Predyktable Website content

Home page

Predyktable - Act with foresight strapline under company name

Imagine predicting the future and acting on foresight with confidence

We're advancing prescriptive data analytics to equip Retail and Hospitality professionals with the most accurate foresight, minimising their uncertainty so they take the most valuable future actions.

In times of uncertainty

Making correct business-critical calls on complex environmental, economic and consumer future outcomes, remains an expensive gamble.

Where to cut marketing waste without impacts? Where's the most profitable customer segmentations? How to optimise dynamic pricing to maximise sales? How to forecast labour better? How to order supply chain chaos? How do we address LTV & lapsed customers?

The stakes are high.

Current business intelligence and data analytics won't cut it.

They provide tons of data, offering great views of the past and present.

What's lacking are clear short and long-term future views and knowing what to do about them.

Relying on stagnant data models won't cut it. They keep you in the dark.

Critical decisions become risky bets on the future outcomes. You're missing big opportunities.

The data is holding you back.

Move forward with Predyktable

Start predicting better, stop gambling.

We're advancing data analytics way beyond explanations and predictions, to prescriptive analytics as a service.

We don't just predict what will happen, but what to do when it does - fast.

We unlock the true value of data, fuelling the most accurate foresight that enables Retail and Hospitality professionals to take the most valuable future actions.

And we don't do data analytics like the rest. You won't find unnecessary complexity, confusion, costs and effort. There are no compromises.

We uniquely blend descriptive, diagnostic and predictive insights, with cutting-edge artificial intelligence, machine learning, automation, genuine data science and in-sector consultancy expertise.

Learn more (link to service page)

But don't take our word for it

"To really inform decision making we need more forward-orientated, prescriptive data views that learn and thereby teach us what to do with the information. This is where I see Predyktable's prescriptive analytics offering as game changing."

 Una Beck Johnson, Marketing Director (Hospitality sector)

  "Prescriptive analytics, enriched with machine learning and data science, is the next exciting evolution of data analytics. The idea is to provide increasingly accurate views of the future and a better understanding of what to do about it in the face of uncertainty. It is in this arena where Predyktable's capabilities show real promise."

 William Knottenbelt, Professor of Quantitative Analysis

"Most current data analytics offerings miss the mark because providers don't show retailers how to effectively act on data insight. This is where Predyktable's prescriptive analytics offering is compelling, they're focused on minimising business uncertainty by delivering actionable data-fuelled foresight, that generates the greatest value."

Lindsay-Jane Vines, President (Retail Sector)

Keep 'Insights' clickable boxes

CTA - A world of opportunities awaits. Predicting your future just got easier.

Forward thinkers act now with foresight, with Predyktable

Service page

Whatever uncertainty looks like to you, however challenging it seems, we remove your unknowns by going way beyond explanations and predictions.

We unlock the true value of data to not only predict what will happen but prescribe what to do when it does – fast.

We uniquely blend descriptive, diagnostic and predictive insights, with cutting-edge artificial intelligence, machine learning, automation, genuine data science and industry consultancy expertise.

It's our prescriptive analytics as a service, custom built, with each step precisely choreographed just for you.

Remove name from robot

Our special process

Present text below with same images relating to each process step as on original 'Why PredyKtable' website page

We use a unique process which combines data science with our in-sector consultancy to create our dynamic prescription models which continually aggregate wider industry data to achieve the greatest incremental value for your business. We deliver bespoke solutions, no matter the stage of your data journey.

Consult
It all starts with our domain experts working with you to define goals and success criteria. They help to address unknowns and deliver the most valuable outcomes.

Predict
Our Predykt engine enhances your data with global & local trends, such as weather, travel and localised demand spikes. Our data scientists build & optimise our prediction models which identify previously elusive, connected, patterns; unlocking data's true value.

