

### Abstract:

Fliptop's primary business used to be contact record linkage, similar to the FullContact guys (whom we know and like). We built-out some substantial infrastructure, coding primarily in Scala, and using JVM-stack libraries. In the past year, we've moved beyond our data business into building predictive analytics applications for Sales and Marketing teams, so it was necessary to build a data science/machine learning stack. While there's plenty of machine-learning tools for the JVM, we felt that the Python ecosystem had many advantages for our use-case (which we'll discuss), and we think we integrated them in a clever way.

### About Fliptop:

Fliptop's customer intelligence platform uses data science to help companies close more sales. Our software seamlessly integrates with the most popular CRM and marketing automation systems, and models historical sales to predict how likely new leads will become paying customers. Our SpendScore has been used to prioritize sales pipelines, build prospecting lists, and optimize marketing campaigns.