



# About us

**10+**

years serving

**20+**

million end customers

**100+**

projects

## Our Core Services

UX Design

Product  
Development

Data  
Analytics  
&  
Machine  
Learning

Intelligent  
Automation

# Our Team

## 1. Data Analysts

- Domain knowledge of multiple domains
- Expertise defining business use cases & KPIs with stakeholders
- Hands on experience in Descriptive, predictive and prescriptive analytics
- Identify data sources, Attribute relationships mapping to KPIs

## 2. Data Engineers

- Experience in recommending optimal, low-cost tech stack for ETL
- Data lake for structured and unstructured data
- Skills in Spark, Airflow, SQL, Databricks, Snowflake, Social media APIs
- Third-party SaaS product integration knowledge
- ETL on AWS, Azure, GCP and on-premise

## 3. Visualization Experts

- Decide on apt dashboard visualization for quick decision-making
- PowerBI, Tableau, Redash, Plotly, Quicksight, Superset

# Our Team

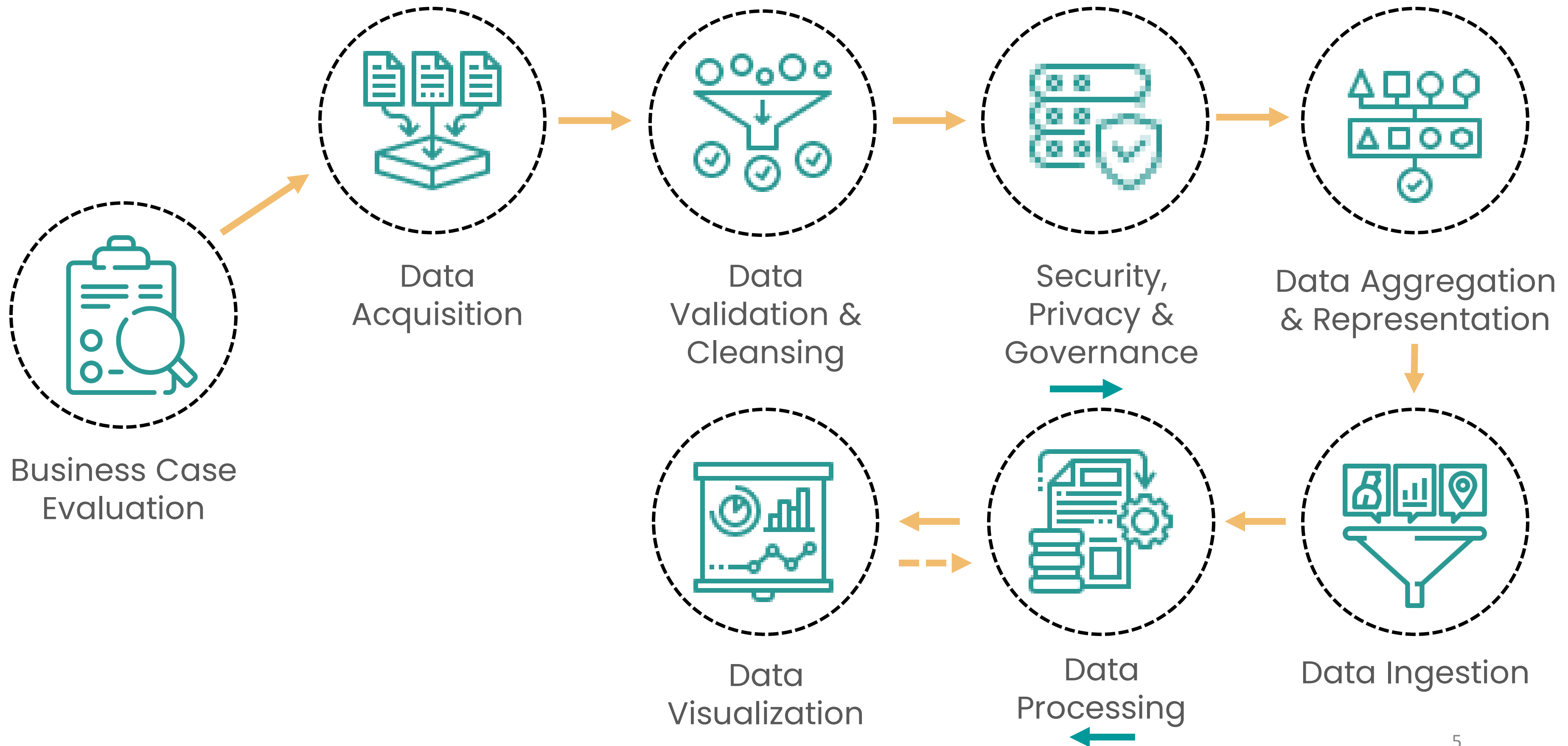
## 4. Data Scientists

- Data normalization and cleaning
- Feature Engineering
- Unsupervised and Supervised Learning Algorithm Selection