Present
Our models are then outputted through Predykt into either our visualisation app "Predykted" or directly into your own app. We also turn data insights into action faster using automation. Predykt integrates directly into your core systems.
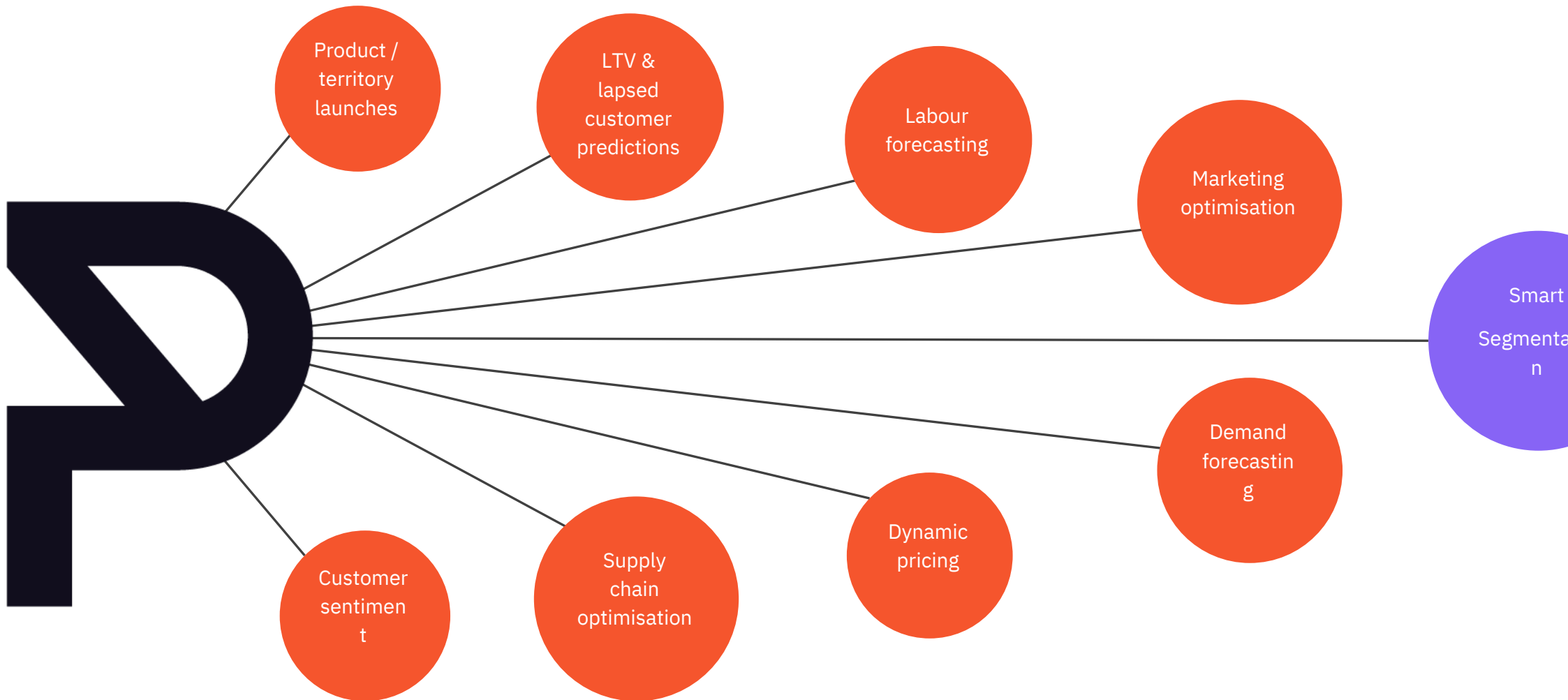
Evolve
Our data scientists continually find new insights to keep models relevant and learn from the data to improve accuracy of foresight fuelled prescriptions. Your very own team of data scientists are with you every step of the way.

Equipped with relevant, accurate, foresight, we'll predict what will happen and prescribe what to do when it does – fast.

Our advanced high value models
Here's some examples of so many possibilities

Product / territory launches

LTV & lapsed customer predictions

Labour forecasting

Marketing optimisation

Smart Segmentation

Demand forecasting

Customer sentiment

Supply chain optimisation

Dynamic pricing

Use cases

Maybe show 4: Smart segmentation, Labour forecasting, LTV lapsed customer predictions, Product / territory launches

Present below as infographic

- Goal – We need to know the optimal spend and the right segmented messaging by channel to achieve an 8% incremental uplift in sales and meet our EBITDA targets within 12 months.
- Data Science Question – Given a set of segmentation analysis and spending parameters, what is the optimum channel mix to maximise conversion, given a threshold of profitability?
- Output – Regular reporting recommending the optimum channel mix and messaging to acquire profitable converting customers.

Present below outcomes as infographic

- Cut decision risks and costs
- Maximise operating efficiencies
- Optimise labour
- Boost sales margins
- Improve sentiment and NPS
- Reduce customer effort
- Gain ROI in months not years.

