

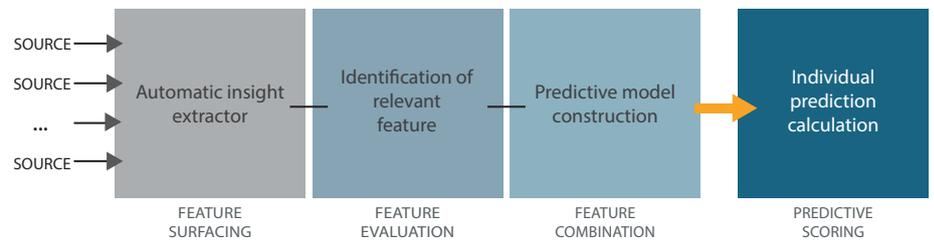




## A revolutionary 4 steps Machine Learning

### What do I want to understand and to predict ?

Once the question has been set, PredicSis.ai pipes 4 successive algorithms to give reliable answers and to build predictions.



"The Machine Learning is impressive, very fast and plug'n play. I am particularly impressed by the fast integration and I am looking forward to seeing the results of the next campaigns. For Orange Romania, this is the first tangible results in the big data / analytics new world."

*Julien Ducarroz, Chief Commercial Officer, Orange Romania*

#### Feature Surfacing

PredicSis.ai helps you to integrate together web browsing logs, call records, external datasets, ... in minutes. It constructs in memory smart aggregates and indicators based on a rich set of advanced operators.

#### Feature Evaluation

PredicSis.ai evaluates the predictive importance of each discovered feature. It builds optimal segments to uncover relationships with the business target. It displays those simple and relevant insights for the business user and gives powerful guidance to segment the base.

#### Feature Combination

PredicSis.ai selects an optimal combination of features to generate a unique formula to predict future behavior. This stage also includes stability measurement and prediction drift control.

#### Predictive Scoring

Result of the 3 previous steps, this function uses the recent data to compute the future prediction or the profiling. Prioritizing your target population by the profiles or predictive scores will increase the performance of your campaigns or your processes.

### Mathematical underlying principles

PredicSis.ai is a Machine Learning software embedding supervised algorithms. It performs automatic feature construction, supervised feature discretization or value grouping, and supervised feature combination, leading to predictive models (both classification and regression).

The algorithms, stable by design, are based upon MDL principle from information theory. They are specifically designed to avoid overfitting automatically. Predictive modelling uses a model ensembling technique to boost performance.

References:

1. Ming Li; Paul M.B. Vitányi (2009). An Introduction to Kolmogorov Complexity and Its Applications. Springer Science & Business Media.
2. Peter D. Grünwald (2007). The Minimum Description Length Principle. MIT Press.
3. Marc Boullé. MODL: a Bayes optimal discretization method for continuous attributes. Machine Learning, 65(1):131-165, 2006.



# Best of both worlds: Web and SDK

Whether you are a business analyst, data driven marketer, datascientist or programmer, PredicSis.ai offers the right way of interaction:

### Graphical interface: intuitive and straightforward

Accessible via your web browser, you can manage your data connectivity, set your business target, drive the machine learning, explore the findings, export reports and trigger operational predictions.



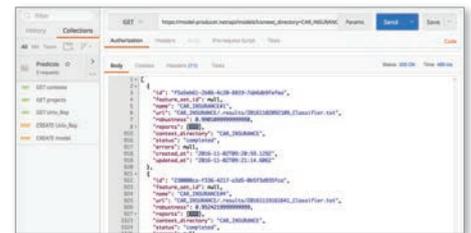
### Programming interface, via SDK or direct REST API calls

PredicSis.ai comes with its Python SDK to access all the functions present in the graphical interface, plus many advanced features to automatize learning and scoring in a production environment. Jupyter notebooks are also usable to facilitate data forensic actions.

"PredicSis disrupts how insurance companies leverage their big data for upsell, cross-sell, churn and fraud prevention. The speed and the accuracy are impressive."  
*Pierre Garcin, VP Insurance Solutions, Natixis Group*

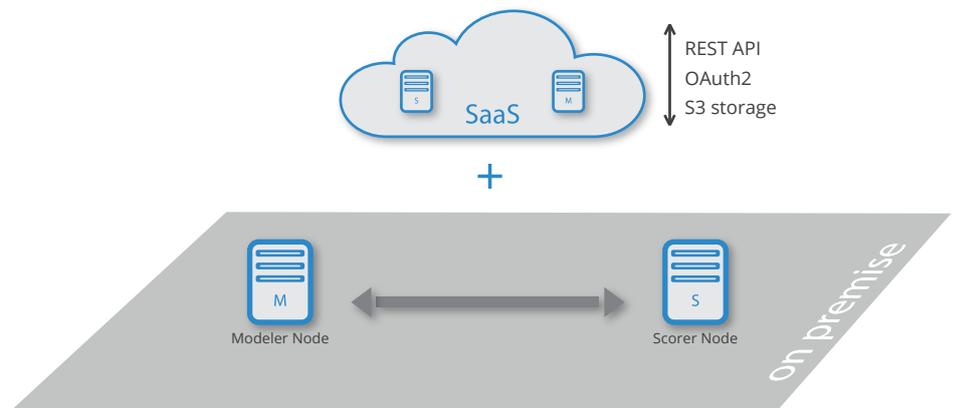


SDK in Jupyter notebook



API collection

# Hybrid approach for on-premise and SaaS



PredicSis.ai is primarily an internet service hosted on PredicSis private servers. It offers full flexible computing capacity through secure connection. PredicSis SaaS offers both modelling and scoring services.

For On Premise usage, PredicSis.ai is also available on dedicated servers with connectors to datawarehouse and datalake.



## Technical specifications

	On Premise	SaaS
Functions	Multisource analysis and aggregation Automatic identification of driving signals Training of predictive models Calculation of actual predictions	
Users interaction	Intuitive Graphical User Interface for configuration and data inspection Python SDK environment for advanced Machine Learning capability	
Data connectivity	Local file system Connected database Big Data cluster	Hosted storage facility AWS S3 & redshift REST API with Oauth2 authentication
Capacity	Dedicated	Flexible and on-demand
Technical environment	Linux on dedicated server	PredicSis cloud
Usage	Scalable predictions with integration on datawarehouse / datalake / CRM / DMP	Production scoring via API on PredicSis hosted environment
Pricing	Please contact us	Please contact us

They trust us



Partners



### About PredicSis

At PredicSis, we strive to unleash the power of data by offering a disruptive Machine Learning solution, PredicSis.ai, to discover the business actionable insights it contains.

Believing that Artificial Intelligence is here to simplify access to complex mathematical theories, we develop a user-centric solution to empower data citizen while helping them to focus on what matters: business value and operational impact.

We partner with major players to deliver value right into your processes. We natively use Amazon Web Services for our SaaS services, leveraging flexibility and security of the full stack. For On Premise operations, we partner with Orange Business Services to deliver end-to-end solutions and large scale projects.

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