CrowdANALYTIX

Panel Discussion: New platforms for development solutions

Thursday, October 10, 2013
4:15 - 5:30 pm
Hewlett Packard Auditorium, Gates Computer Science
Building, Stanford

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Community

- **3000+** datascientists

- From **50+** countries

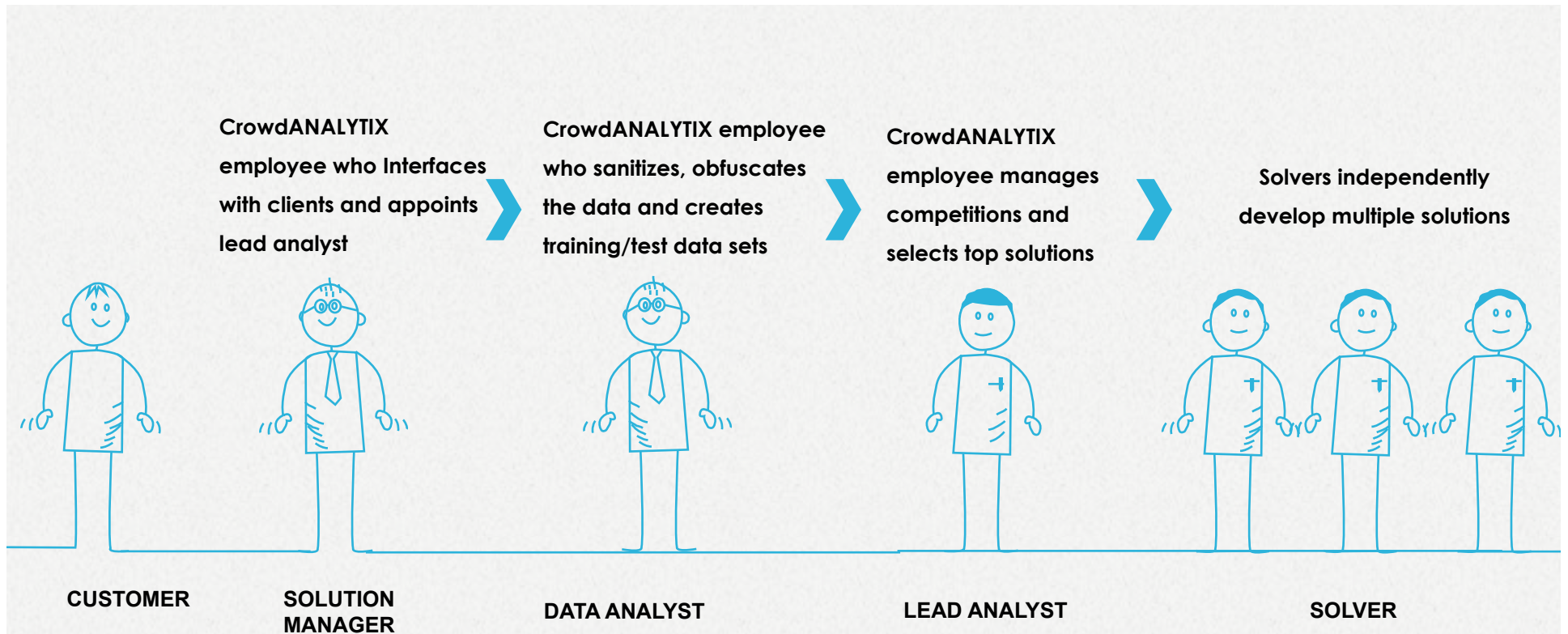- Most with **PhDs** and rich industry experience

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Public Data

- Publically available data

- Syndicated data

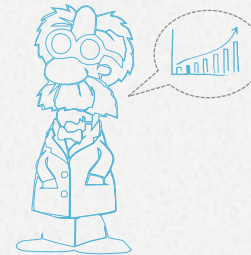- Processed data hosted on **Amazon AWS**

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Insights

- Explore hidden **patterns/ relations** between factors

- Help companies in distinct **'attribution'** of impact on KPIs to specific factors
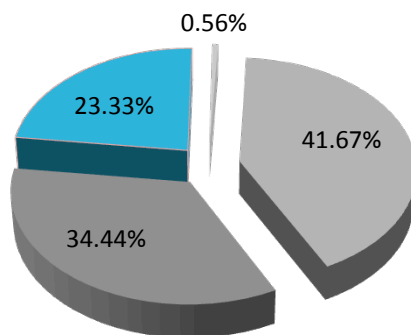
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CrowdANALYTIX how it works!