Add link to demo

You'll gain from our blended consultancy, domain knowledge and data science capabilties that uniquely uncover your high value challenges and guide you in how best to solve them.

Add Retail and Hospitality nav boxes that are on existing home page

CTA – present in similar way to original website page

Whatever your size, we deliver actionable foresight faster, without complexity and compromise. Speak with our experts about a proof of value today.

Still not convinced: try our free evaluation of your data analytics requirements.
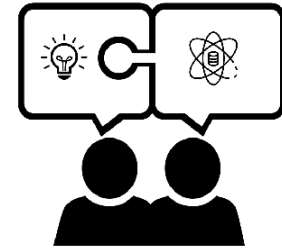
Platform

Our Hierarchical Approach to Data Modelling

Build from the bottom up - each hierarchical model level fuels the final model's prescriptive power. Using wider global and domain insights within our models, we can predict 60-70% of the signal of a particular problem.

Make it bespoke - we add client data, assumptions and expertise to personalise and enrich our models. This allows us to understand the historical impact of client actions on their results - compared to the wider market, so we prescribe the best future actions with ever-increasing accuracy.
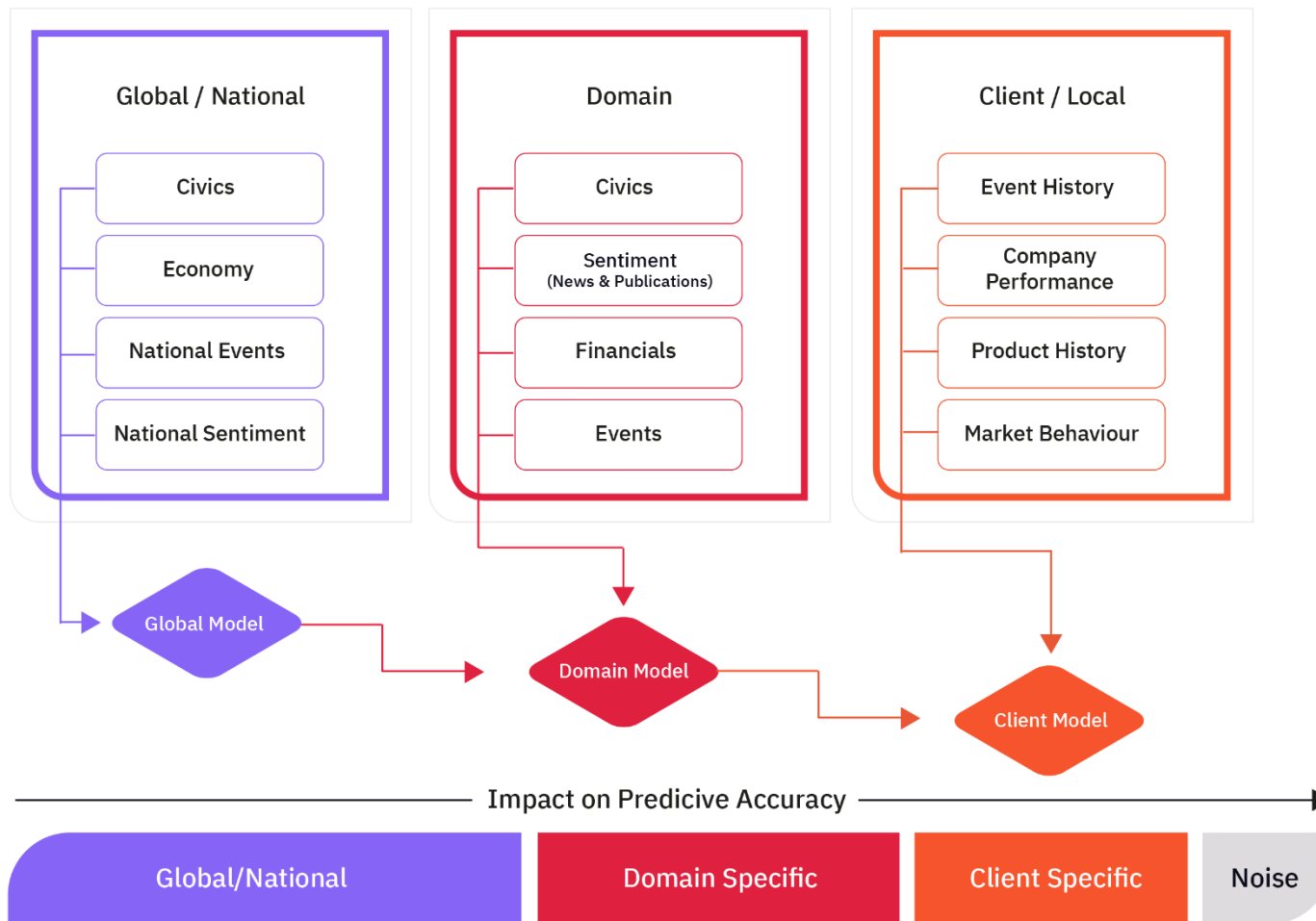
Data science, **our principles**

