Data Science

Extract Actionable Insights Using Predictive Analytics and Machine Learning

Overview

Durga Analytics enables businesses to uncover patterns, predict outcomes, and make smarter decisions by applying advanced data science techniques across structured and unstructured datasets.

Core Services

- Predictive modeling and time-series forecasting
- Customer segmentation and lifetime value analysis
- Fraud detection and anomaly identification
- Recommendation engines and personalization
- Natural language processing (NLP) and text analytics

Engagement Framework

1. **Business Understanding:** Define objectives and data KPIs
2. **Data Exploration:** Clean, transform, and profile data
3. **Model Development:** Build, evaluate, and fine-tune models
4. **Interpretation:** Explain results, generate insights, and align with decisions

Benefits

- Proactive decision-making with predictive insights
- Personalized customer journeys and targeted campaigns
- Risk mitigation using behavioral modeling
- Scalable models ready for production deployment

Client Outcomes

- Developed a demand forecasting model for a retail chain, reducing stockouts by 40%
- Built an early churn prediction system for a SaaS platform, improving retention by 25%

- Implemented a fraud scoring engine for a fintech client, detecting anomalies with 92% accuracy