

Post-Digital era
Business with
AI & Data Analytics`



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A night-time satellite view of Earth from space, showing city lights and auroras.

An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.

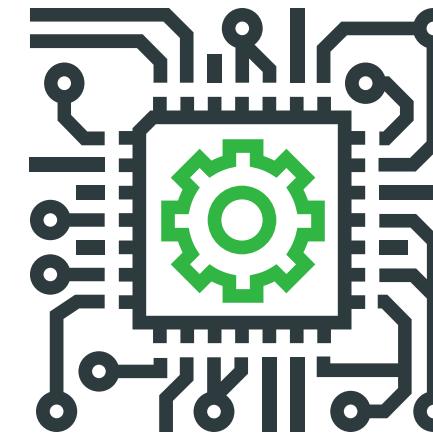
#ShiftHappens

CREATING BESPOKE TECHNOLOGY

Techweirdo champion the technology businesses need to rapidly grow, improve processes and make decisions



**Full Cycle
Product Development**



**Artificial Intelligence
as a Service**



**Data Analytics &
Business Intelligence**

The business survival strategy - Your Technology mix & Global Trends

Self learning applications

Data preparedness and literacy

Embedded & Cloud analytics

AI to predict and prescribe

End-to-End decision making platforms

Intelligent applications using
Machine Learning

On-demand Chief Information Officer and governance

By 2022, more than half of major new business systems will incorporate continuous intelligence that uses real-time context data to improve decisions. Those investing in AI, on average, report a 15% improvement in productivity for projects.

How strong do you stand?

#TransformationJourneys

BUSINESS FUNCTIONS IN WHICH AI HAS BEEN ADOPTED BY INDUSTRY

AI is gaining the most traction in the areas of businesses that creates the most value within the given industry (% indication)

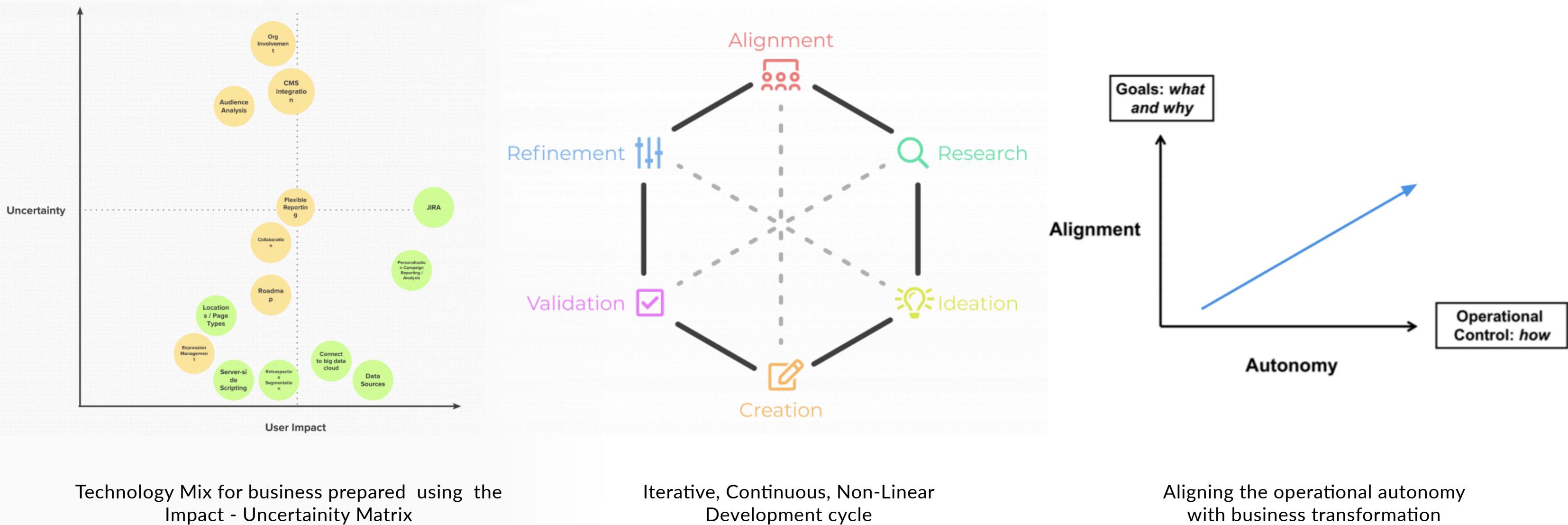
	Service operations	Product and/or service development	Marketing and sales	Supply-chain management	Manufacturing	Risk	Human resources	Strategy and corporate finance
Telecom	75	45	38	26	22	23	17	15
High tech	48	59	34	23	20	17	21	17
Financial services	49	26	33	7	6	40	9	14
Professional services	38	34	36	19	11	15	16	11
Electric power and natural gas	46	41	15	14	19	14	15	14
Healthcare systems and services	46	28	17	21	9	19	18	13
Automotive and assembly	27	39	15	11	49	2	8	6
Travel, transport, and logistics	51	34	32	18	4	4	2	3
Retail	23	13	52	38	7	9	8	0
Pharma and medical products	31	31	27	13	28	3	6	4

