



CXPORTAL Advanced Analytics and Machine Learning Solutions

<Gained Real-Time Customer Insights>

BIG DATA: The Next Big Thing

In today's dynamic data-driven economy, you need to react quickly to capitalize on Big-Data opportunities before they disappear. In business, applied knowledge is power, and data makes this knowledge possible. Experts estimate that next year, data volumes might exceed 44 trillion gigabytes. At CXPORTAL, we earn immersive value by using large volumes of structured and unstructured data to harness the power of big data.

CXPORTAL deep learning technique imitates the operations of a human brain while analyzing data to derive models for accurate business decision-making, such as personalized services and product recommendations. CXPORTAL data analytics helps our customers and brands to identify underlying models and patterns in datasets, while our data visualization aims to communicate insights clearly and to categorize organizational data.



ML and Data Analytics

Machine learning (ML) helps enhance operations in organizations that enjoy growing volumes and readily available data. Besides, computational power and data storage has become affordable with the advent of cloud computing.

Benefits of Machine Learning in a Business

Organizations utilize ML algorithms to analyze and extract meaningful information from a set of vast, structured, and unstructured data. **Supervised Learning:** In supervised learning,

developers train a machine using labelled and structured data.

Unsupervised Learning: This ML method utilizes unlabeled data. Computer algorithms analyze data without prior training.

Reinforcement Learning: This ML method allows a system to observe the environment to learn the ideal behaviour from the data.

Data Analytics-Visualizations Both data analytics and data visualization processes work in close collaboration in data science space.

Key Facts

Data is the new currency, a 10% increase in data accessibility and analysis results in more than £60 million additional net income for a typical Fortune 1000 Company.

Technology will result in business re-invention; data will be the fuel, ML and AI the engine.

Experts predict that 57% of business buyers depends on companies to know what they need before they even ask for it.

Wrong Data costs the US businesses alone £580 billion annually.

Unfortunately, only 23% of businesses globally have incorporated ML and Big Data Analytics into their processes and service offerings today





Objectives

Gain real-time insights into customer intent

Deliver contextually relevant customer experiences



Solutions

View both structured and unstructured data, including implicit and explicit customer behaviour into one unified view

Execute individualised marketing offers and promotions based on real-time intent



Benefits

Deliver individualised customer experiences with deeper customer insights

Increase customer conversions with timely offers and reminders

“Share your idea and let’s create a great project together.”

Our process has been refined over handful of successful Machine Learning and Big Data implementations:

To learn more how CXPORTAL can help you leverage Advance Analytics and Machine Learning to gain new customers and boost sales, please feel free to visit: www.cxportal.com

Data Processing Workflow

Dataset: Collection of structure, semi-structured and unstructured dataset with specific variables.

Extract Dataset: Retrieving data out of data sources for processing.

Build Model: Conducting initial convergence accuracy of models and setting parameter and training data (Model).

Train: Wrangle the data and perform lots of experiments

Deploy: This include construction, training, tuning and release of models.

Trained Optimize and Scale: This include construction, training tuning and enhancement of models.

About CXPORTAL

CXPORTAL is your award-winning SAP Commerce Cloud and Data Science digital transformation implementation partner, CXPORTAL is specialised in innovating business strategy, designing and development of digital products, digital platforms engineering and data science solutions.

CXPORTAL leverage Artificial Intelligence, Machine Learning algorithms, Deep Learning Models and Big Data Analytics to unlock and scale your business data, and to

Optimizing the operating model for exponential business impact.

CXPORTAL Services

- SAP Commerce Cloud Solutions
- SAP Omni-Channel Solutions
- Artificial Intelligence Solutions
- Machine Learning Solutions
- Agile Architecture Solutions
- Data platform engineering
- Big Data Analytics

Contact Us

25 Canada Square, Level 33
Canary Wharf, London, E14 5BL

T: +442034416513

w: www.cxportal.com info@cxportal.com

2020, cxportal Ltd - All Rights Reserved