Standardise and Generalise. We build bespoke solutions for each client and share what we learn across our overall client base. This means generalising our data and experimentation framework from the outset, which also enables smoother onboarding.

Let's be honest. Sometimes there is no signal or causation within the data, sometimes experiments don't work. We will always reveal this early on and maintain total transparency - internally and externally.
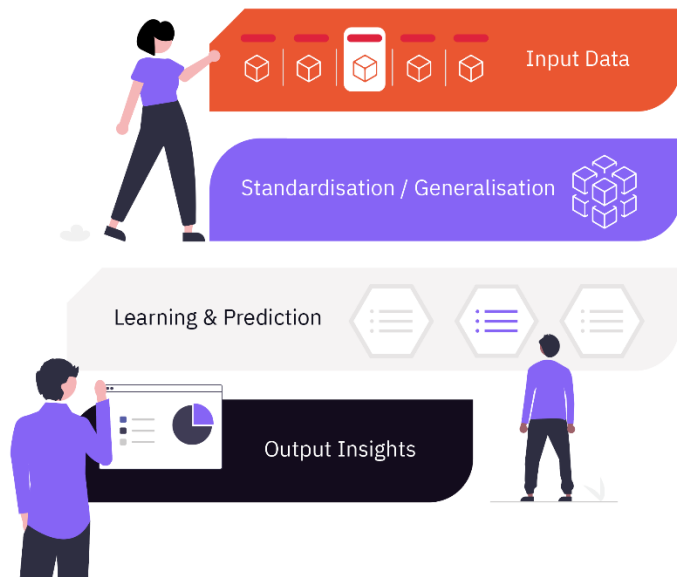
Platform engine

- Our platform is built to quickly ingest, enhance and process your data ready for our machine learning engine, Predykt.

- The output is then available through either our visualisation app, Predykted or through our Predykt-APIs - whichever suits your stack

- Designed using modern architecture principles, including:

  - ➤ API First

  - ➤ Component Based

  - ➤ Privacy by Design

- Built in Google Cloud using automated IaC tooling

- Following Google's Secure Foundation blueprint to ensure security and compliance in every step of the process
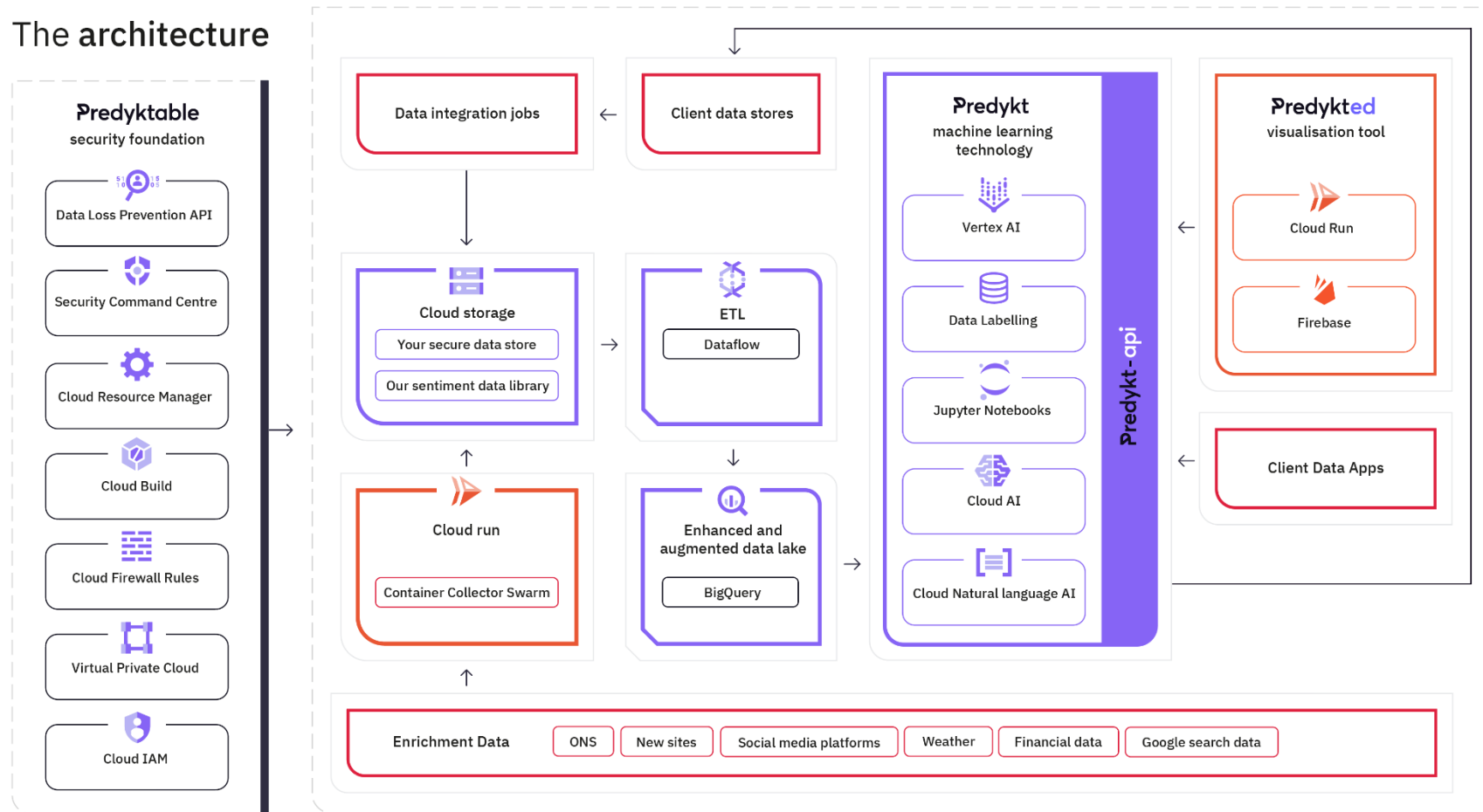
Predykt

Prescription engine

Predykt-api

Prescription output

Predykted

Prescription display

The **architecture**

Predyktable
security foundation

- Data Loss Prevention API
- Security Command Centre
- Cloud Resource Manager
- Cloud Build
- Cloud Firewall Rules
- Virtual Private Cloud
- Cloud IAM

Data integration jobs

Client data stores

Cloud storage
- Your secure data store
- Our sentiment data library

ETL
- Dataflow

Cloud run
- Container Collector Swarm

Enhanced and augmented data lake
- BigQuery

Predykt
machine learning technology
- Vertex AI
- Data Labelling
- Jupyter Notebooks
- Cloud AI
- Cloud Natural language AI

Predykt-api

Predykted
visualisation tool
- Cloud Run
- Firebase

Client Data Apps

Enrichment Data | ONS | New sites | Social media platforms | Weather | Financial data | Google search data

Solutions – Retail

No need to shop around – we deliver data-fuelled foresights, so you take the best future actions that deliver most value

If you're a retailer, you're probably competing on price daily. Not to mention razor thin margins, high street woes and the challenges of understanding consumers' ever-evolving needs.

To keep ahead, you need prescriptive analytics as a service from Predyktable, custom built for you. You'll not only understand what and why, but what's next and what to do about it.

Our experienced team blend your data with smart technologies, into dynamic prescription models fuelling foresight that shows the best way forward to hit goals that matter most. How about hitting these goals just for starters:

Better identifying areas to reduce waste: from marketing spend, labour optimisation, demand forecasting.

Identifying exactly where you can make more money within the most profitable customer segmentations.

