

AI TURNS THE DATA INTO VALUE

A modern company stores large amounts of digital data on a daily basis: production logs, customer management and financial data, document registers, free text and multimedia. Data contain valuable opportunities that need to be skilfully employed to support business processes.

The data science company STACC knows how to profit from data. For over 10 years, our engineers and analysts have helped our clients bring dozens of data-driven products and services to the market. STACC has also made a significant contribution to the development of the artificial intelligence field in Estonia.



WHAT ARE THE PRACTICAL BENEFITS OF MACHINE LEARNING?

Data science is not magic: it's math. Machine learning methods identify correlations and patterns in data without direct human intervention and thereby provide input for decision-making in business. That way you can **automate routine work** sections that are inherent to every business. Machine learning models learn from incremental data and adapt to changing conditions continuously.



Examples of classic machine-learning tasks:

- recommending products
- customer segmentation and lifetime value prediction
- detection of anomalies and fraud
- demand forecasting
- supply chain optimisation
- picture and speech recognition
- chatbots in customer service

STACC'S WORKING METHOD

STACC follows **agile development principles** in project execution: we divide the work into iterations lasting 1-2 weeks, deliver a working functionality at the end of each iteration and await feedback. The key factor is close and direct cooperation with the client. **That way, you are constantly aware of the direction we are moving in and whether your money is being spent on the right thing.**



MEASURE TWICE, CUT ONCE

Let's start from the beginning so as to succeed in artificial intelligence projects and avoid unnecessary costs later on.

Stage I – Assessment of business expediency and technical feasibility:

- Establishing a common understanding of business problems (to be solved with data analytics)
- Creating a data overview – composition, quality and consistency
- Assessing the feasibility of the project. Once everything fits, we move on.

Stage II – Prototype solution:

- Preparing and cleaning data
- Choosing appropriate machine learning or data analysis methods
- Creating a prototype solution and evaluating whether it is sufficient to solve the business problem

If everything still fits, we come to the final pricing, construction and implementation of the solution.

STACC IS A DATA SCIENCE COMPANY WITH LONG-TERM EXPERIENCE^{10+ YEARS}

The machine-learning solutions we develop are used, among others, in the following areas:

- **Commerce:** Recommendation systems, customer profiling, personalised online campaigns, supply chain optimisation (Selver, Tallinna Kaubamaja, Magnum, Rademar, XS Toys)
- **Media:** Text analysis and Natural Language Processing (Balti Meediamonitoringu Grupp, Inforegister, Õhtuleht, Äripäev)
- **Industry:** Improving business processes and production (ABB, Elering, Ridango, Estonian Cell)
- **E-health:** Analysis of health data (Estonian Health Insurance Fund, Estonian Genome Centre, Roche)



WANT TO KNOW WHAT MACHINE-LEARNING MODELS CAN DISCOVER FROM YOUR COMPANY'S DATA?

Find out more online at www.stacc.ee

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