



**UPPER  
DELTA**

**Briefing**  
2020-02-13



# About Upper Delta

**Founded in 2018**

**Engineering + Machine Learning**

**Specialized in building Data Science Products**

- Reliable and Autonomous execution
- Wide-spread adoption by systems and teams
- Foundational data to build on top
- Documented, Tested and Monitored



# Use Cases

## Marketing

**Best Time for Contact:** Identify the correct time to call each client and use this information to improve call center performance. 15% increase in client reach.

**Device Recommendation:** Recommend mobile phone upgrades based on network usage and history of past purchases. 2.3x higher conversion on selected clients.

**Next Best Offer:** Customer-specific recommendations of services for marketing campaigns. Incorporates client, product, usage and market info. 28% increase in delta ARPU.  
Expansion to **NBA**.



# Use Cases

## Customer Experience

**Churn Prediction:** Ahead of time identification of clients likely to churn, using product usage, complaints, market information, demographics, etc. Top 10% clients **3x more likely to churn over the next 10 months.**

**Bad Experience:** Identify and prevent internet and TV service outages using low-level network information. **98% of identified clients confirmed issues.**



# Advanced Analytics

## Team

Talent Acquisition

Brand Recognition

Knowledge Sharing

## Process

Product Focus

Quality Driven

## Culture

Fast Paced

Fearless

Data Informed

## Workshops

ML Talks

Mentorship

## Code Review

CI / CD

Change Mgmt.

## Agile

Evangelization

Democratization



# Partnerships

**University:** Master/PhD thesis advisory. Specialized Training.

**Community:** Open community talks (DSPT), organization and participation of data science challenges (Hackacity, Eurekaathon).

**Industry:** Network of contacts with specialized skills (data engineering, mobile apps, web platforms, realtime systems).

Our past projects in **SIFIDE make Upper Delta a profit center for our clients**. Currently applying for **R&D Certification**, making our fees tax deductible.



# Methodology

## Why?

DS projects have **key differences with other IT projects:**

- Data Hungry

- Business Impact is use case dependent

- Strong feedback loops

**Your organization might not be ready to take all use cases today.**



# Methodology

## How?

Our solution is to **first mitigate risk:**

- Short proof of concepts

- Identify and track success metrics

- Align stakeholder expectations

And then... **Scale out by building products instead of maintaining throw-away code.**





# Methodology

How?

**Immersive collaborations over fixed scope projects:**

Teams with **complementary skills**

Sprints and **continuous delivery**

Always pair seniors together with **trainees**

Ensure redundancy, **growth and quality** deliverables



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**Thank you!**

Get in contact with us at:  
[hello@upperdelta.com](mailto:hello@upperdelta.com)