Source - McKinsey

#DiscoveryToDelivery

Techweirdo's Full Cycle Product Development Framework

Continuous innovation for sustainable growth



Bringing a startup's agility to high-growth businesses with the 'Impact, Confidence and Ease gradation approach' to transformation

Artificial Intelligence as a Service

Predict trends, Prescribe solutions, mine customer sentiments, reduce operation overheads with the power of AI

Analytic AI

Analyse & assess - Sentiment, demand and more

Functional AI

Translating analysis into action that trains itself

Interactive AI (Chatbots, Virtual assistants)

Text AI (Natural Language Processing)

Visual AI (Computer Vision)

Robotic Process Automation

Analytics as a Service

From managing your data, creating custom apps to business intelligence reporting

Business Intelligence & Analytics - Deep insightful visual reports powering efficient decisions

Embedded Analytics - The power of analytics behind your web/ mobile platforms/portal/applications

Data Modelling - Preparing data & ecosystem to be operable

Integration and Data Management

Legacy business warehouse to cloud Analytics

ENTERPRISES WHO HAS BEEN A PART OF OUR JOURNEY

```
//fires the appear event when appropriate
var check = function() {
  //is the element hidden?
  if (!t.is(':visible')) {
    //it became hidden
    t.appeared = false;
  }
}

//is the element inside the visible area
var a = w.scrollLeft();
var b = w.scrollTop();
var o = t.offset();
var x = o.left;
var y = o.top;

var ax = settings.accX;
var ay = settings.accY;
var th = t.height();
var wh = w.height();
var tw = t.width();
var ww = w.width();

if (y + th + ay >= b & y - ay <= a + ww + ax) {
  if (!t.appeared) t.trigger('appear');
} else {
  //it scrolled out of view
  t.appeared = false;
}

//create a modified fn with some changes
var modifiedFn = function() {
  //mark the element as visible
  t.appeared = true;
  //is this supposed to happen
  if (settings.one) {
    //remove the check
    w.unbind('scroll', check);
    var i = $.inArray(check, w.data('fn'));
    if (i >= 0) $().fn.appear();
  }
}

//trigger the original fn
fn.apply(this, arguments);
}

//bind the modified fn to the element
t.one('appear', modifiedFn, {settings: settings});
```



BB “Catering Tier 2/3 with a web portal was not easy, their approach to create a vernacular, adaptive product won us over”
Kaushik Ghosal, Guruledge Foundation



AMELUXE

{xelp}



“Gave them a shot and what a shot it was!” DD
Shouri Mitra, Founder, The Opus Way

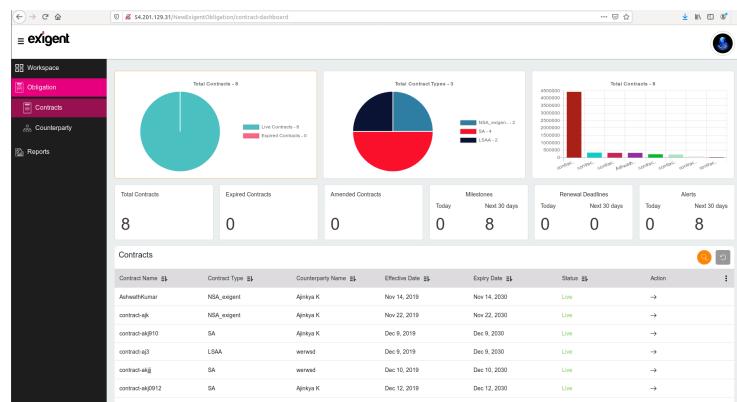


BB “We have developed a great partnership with the team and their dedication to the application has been evident”
Hindol Goswami, Community lead and founder, Shidhu

[View all on http://techweirdo.in](http://techweirdo.in)

Smart legal contracting application - LegalTech

Machine learning implementation to create automated legal contract processing application for the Exigent Group that had reduced the time & resources spent on managing huge volumes of legal contracts for their clients with machine aided parsing of clauses. This self-training application, trains itself to work more precisely with time. The algorithm deployed, identifies repetitive contract generation requests and provides users the relevant document quickly, reducing the operation time in this scenario by more than 65%. More than 10,000 requests for new contract generation are raised monthly by their clients. Some sample screens from the application below :



This screenshot displays a list of contracts. It includes columns for Project Name, Contract Name, Document Type, Contract Owner, L1, L2, L3, Deployed, and View. Projects listed include Lakshmi Agencies, KKR Motors Co. Ltd, and Logitech. Each project row shows multiple contracts with details like 'NDA' or 'Gaurab' as the owner.

