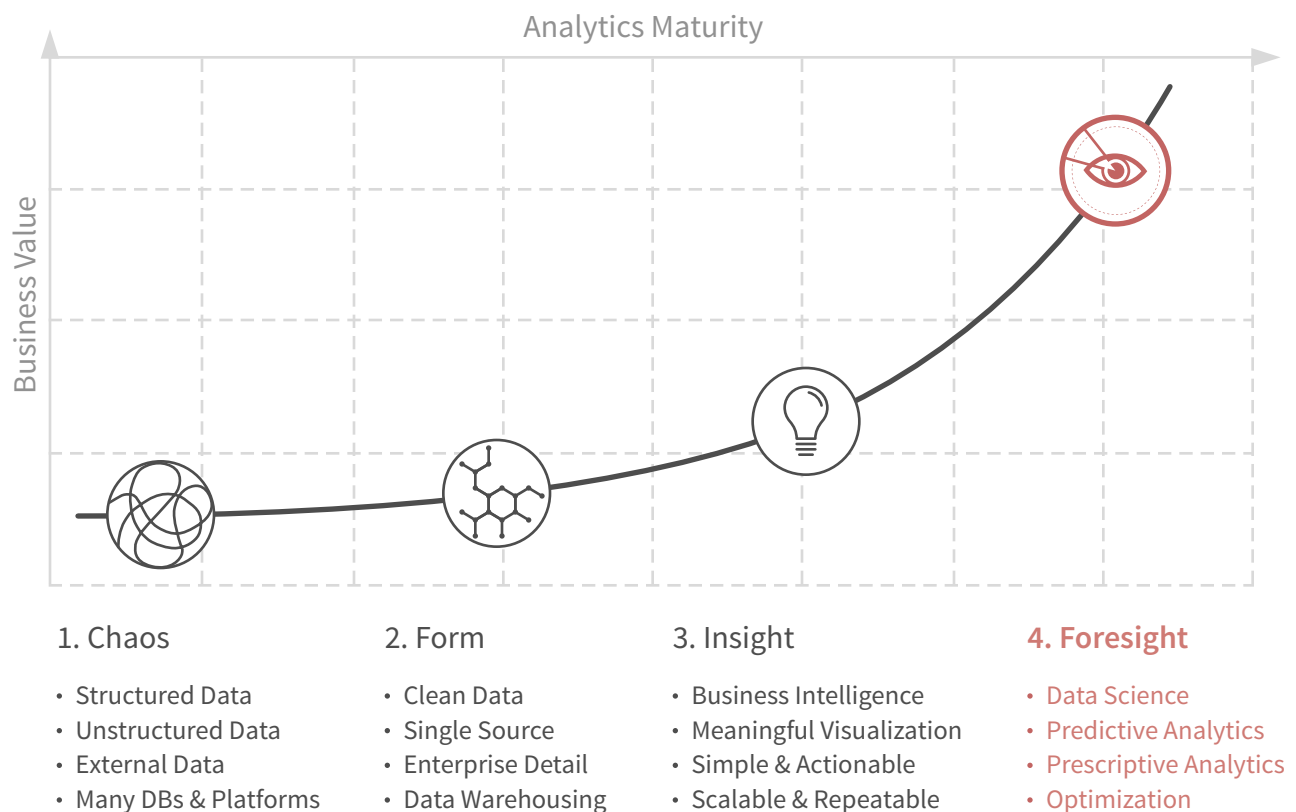# Axis Data Science Engagement

What?

Data-driven decision making is a cultural shift for most organizations. Too many companies still primarily rely on 'gut-based' intuition and snub the idea of leveraging data to support smart decisions.

We help our business partners by providing *powerful*, *data-driven solutions*. We deliver *actionable intelligence* by leveraging advanced statistical models, machine learning, operations research, visualization, and business expertise.
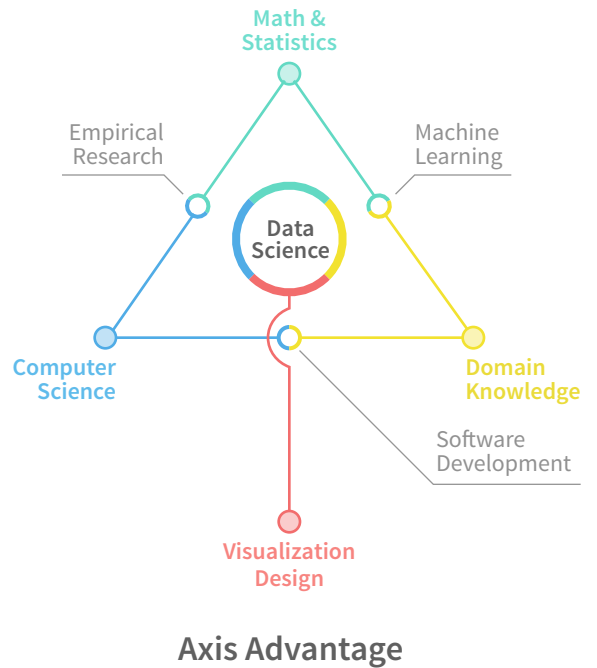
Why Us?

We make Data Science *simple*.

At Axis, we have **20+ years of experience** helping customers drive the institutional shift towards fact-based management. Our professionals use our **differentiated design process** to build appropriate use cases and deliver strategic wins. We lead our customers on the journey from the chaos of the analytically impaired to the foresight of the analytically empowered with results that are **actionable**, **impactful** and most importantly, **understandable**.

Analytics Maturity (Business Value vs. Analytics Maturity)

1. Chaos
- Structured Data
- Unstructured Data
- External Data
- Many DBs & Platforms

2. Form
- Clean Data
- Single Source
- Enterprise Detail
- Data Warehousing

3. Insight
- Business Intelligence
- Meaningful Visualization
- Simple & Actionable
- Scalable & Repeatable

4. Foresight
- Data Science
- Predictive Analytics
- Prescriptive Analytics
- Optimization

How?

Phase 1

Planning
- Problem Framing and Research
- Hypothetical Modeling

Phase 2

Discovering
- Data Discovery and Cleansing
- Feature Creation & Data Exploration

Phase 3

Building
- Creation of Analytics Plan
- Execution of Analytics Plan

Phase 4

Delivering
- Delivery and Implementation
- Monitoring and Documentation

Math & Statistics

Empirical Research

Machine Learning

Data Science

Computer Science

Domain Knowledge

Software Development

Visualization Design

Axis Advantage

Deliverables

Engagement deliverables are tailored to fit your requirements. Sample outputs below:

- Strategic roadmap and recommendation
  - Big data and analytics strategy
  - Technical blueprints
  - Project plan
- Complete model with coefficients and decision rules
- Fully integrate model into existing Business Intelligence solution, reports, or a custom web app for dashboarding and analysis
  - Design feedback system to update sources with model output
  - Leverage model for real-time monitoring/notifications
  - SaaS solution option

ODBC Folder WWW API

Data Sources

Loop Back

Java R python

Advanced Analytics Platforms

Qlik Q

Visual Analytics/BI

HTML JS CSS

Custom Web App