



Predictive Analytics

Drilling sense out of data

COMPANY PROFILE

SUMMARY

We offer Data driven Business Solutions.

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**DRILLING SENSE OUT
OF DATA**

ABOUT US

WELCOME TO PREDICTIVE ANALYTICS LAB



WHO WE ARE

East Africa's first and only comprehensive one stop platform and center of excellence for Data Science based in Nairobi, Kenya. Our mission is to empower the next generation of business leaders and innovators in Data Science

We are Big Data Lab founded against the backdrop of rising need of Data driven Business Solutions. There are three core areas where data matters to a business: improving decision making, improving operations and monetization of the data. Guided by this three needs, we have designed tools to be able to provide impact to businesses across various industries including, Media, Manufacturing, Hospitality, Telco, Technology.

WHAT WE DO

- Training.
- Research
- Business Digital Transformation Programs
- Proprietary Software development
- Big Data infrastructure Deployment
- Big Data publicity outreach Events

THE CORPORATION

VISION & MISSION



MISSION

To increase organizations potential to make more accurate data-driven decisions and to solve problems that have stumped traditional analytical approaches, such as those involving new sources of unstructured data, including graphics, sound, videos, and other high-dimensional, machine-generated data



VISION

To be a pioneer regional Data lab that provides a complete platform to turn data into decisions

CORE VALUE

“ Empower organizations to leverage data to navigate complex business ecosystems and solve problems that don't exist yet

WHY PREDICTIVE ANALYTICS LAB



BREEDING INNOVATION

We don't just think outside the box, there is no box! Our 'open door' policy advocates an open flow of communication, fosters closer working relationships and allows for faster access to information. When it comes to the decision-making process, there are spaces where anyone can offer thought-provoking insights and leaders listen then act on sustainable ideas.



BIG DATA REVOLUTION

Data Scientist, as proclaimed by Thomas H Davenport of Harvard Business Review, is the sexiest job of the century. We are regularly on the lookout for data professionals along with qualified individuals to work in the business units that support Predictive Analytics Lab operations in our East Africa Region.



TRAINING & ADVISORY

To be part of the data scientist team, top-tier talented candidates should have a passion in analytics, extensive industry experience in delivering end-to-end solutions to clients, wide range of technical skills in various software programs, articulate communicator and outcome-oriented.

OUR DOMAINS

We practice transparency in every facet of the organization to align the team in achieving our goals and making a positive impact



TRAINING



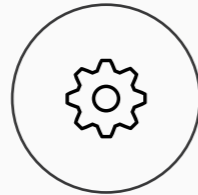
RESEARCH



**BUSINESS DIGITAL
TRANSFORMATION
PROGRAMS**



**PROPRIETARY
SOFTWARE
DEVELOPMENT**



**BIG DATA
INFRASTRUCTURE
DEPLOYMENT**



**BIG DATA
PUBLICITY
OUTREACH EVENTS**



DATA MINING

TOOLS

- Wallet for Mpesa Transactional Data
- Web scrapping
- Social Media Analytics
- Live stream data and Wifi Based advertising
- IoT Devices - Footfall traffic counting, Vehicle GPS, Fitness Devices

OUR DOMAINS



DATA ANALYSIS

TOOLS

- Social Media Sentiment Analysis
- Video & Voice Analytics



DATA VISUALIZATION

TOOLS

- Transactional Data Dashboards
- Visualizations Consoles
- Media Output console- TV Livestream



PREDICTIVE ANALYTICS

TOOLS

- Recommendation engines
- Prediction Algorithms
- Location Intelligence

PARTNERS

STRATEGIC PARTNERS



TRAINING PARTNERS



CLIENT PARTNERS



USE CASES

01. MEDIA SENTIMENT ANALYSIS AND NATURAL LANGUAGE PROCESSING

- Voice to text translation and Sentiment analysis of audio, video clips from media houses
- Social media sentiment analysis
- Computational Journalism Data driven story telling



02. FRAUD DETECTION AND ANALYSIS:

- Use of Benford Law in analysis of financial transactional data for anomaly detection
- Link analysis and network graph analysis for linkages, detection of collusion, money laundry



03. MARKET BASKET ANALYSIS:

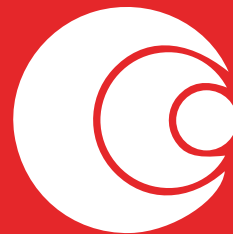
- Affinity and correlation analysis of cart items for any outstanding buying patterns
- Recommendations engine based on past buying patterns identified from the market basket analysis.



04. EQUIPMENT MONITORING, CAPACITY PLANNING, AND PREVENTATIVE MAINTENANCE- TELCO INDUSTRY

- Voice to text translation and Sentiment analysis of audio, video clips from media houses
- Social media sentiment analysis
- Computational Journalism Data driven story telling





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