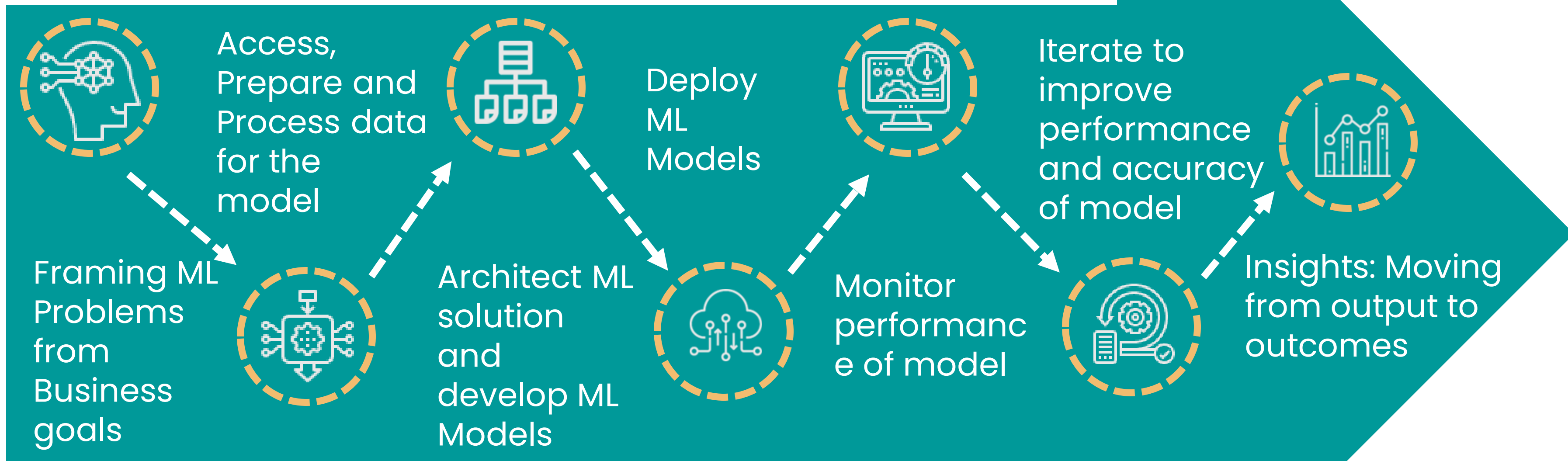
## 5. Machine Learning Engineers

- Deep Learning Algorithms implementation using TensorFlow, Yolo, BERT Frameworks
- Unstructured data interpretation – Computer Vision, NLP
- MLOps pipeline for continuous improving of ML model accuracy
- High performance deployments over GPUs
- Knowledge of Cloud ML Services like Sagemaker, AIBuilder etc.