Better optimising pricing at a regional level to maximise the sales opportunities and much more. Use existing image on Retail page of graph

What you can achieve with prescriptive analytics

We generate behavioural insights combined with detailed demographics, to generate accurate foresight fuelled models. These help you reach customers with a hyper-personalised and engaging shopping experiences that wins and converts. Here's some examples from so many possibilities

Use cases

- Goal – We need to know the optimal spend and the right segmented messaging by channel to achieve an 8% incremental uplift in sales and meet our EBITDA targets within 12 months.
- Data Science Question – Given a set of segmentation analysis and spending parameters, what is the optimum channel mix to maximise conversion, given a threshold of profitability?
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- Cut decision risks and costs
- Maximise operating efficiencies
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  -

Why Predyktable for Retail?

- ✓ Offer in-sector consultancy expertise (discover unknown opportunities)
- ✓ Not afraid to push back if something's not right for you
- ✓ We do advanced Prescriptive Analytics as a Service (full stop)
- ✓ Uniquely provide the most accurate & high value actionable foresight
- ✓ Each model is custom-built for you
- ✓ Blend best of breed technology built with security, scale & ease of integration
- ✓ Speed to value - our models are put live quickly so they can evolve quickly
- ✓ Full flexibility – display in our app, your app or fully automate into your systems.
- ✓ GDPR compliant. It's your data not ours.
- ✓ Fully managed service - from start to finish

CTA – present in similar way to original website page

Whatever your size, we deliver actionable foresight faster, without complexity and compromise. Speak with our experts about a proof of value today.

Still not convinced: try our free evaluation of your data analytics requirements.

Solutions - Hospitality

Helping hospitality brands make better foresight-fuelled decisions that achieve most value

Whether you're an established hotel chain or pioneering a new way to book concert tickets, there's no shortage of innovation in your industry.

But how do you make better decisions to address shifting customer attitudes, unusual purchase patterns, seasonal or market-driven fluctuations? How do you improve your financial success and gain competitive advantage?

The answer is prescriptive analytics as a service from Predyktable, custom built for you. You'll not only understand what and why, but what's next and what to do about it.

Our experienced team blend your data with smart technologies, into dynamic prescription models fuelling foresight that shows the best way forward to hit those goals that matter most. How about hitting these goals just for starters:

Better identifying areas to reduce costs: from marketing spend, staff levels, demand forecasting, cancellation reductions.

Accurately predicting and satisfying localised demand surges, optimising regional pricing flex, promotional targeting to fuel sales opportunities and much more. Use existing image on Hospitality page of graph

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  - Add link to demo

Why Predyktable for Hospitality?

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About us

Twenty years behind us = future success for you

Two decades of experience in **Hospitality and Retail** taught us the importance of adopting a data driven culture to minimise the impacts of uncertainty caused by the perpetual change in consumers' expectations

A smarter way to achieve these goals was required that went way beyond the restrictive retrospective and current insights generated from **traditional data analytics tools**.

We created an industry-first **prescriptive analytics engine** which predicts future events and then uses those predictions to prescribe a course of action customised to each clients' needs.

We use **cognitive technologies, data science**, combined with our sector consultancy experience to provide an end-to-end service for commercial, service-based organisations.

Now Retail and Hospitality professionals take the best actions from data fuelled foresight, **generating the most value** and the greatest competitive edge.

Our visionary purpose

Minimise business uncertainty for Retail and Hospitality professionals with the most accurate actionable foresight through our unique prescription models, so they take the most valuable future actions with confidence.

Our values

Our team is built on a foundation of trust and support, which is how we work with one another and with our customers too.

We put customer wants and needs first

We challenge convention - bring a fresh smarter approach to data analytics

We genuinely love our work and believe in its disruptive potential

We're unashamedly geeky creative thinkers

We're not afraid to be honest

We work with integrity and inclusivity

Founders

Our creators (keep this and photos the same)

Partners

We're on a mission to deliver the most accurate actionable foresight through our advanced prescription models to release huge business value. It's a team effort enabled by our growing open ecosystem of best of breed technology vendors and customer aligned solution providers.

Imperial College London

Our partnership with Imperial College London is an effective and direct way to support the next generation of data analytics talent. As an Imperial Partner, we offer opportunities and support through placements, proposals, and insight sessions. We then employ these valuable experiences with those who share our excitement around how actionable data foresight can make a difference.

A proud member of Ecologi

We're taking active steps to offset our carbon footprint to be a more sustainable business. We already tread lightly as an organisation, while supporting reforesting and other positive green initiatives around the world.

Careers

Are you a daring data scientist or a tenacious technologist?

We're always looking for talented people to join the Predyktable team.

Keep 'Get ahead of curve' CTA