



S A T O R I

A N A L Y T I C S A G E N C Y

IMPLEMENTING AI
ON CENTRALIZED DATA
FOR ADOPTING A
DATA-DRIVEN STRATEGY

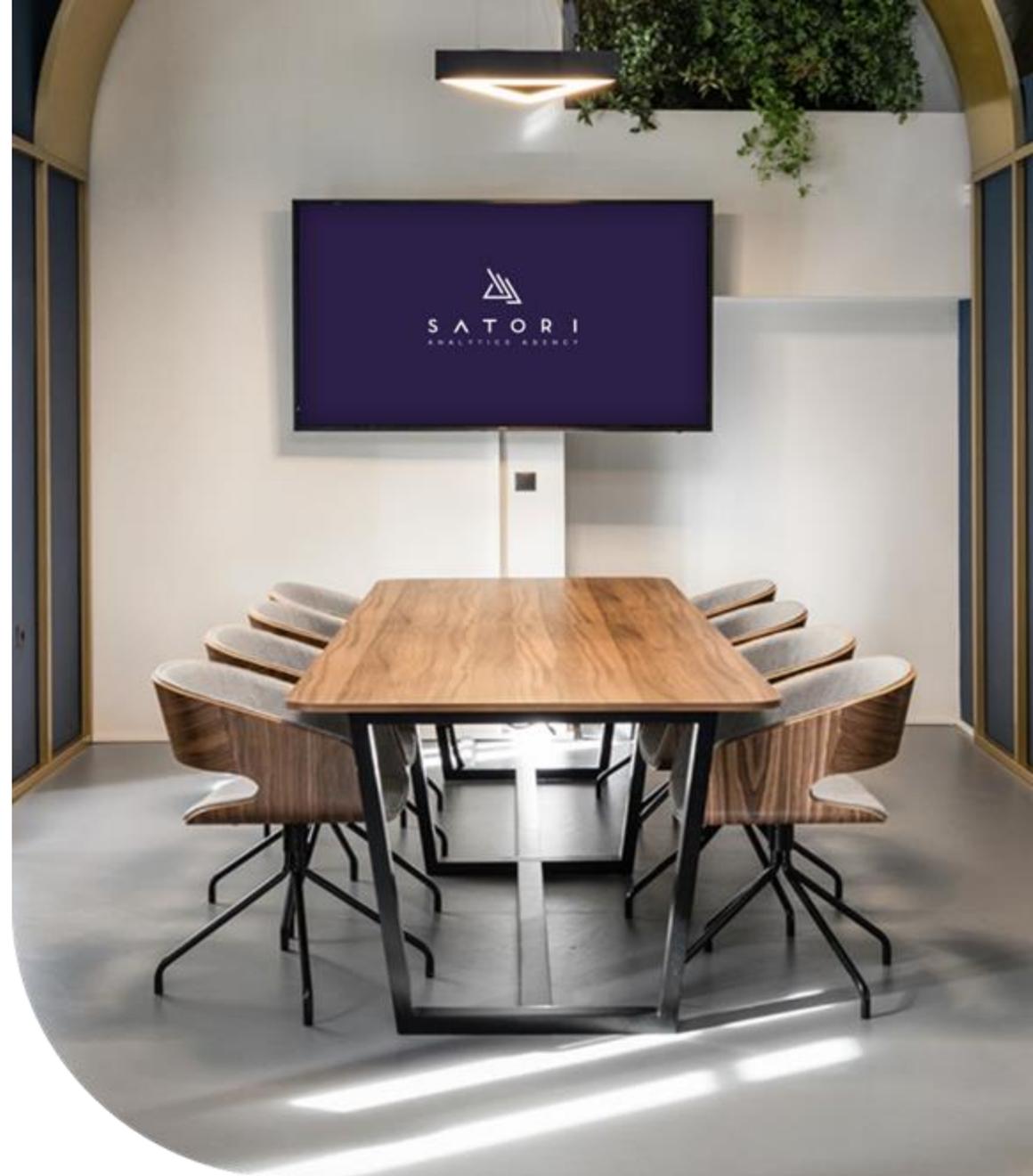
Table of Contents

- Who we are
- Centralizing Data
- Implementing AI Models
- Adopting a Data-Driven Strategy

We are a true Data & AI Transformation Partner.

Our solutions cover the whole data and analytics lifecycle. We are your one-stop-shop for all things data.

A Partner you can trust.



We support our clients all the way.

Our Solutions

01.

Data & AI Transformation

Own a modern Data and AI capability that delivers tangible business value and a competitive advantage.

Architecture & Governance

Hands-on Development

Up-skilling & Body Lease

02.