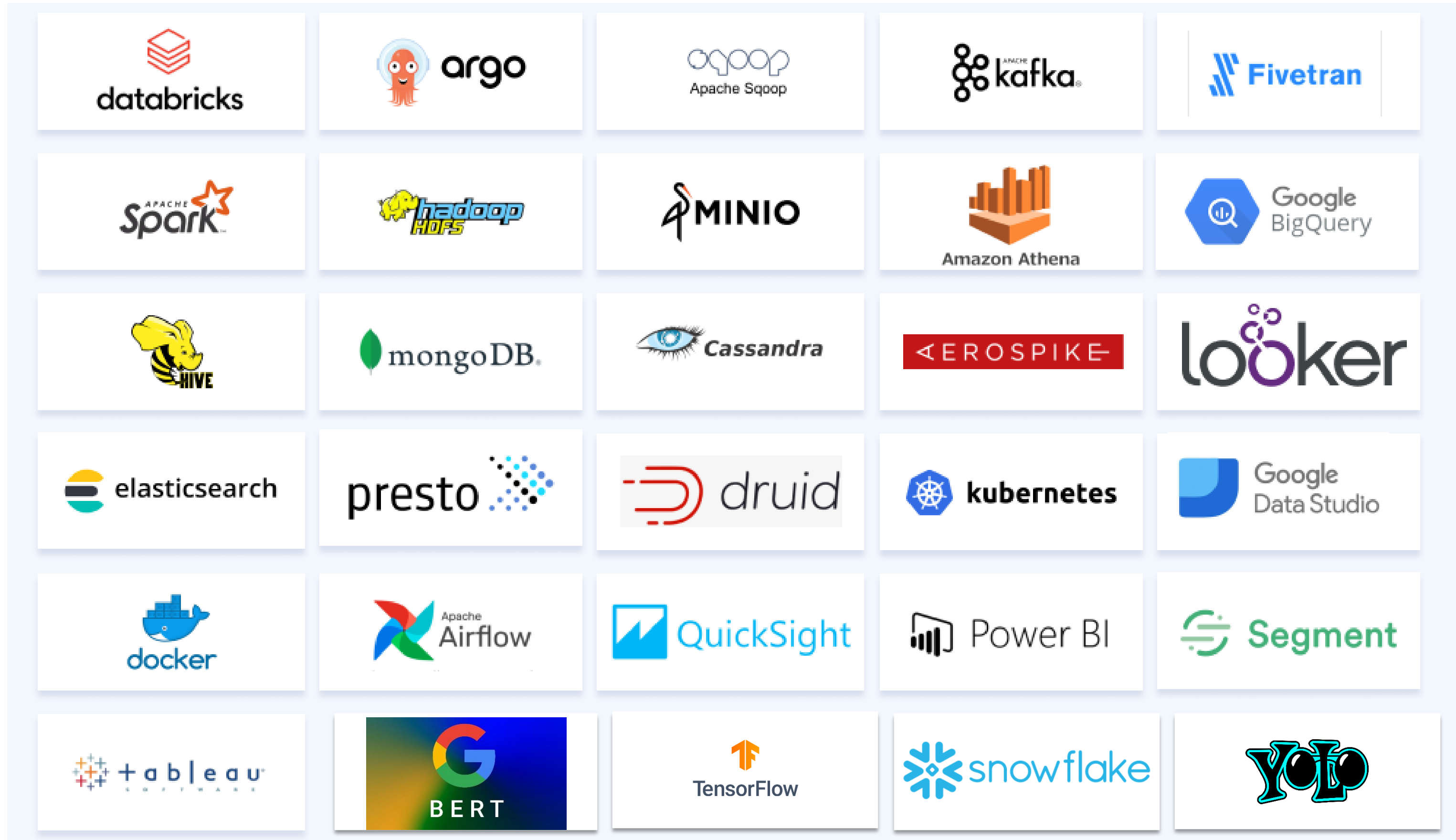
# Data Analytics Process



# ML Lifecycle



# Technologies



# Domains we Serve



Finance



Government



Healthcare



Agriculture



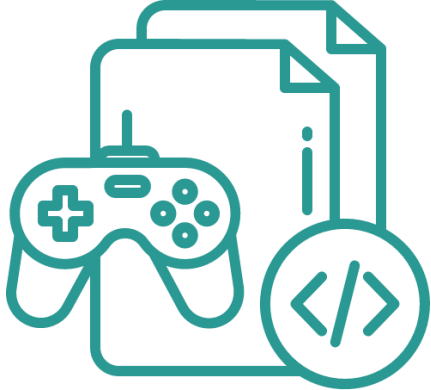
Logistics &  
Transportation



IoT Sensor  
Data



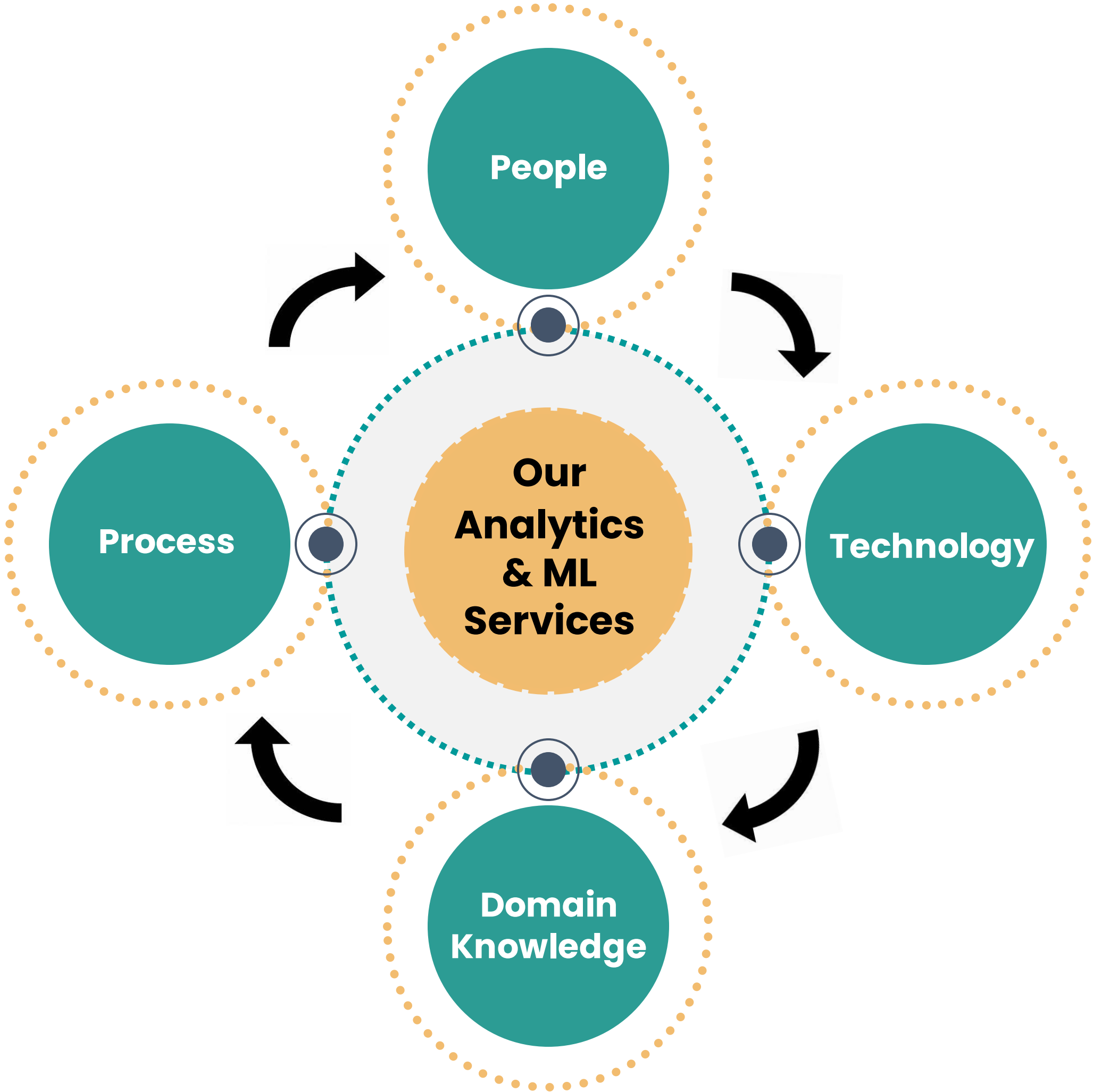
Sales &  
Marketing



Gaming



# Our Pillars



# Journey to ROI

## Understanding Requirements

- Articulating business needs and estimated impact
- Creating a base with a vision of how the solution will be beneficial for business

## Data Acquisition

- Gathering Data from internal and external sources
- Combine technical and business expertise to unlock the value of big data
- Enhance data by filtering out unproductive information

## Data Engineering

Deriving analytics through the right combination of quantitative techniques and cutting edge technologies

## Modelling Insights

Generating actionable insights to improve customer acquisition, retention, and efficiency

## Workflow Integration

- Integrating insights into decision making to automate processes
- Deploying latest tools for converting insights into actions to drive outcomes

## Outcomes

- Operational excellence
- Increased security
- Enhanced customer retention
- Expanding market share

