data Analytics can help to get insights based on customer preferences by analyzing customers, thereby design new marketing strategies, new campaigns, and developing new products.



How we can help?

- 01 Collecting & Managing Data**
- 02 Strategy Planning**
- 03 Optimal Pricing**
- 04 Fraud Detection**
- 05 Market-Based Analysis & Tactics**
- 06 Risk Optimization**
- 07 Hidden Patterns in Data**
- 08 Understanding & Forecasting the Trend**
- 09 Predictive Models & Decision Support Systems**
- 10 Identify Promising Customers**



Demographics of our Clients



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Do you have
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Send it to us! We hope you
learned something new.

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