Data Science / Machine Learning / AI Projects:

Each of the cases below needs some analysis and involved python code / packages.

Requires some modelling, testing and prediction analysis (typical of any data science project).

So it is important we focus on some real use cases that will benefit the business.

Cases we have Data in Data Warehouse (Elite, billing and CRM:

1. Forecasting and prediction what is my next month billing (billing data) or worked hours (XCM)?

We use the prediction based on past data and seasonality/trends – say what is my next 2 months billing going to be, what is my next 2 months work load utilization going to be, etc.

1. Marketing / CRM: Statistical Regression Analysis and Clustering Models:

What marketing Strategies worked in the past – so we can focus on clients having similar profiles and marketing efforts?

Clustering / Association analysis – what other similar accounting features can we sell together as a package based on past data (helps marketing teams).

We can bundle them together in same marketing effort.

Other cases (we do not have data for this)

1. Based on Classification / Clustering models – automatically classify data into accounting categories expenses, income from excel or pdf or bank statements for Tax preparation. Classify outliers – like fraud detection, anomalies, groups that have a pattern.

Who will potentially default based on patterns, etc.

1. Run traditional regression / time series for Risk Management / Risk Assessment.