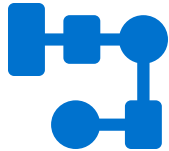


Value of Data Science and Machine Learning



- **Augment processes with automated, data driven decision making** to effectively and efficiently utilize resources



- **Extract business value** from data by crafting target metrics aligned with key performance indicators and business relevancy



- **Improve understanding of data landscape** via the discovery of datasets needed to predict target metrics and continuously predict them

Benefit from eCapital's Experience

- **Quicker wins** by partnering with the business to rank potential use cases by achievable ROI
- Real **business savings** by translating machine learning results into KPI's
- **Produce predictions** on an ongoing basis by operationalizing models, continually learning from new data inputs
- **Faster turnaround time** through development architecture using primarily open source tools and templates
- **Competitive advantage** through eCapital personalized training or data scientist hiring support

