

# AI & Data - Adaptive and Transaction Decision Engine

Data, Analytics and Adaptive Artificial Intelligence Platform



- Data in Motion / Stream
- Data at Rest / Batch
- Data in Many forms

- Data Profiling
- Data Reasoning
- Prediction Attributions

- Decisions Engine

Ingestion to Definition  
**Customer Profile**

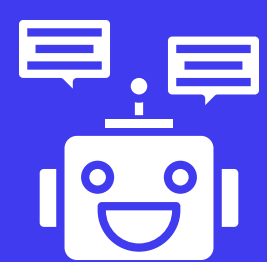
Data to Insight  
**Customer Interactions**

Insight to Decisions  
**Behaviors to next best action**

Decisions Visualization Automation  
**Execute next Business Action**

Evolution of the customer 360 Degree - Customer Lifetime Value

**Dashboards**



**Chatbots / PA**

**Register Actions**



**Reports**



- ✓ 3-Dimensional Profiling, Usage, Groups, behavior and Customer Segmentation
- ✓ Customer Patterns, Trends, Behavioural tracking, and end-to-end analysis
- ✓ Demand forecasting, Knowledge, desires, offerings and preferences
- ✓ Risk Assessment, Compliance, Cause & Effect, Anomalies, Fraud and Assurance
- ✓ Real-time cumulative reports on segment, section, models, and market dimensions.
- ✓ Dashboard visualisation, KPI Designer and external 2-way API, SDK and plugins

**Reports:** RFM Segmentation, Customer Migration, Behavioral Segmentation, Performance Report, Retention Report, Churning Report, Upsell & cross-sell Report, Campaign Performance Report, Product Cannibalization, Sales Performance Report, Detailed Churned Report.