Advanced Analytics

Embed highly accurate and swift to deploy ML and AI algorithms from our product set, in your day-to-day operations.

Customer Analytics

Machine Learning Ops

IoT, Optimization & Supply Chain

03.

Data - Driven CX

Enable data-driven personalization at scale and maximize customer value, retention and sales.

Omni-channel CRM

Customer 360 Data

CRM Managed Services



Centralizing Data

The greatest barrier to AI adoption in businesses is the lack of centralized and quality data...



Why centralized data?

Centralized and good quality data becomes imperative and a basic building block of an AI/ML pipeline.

Gathering training and test datasets in one place, is the true asset behind Artificial Intelligence, more so than trained models.

Benefits



Single Source of Truth

- Data Consistency
- Data Integrity
- Data Quality
- Data Accessibility
- Data Ownership
- Data Governance
- Reduced data redundancy



Transparency

- Automating Reporting Processes
- Improved Monitoring Procedures
- Identifying problem areas
- Full visibility of the operational activities
- Better and more efficient Data-Driven decision making



AI Adoption

- **By Unbiased & Quality Data**
- **By Consistent & Organized Data**
- **With Less error-prone automations**
- **With Higher accuracy results**
- **With Better performance models**
- **Resulting in less operational risks**
- **Resulting in data-driven strategy**

Implementing AI Models



Prioritize business needs based on the results produced from the AI models...

Implementing AI Models

(Customer data-driven strategy)



Explainable AI (Churn)

Transparent models in churn prediction to explain what happens end-to-end during the training and inference stage.



Sentiment Analysis

Classifying large-scale datasets according to positive, negative and neutral classifications. In this way, we identify and extract how customers feel about specific products and/or brands.



Survival Analysis (Churn)

AI model that predicts if customers are likely to churn and when this might occur.



Decile Analysis

The decile analysis can be established with an AI model that helps us understand how the top deciles of a sample behave compared to the others.

Artificial intelligence and machine learning on top of customer data, can help organizations to get a deeper understanding of their customers.

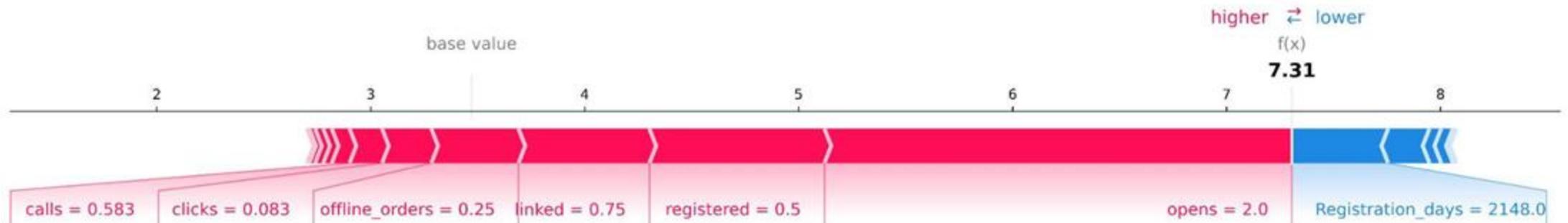
- Product recommendations
- Customer lifetime value predictions
- Churn and preferred communication channels insights
- Understanding how likely it is that different marketing activities will result in customer action

Explainable AI (Churn)

Given the importance of churn prediction in decision-making processes, there is a need to identify those factors (features) that have the major influence (weight) on the AI model.

The Explainable AI model aims to:

- Produce more explainable models, while maintaining a high level of learning performance (prediction accuracy).
- Indicate how much a factor affected the result. These features/explanations are revealed as patterns in the data found by the AI model.



Adopting a Data-Driven Strategy

Harnessing the power of Artificial Intelligence to craft your data-driven strategy and optimize customer experience.



Adopting a Data-Driven Strategy

By using Artificial Intelligence, organizations have wide-ranging benefits throughout their business lifecycle.

With more accurate models and by generating valuable insights, human stakeholders can rely on Artificial Intelligence and Machine Learning models to make better decisions strategically.



Gaining AI insights will help you:

- Develop advanced/optimized analytics
- Choose the right metrics (KPIs, KRIs)
- Apply controlling costs procedures
- Improve customer experience
- Increase Revenue and/or experience higher ROI
- Set up more efficient marketing workflows
- Define the appropriate segmentations for customers
- Build more sophisticated journeys



Let's talk about data.

info@satorianalytics.com



London office

Dalton House,
60 Windsor Avenue,
London, SW19 2RR



Athens office

Miltiadou 18,
10560
Athens, Greece