

PREDICTIVE ANALYTICS

It's not about technology. It's about understanding.

A negative ROI is a failure. At SevenTablets we work to ensure that your business has the tools and understanding it needs to make sound business decisions that will accelerate your success. Predictive Analytics uses innovative technologies like machine learning and artificial intelligence to create an accurate, applicable view of your customers and the way they interact with your business. This insight imparts greater business wisdom than ever before, setting your company up for long-term prosperity.

DATA

Define Your Data Universe

■ Our unique platform, STAX, gives us the ability to handle the **Volume, Velocity** and **Variety** of data your company needs to analyze in order to understand your clients. A comprehensive data set is the key to quality analytics.

PATTERNS

Identify Patterns in Your Data Sets

■ **Machine learning** is implemented to sift through all transactions, intelligence disturbances and anomalies in real-time to identify patterns that may uncover untapped opportunities for your business.

MEANING

Data Scientists Assign Business Meaning to Relevant Patterns

■ Our experienced Data Scientists assign **business meaning to the patterns** that are effecting your business, good and bad. This process imparts invaluable knowledge that leads to wisdom and predictive decision-making.

MEASURE

Adjust the Variables and Measure Impact

■ Scientists adjust the models so you can **understand how your future decisions will affect your business**, mitigating risk before you invest your resources and effort in a single change.

WIN

Disrupt and Win

■ We share the wisdom gathered with your team so you can make well-informed decisions with confidence, leading to **greater profitability**.

LET'S GET STARTED

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