This screenshot shows the configuration interface for defining field attributes and data models. It includes sections for Business and Purpose, Term and Termination, and Notice Delivery Modes Accepted. Fields like Title of Agreement, Effective Date, and Notice Delivery Modes are being configured.

Custom ERP and analytics system for a F&B Major

Designed and engineered, a customized ERP solution for a leading restaurant chain in India. It has reduced their operating complexities covering - Financial Management, Inventory Management, Brand Management, HR, Material management and Customer Relationship Management. A major pain area for the business was the difficulty and redundancy of the subscription software they were previously using, which did not fit seamlessly with their offline processes. We also created a real-time analytics dashboard which sits on top of the application and generates periodic reports, services adhoc queries for the management and helps them stay on top of the crucial sales and inventory data. Some sample design screen below :

The image contains four screenshots of the custom ERP system. The first two screenshots show the main dashboard with various modules like Financial Management, Human Resource Management, and Purchase Order Management. The third screenshot shows a detailed view of the Purchase Order Generation screen with fields for Purchase Order Number, Purchase Order Date, and Purchase Order Status. The fourth screenshot shows a dashboard with key performance indicators (KPIs) such as 25 Employees, 10 Owners, 1 Job Opening, 2 Resumes, 3 Office Locations, 5 Staff, 17 Companies, and a grid of staff profiles with their names and photos.

PROJECT USE-CASES

Visit <http://techweirdo.in> to read more on our use-cases

Community platform for Global Alumni Association - IEST, Shibpur

An community web portal for the global alumni group of one of the oldest and prominent engineering colleges in India. The portal comes with an inbuilt content management system, analytic embeded dashboard to monitor traffic and boost engagement. Built on the scalable Mongo DB and Angular framework, the portal has a record low site loading time of 2ms despite the volume of content. User management, publication and forum are some of the most important developmet areas that had been covered in this work.

PROJECT USE-CASES

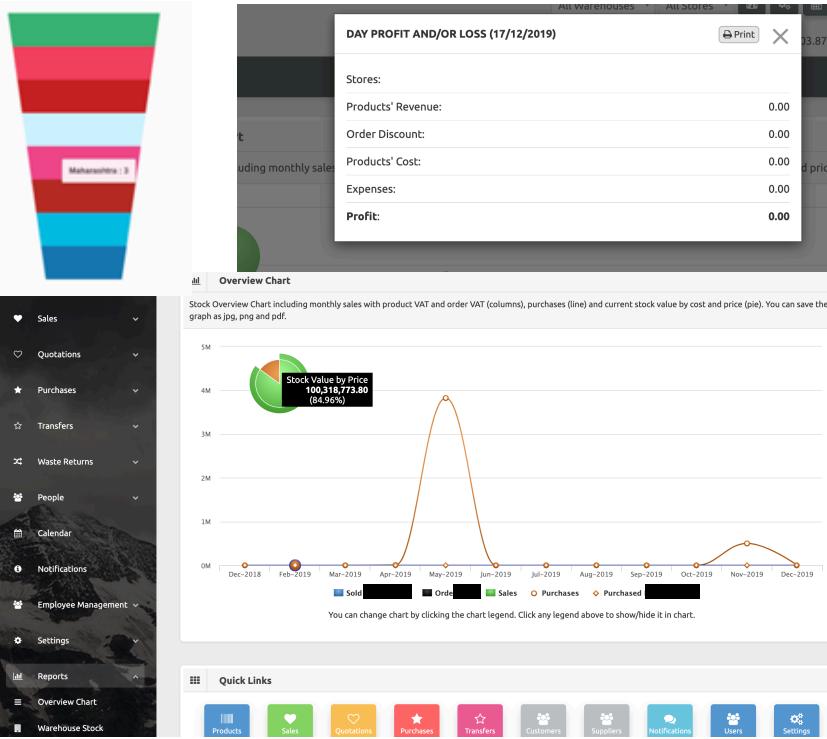
Story Vending Machine - The Bengal Club

When the president of the Bengal Club wanted to re-create a machine he had seen at public areas in Paris, he gave us the responsibility to create that for their private club of premium members. The only challenge was to create a vending machine which vends short stories but looks like an old post-box. We not only did create the vending machine but a powerful dashboard that constantly monitors the usage of the system, reading history, peak time of access, and more. It also boasts of a custom content management system and can automatically cluster entries as and when created by the system admin.