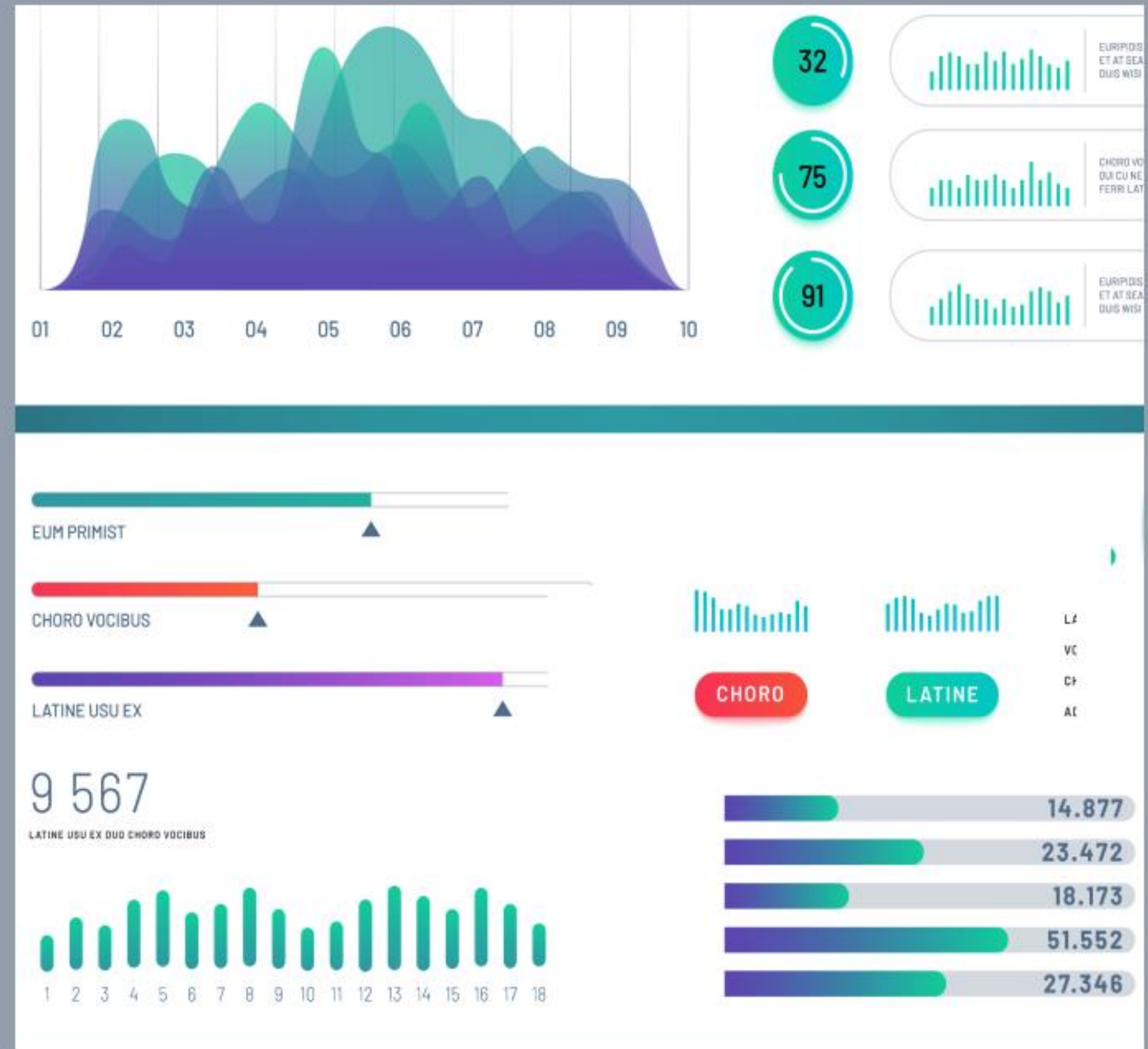
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# USE CASES

