**Areas of Application:**

* **Customer Analytics**: Analysis of customers’ preferences, their response to promotions and offers. Some use cases may be churn analysis, customer segmentation, recommendation engine, pricing analysis etc.
* **Security:** Data driven analysis is popularly used in security systems like police, CBI, cyber security and organisations of same kind for various analysis and prediction on issues like threat detection, computer and network forensics, Governance, risk and compliance, risk modelling etc. and many more
* **Fraud Detection:** past data can be analyesed and used to predict fraud or get the probability of a particular case to be a fraud.
* **Market Research & Retail Analytics:** Database of past data is used to analyse the market trends for a particular business segment or a product and analytical research is done to understand different business aspect as well as to take useful business decision based on a predictive analysis.
* **Logistics and Transport:** Data  Science and Machine Learning has revolutionised the Logistics and Transport industry with a predictive analysis on  the most important factors for the success of supply and improving the model accuracy by learning with rea-ltime data.
* **Healthcare**: Data Science is widely used in healthcare in recent days. Data analytics is giving a new dimension to this industry. Lot of research and predictive analytics are practiced in this domain.
* **HR Analytics:** HR analytics is one of the most used domain of data science. Insights on many aspects like stuff turnover, employee productivity, recruitment, talent management and many more can be drawn from the data-driven analysis.
* **Sales:** analyses sales performance based on various products for different countries or areas, different seasons and based on other sales strategies and also does prediction on future sales.
* **Performance Analysis:** Analysis is done on performance of employees based on different attributes, individual and departmental metrics and insights can be drawn as well as future strategies can be adopted on basis of the analysis.
* **Ecommerce:** Customer analysis on Ecommerce including  segmentation, products basket analysis, customer response analysis, predict customer demand, analyse the performance of categories, brands, recommendations based on earlier purchases etc.
* **Financial Analysis**: helps the business managers, CFOs to get insights on specific financial task to address different business issues.

**Industry based Training on Data Science with Machine Learning**

Getting resource with a combination of good technical and business skill is rare in the industry. Our training program on Data Science and Machine Learning provides a bridge to the gap to meet the industry expectation. The training curriculum is designed to enable one to be industry-ready.

**Business Decision**

**Pre-processing,**

**Cleaning Data**

**Exploratory Data Analysis**

**Visualization,**

**Present Report**

**Predictive model with ML, DL**

Model Evaluation

**Product Delivery**

**Data Collectin**

**Understanding Business Problem**

**Services we offer:**

1. **Data Engineering:** Collection of data from different sources and integrating them to get some business insights by using different data analytic techniques.
2. **Data Management:** Database management includes acquisition, validation, storing and protecting data and processing them for accessibility for its users.
3. **Data Integration:** Data integration techniques combine data from multiple sources and provides a structured database for analysis.
4. **Data Visualisation and report:** Presenting data in a pictorial or graphical manner to visualise the concepts or identify the patterns or trends in the data. The interactive technologies enables you to drill down charts and graphs and get more details on the data.
5. **Predictive modelling:**  Looking at the existing data and utilizing data mining techniques and machine learning and deep learning algorithms, future outcome of a business problem is predicted.

**Business Decision**