CrowdANALYTIX employee who Interfaces with clients and appoints lead analyst

CrowdANALYTIX employee who sanitizes, obfuscates the data and creates training/test data sets

CrowdANALYTIX employee manages competitions and selects top solutions

Solvers independently develop multiple solutions

CUSTOMER

SOLUTION MANAGER

DATA ANALYST

LEAD ANALYST

SOLVER

CrowdANALYTIX

SNAPSHOT OF OUR SOLVERS

Access to over
3000
data scientists

from over
50
countries

Experience Level

- 0.56%
- 23.33%
- 34.44%
- 41.67%

■ Junior <5 Years

■ Senior 5-10 Years

■ Executive 10 - 30

■ Country Advisors >30

Expertise

DATA ANALYTICS	SQL/SPSS	DATA MINING	SAS	JAVA/C++	STATISTICS	BUSINESS ANALYTICS	PREDICTIVE ANALYTICS	R	MACHINE LEARNING	FINANCIAL ANALYTICS
88%	85%	82%	81%	80%	80%	75%	75%	70%	65%	62%

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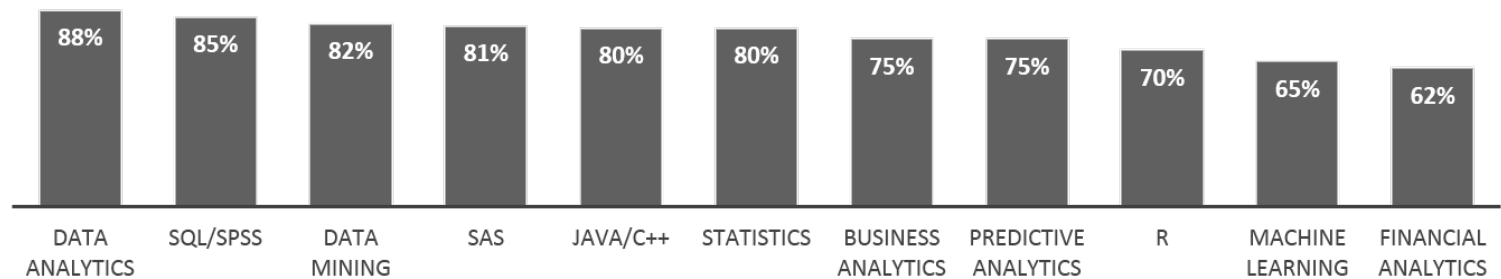
Optimized algorithms ensures that predictions can always be relied upon…

Benchmark %error set by the client

% error achieved by our experts

%Error

10
9
8
7
6
5
4
3
2
1
0

Iteration 1 | Iteration 2 | Iteration 3 | Iteration 4 | Iteration 5 | Iteration 6 | Iteration 7 | Iteration 8 | Iteration 9 | Iteration 10

Solver 1 — Solver 2 — Solver 3 (*top 3 of 200+ solvers in the contest)

← 4 weeks →
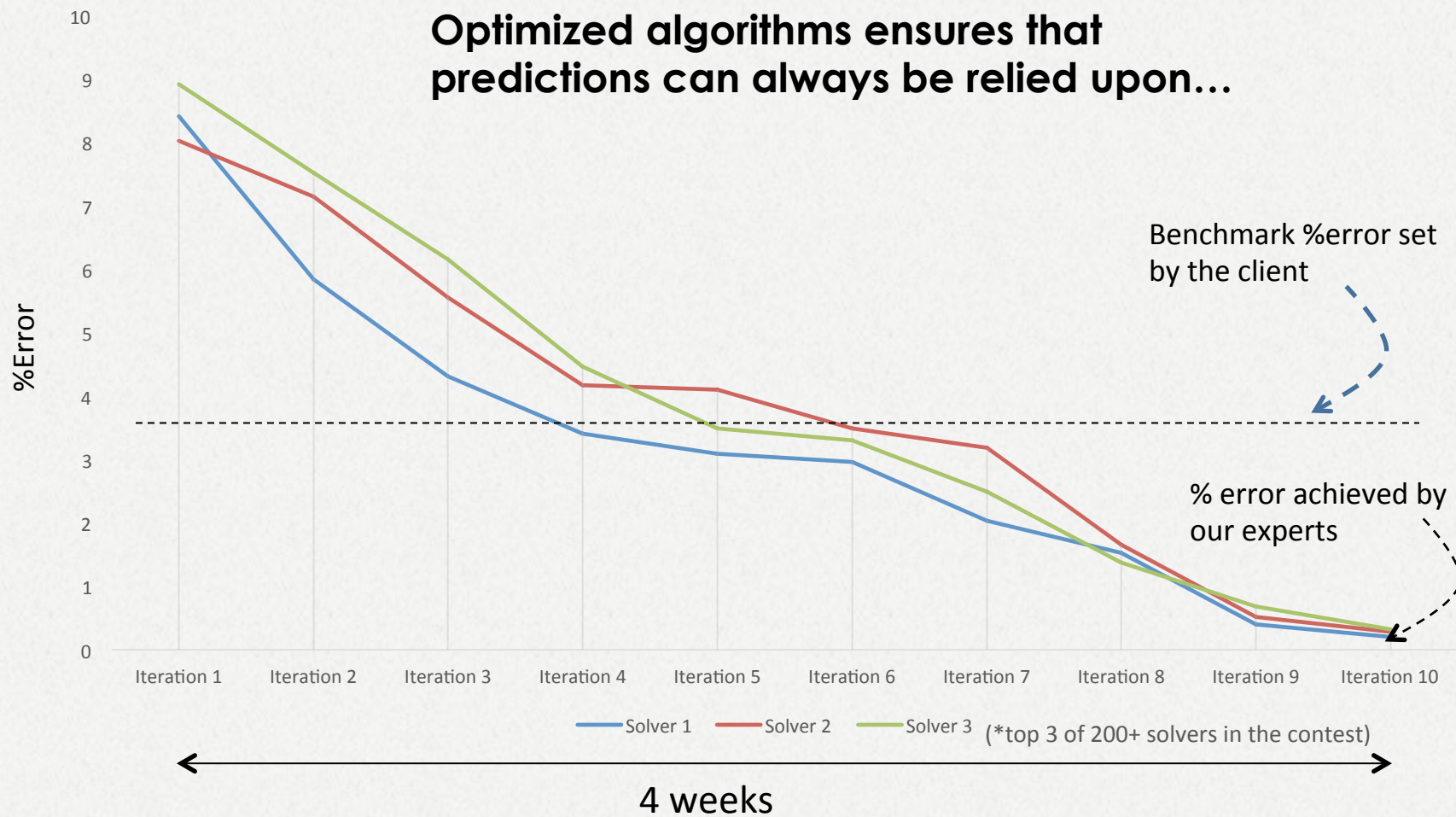
*Iteration is a process whereby a data scientist improves the accuracy of previous version of the model