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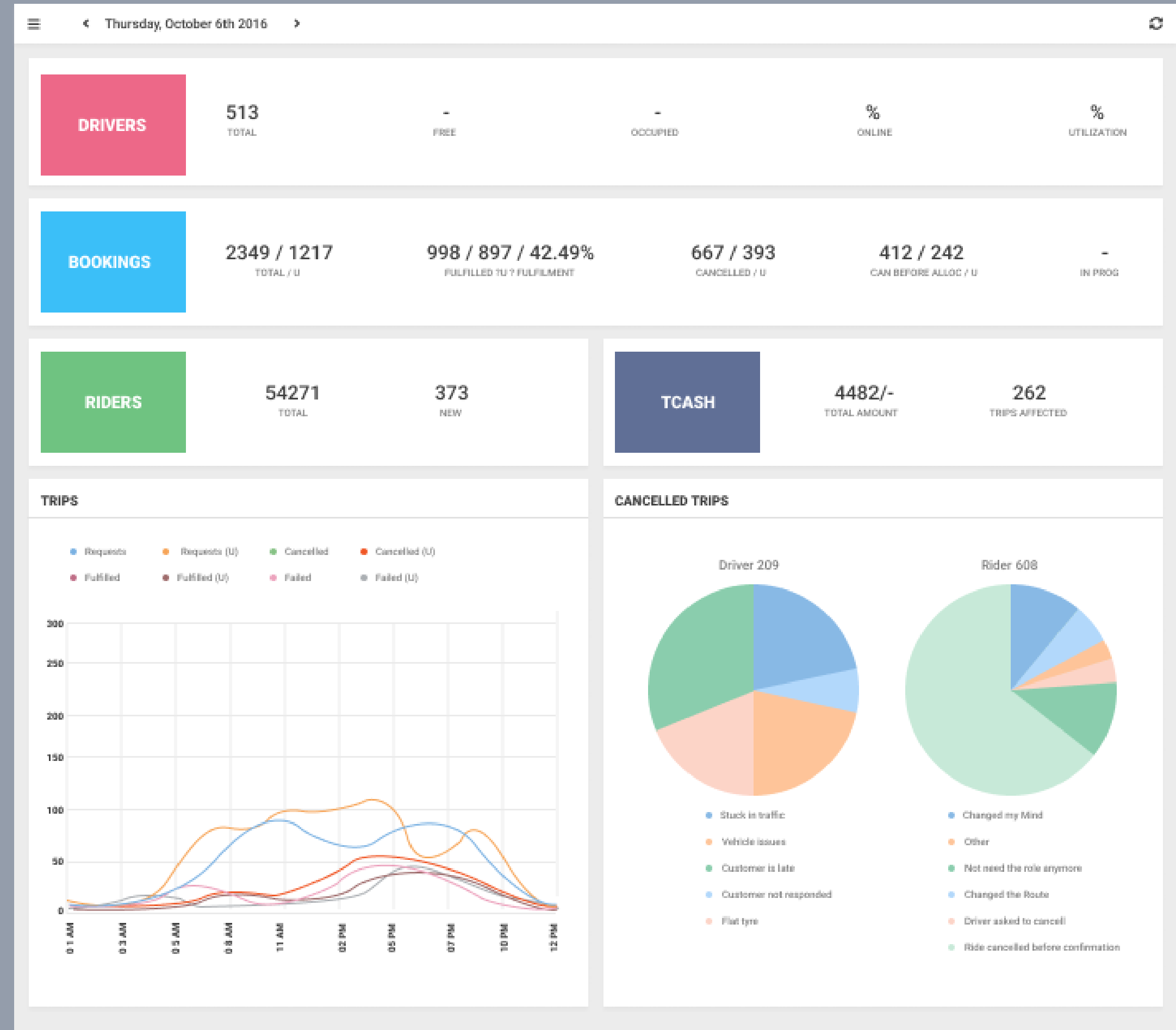
# Sales & Marketing Funnel

- Ingest customer data from various sources: CRM, Call Centre and social media platforms
- A single source-of-truth for 360 degree view of customer journey
- Extract insights and develop reports for the sales and marketing departments
- Visualize insights on dashboards for actionable decisions
- Predict future sales, conversions
- Allocate optimal ad-spend budget to various marketing channels for better ROI and conversions
- Tech – Fivetran, Astronomer, Databricks Deltalake, PySpark, Redash



# Rideshare Analytics

- Capture ride data from mobile apps of passengers and drivers
- Extract insights and develop reports for ride fulfilment, cancellations, demand, supply, locations, driver effectiveness, reviews, route, and traffic
- Visualize insights on dashboards for actionable decisions
- Predict passenger interests, optimal routes, and better prices
- Run targeted push and In-App ad campaigns with gamification for discounts, referrals, promotions based on analytics
- ETL pipeline with Kafka, Postgres, D3JS