Visit <http://techweirdo.in> to read more on our use-cases

Embedded analytics on ERP

Developed a scalable and multipurpose connector in Scala programming language to bridge data between a restaurant major's ERP system - with Asmaka Venture's analytics engine, which facilitates - Transfer, Cleaning, Validating and parsing of data. A related implementation had a visualisation and reporting dashboard which was built using the D3 charts. This has been a full cycle data preparation, migration, application development and analytics implementation journey for us.



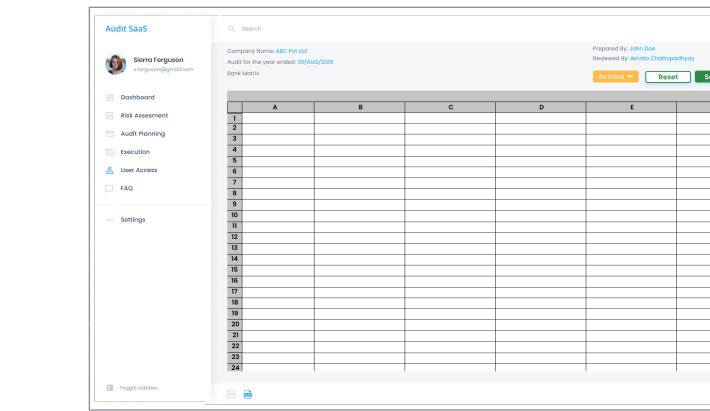
This screenshot shows the ElfinPay mobile application interface. At the top, it displays the user's name (Rabin De) and location (Shree Laxmi Retail, Khardah). It includes a 'Manage Account' button and a notification bell icon. Below this is a 'Recharge and Payments' section with icons for Mobile Recharge, DTH Recharge, Money Transfer, and Ticket Booking. There are also sections for AEPS and Insurance. Under 'Quick Links', there are buttons for Add Customer, View Passbook, Complete KYC, Status Enquiry, and Customer Support. At the bottom, there are three promotional banners: one for Gillette, one for AD, and one for ITNE. The footer navigation bar includes Home, Transactions, Add Note, Reports, and Account Details.

This screenshot shows the ElfinPay web portal. It features a 'Manage Account' section with fields for Name (Rabin Roy) and UPI ID (8989898989@ybl). It includes a QR code and a 'Share details via Whatsapp' button. Below this is a 'Retailer Details' section with a summary of 'Current Allocated Balance INR100000'. The page also contains a 'Retailer Name - Tahir Sharma' section with service details and pending actions. It includes a 'Transactions' table and a 'Send money to retailer wallet' form. The footer navigation bar includes Home, Transactions, Add Note, Reports, and Account Details.

This screenshot shows the ElfinPay KYC process. It starts with a heading 'ElfinPay Senders KYC' and a QR code. Below it is a section titled 'Complete your sender KYC in 3 simple steps': 1. Share name and mobile number, 2. Choose the relevant options to do KYC, and 3. Upload address proof, identity proof and get verified. A large orange 'Continue' button is at the bottom.

Auditing SaaS catering to CA firms

An end-to-end application that caters to a chartered accounting firm's demand to service their client built on the MEAN stack. This application has all the required forms, templates that they require, in-built operational logic that completely removes the overhead of calculations and a reviewer module that completes the lifecycle of data submission to auditor sign-offs. It is an ongoing project.



ElfinPay B2B billpay and remittance android app

Android native application and web-portal (on-going) catering to the B2B telecom retailers. Creation of a LAPU sim based multi-recharge robotics system to facilitate the service for telecom distributors and retailers. Currently, the platform covers - recharge services, money transfer and AEPS. The moonshot for this product is automating the KYC process using computer vision and leveraging the demographic analytics data to create powerful sales funnel for the company and its vendors. Sample screens beside :

PROJECT USE-CASES

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ON A MISSION TO EMPOWER BUSINESSES WITH THE BEST TECHNOLOGY MIX AND GROWTH MATRIX



Sudeshna Mukhopadhyay
CEO & Product head

Computer Science engineer with deep dive in data warehousing, business intelligence and cognitive sciences. Brings pragmatic, analytical, detail oriented product mental-models onboard. Heads the product team at Techweirdo. Ex - Variable Energy Cyclotron Center & Cognizant.



Gaurab Patra
CTO & Engineering head

Mozilla Contributor to RUST programming language, Ex-CESC, Computer Science engineer (IEST, Shibpur) , Google developer group evangelist. Team player, solution oriented, and has an expertise in AI & Machine Learning. Gaurab heads the technology innovation team at Techweirdo.

The future of technology is in democratising information, low-code and interactive.



CONVERSATIONS ON ‘NEXT BIG WHAT’ BEGINS HERE

#startyourstory

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