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Some challenges with big data adoption – based on customer interactions

- No clarity of business objectives

- Scarcity of quality data scientists

- Business execs and data scientists don't understand each other

- Most companies at an early stage of adoption

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Our response to these challenges

- Pre-build business solutions using community

- Sell business value not big data

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One of our offers – Digital Marketing Effectiveness Analysis
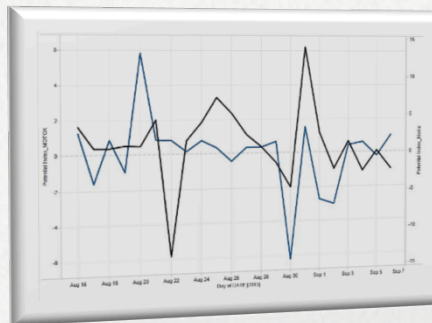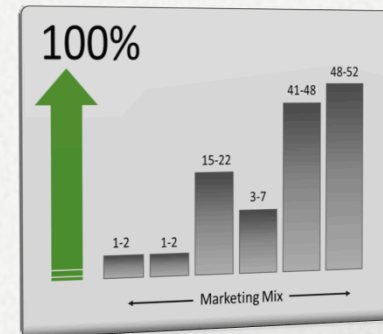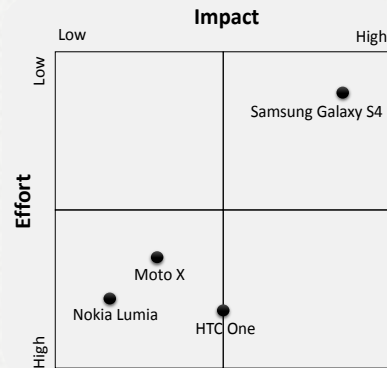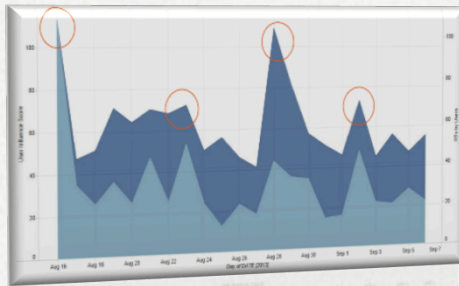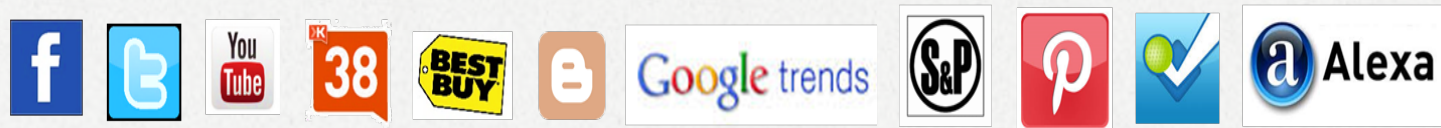
Some more

Climate Analytics

Patent Analytics

SmartGrid Analytics

CRM Analytics

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Growth prospects of big data in India

We are speaking with clients across retail, cpg, automotive, insurance and consumer banking

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THANK YOU

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