# Document understanding

- NLP for named entities, context recognition for human-language based interpretation
- Domain specific Taxonomy and Ontology for human-knowledge based interpretation
- Combination of vision, language, knowledge and rules for human-like reproduction of document insights
- Document Classification
- Field Extraction: Checkbox, Layout – Title, List, Text, Image, Table –Row, Column, Cell, Signature, Date, Stamp, Barcode
- Predictive analytics on corrective operations data
- Celery, Kubernetes, RabbitMQ, Redis, Postgres

The screenshot displays a software interface for document processing. On the left, a vertical toolbar contains icons for classification, zoom, and navigation. The main area shows two pages of a document titled 'Note'. The right side of the interface provides a detailed view of the text from the second page, including sections on 'GIVING OF NOTICES', 'OBLIGATIONS OF PERSONS UNDER THIS NOTE', 'WAIVERS', and 'UNIFORM SECURED NOTE'. The text is formatted with bold headings and numbered lists. At the bottom, there are signature lines for 'JOHN BORROWER' and 'SUZY BORROWER', each with a '(Seal)' and 'DATE' label. The lender is identified as 'Draper and Kramer Mortgage Corp.'.

**Classification** Note 2

Page 1 (1) Page 2 (2)

**LOAN #: 20070123**

all the interest that I owe on that amount. That date must be at least 30 days after the date on which the notice is mailed to me or delivered by other means.

**(D) No Waiver By Note Holder**  
Even if, at a time when I am in default, the Note Holder does not require me to pay immediately in full as described above, the Note Holder will still have the right to do so if I am in default at a later time.

**(E) Payment of Note Holder's Costs and Expenses**  
If the Note Holder has required me to pay immediately in full as described above, the Note Holder will have the right to be paid back by me for all of its costs and expenses in enforcing this Note to the extent not prohibited by applicable law. Those expenses include, for example, reasonable attorneys' fees.

**7. GIVING OF NOTICES**  
Unless applicable law requires a different method, any notice that must be given to me under this Note will be given by delivering it or by mailing it by first class mail to me at the Property Address above or at a different address if I give the Note Holder a notice of my different address.  
Any notice that must be given to the Note Holder under this Note will be given by delivering it or by mailing it by first class mail to the Note Holder at the address stated in Section 3(A) above or at a different address if I am given a notice of that different address.

**8. OBLIGATIONS OF PERSONS UNDER THIS NOTE**  
If more than one person signs this Note, each person is fully and personally obligated to keep all of the promises made in this Note, including the promise to pay the full amount owed. Any person who is a guarantor, surety or endorser of this Note is also obligated to do these things. Any person who takes over these obligations, including the obligations of a guarantor, surety or endorser of this Note, is also obligated to keep all of the promises made in this Note. The Note Holder may enforce its rights under this Note against each person individually or against all of us together. This means that any one of us may be required to pay all of the amounts owed under this Note.

**9. WAIVERS**  
I and any other person who has obligations under this Note waive the rights of Presentment and Notice of Dishonor. "Presentment" means the right to require the Note Holder to demand payment of amounts due. "Notice of Dishonor" means the right to require the Note Holder to give notice to other persons that amounts due have not been paid.

**10. UNIFORM SECURED NOTE**  
This Note is a uniform instrument with limited variations in some jurisdictions. In addition to the protections given to the Note Holder under this Note, a Mortgage, Deed of Trust, or Security Deed (the "Security Instrument"), dated the same date as this Note, protects the Note Holder from possible losses which might result if I do not keep the promises which I make in this Note. That Security Instrument describes how and under what conditions I may be required to make immediate payment in full of all amounts I owe under this Note. Some of those conditions are described as follows:  
If all or any part of the Property or any Interest in the Property is sold or transferred (or if Borrower is not a natural person and a beneficial interest in Borrower is sold or transferred) without Lender's prior written consent, Lender may require immediate payment in full of all sums secured by this Security Instrument. However, this option shall not be exercised by Lender if such exercise is prohibited by Applicable Law.  
If Lender exercises this option, Lender shall give Borrower notice of acceleration. The notice shall provide a period of not less than 30 days from the date the notice is given in accordance with Section 14 within which Borrower must pay all sums secured by this Security Instrument. If Borrower fails to pay these sums prior to the expiration of this period, Lender may invoke any remedies permitted by this Security Instrument without further notice or demand on Borrower.

WITNESS THE HAND(S) AND SEAL(S) OF THE UNDERSIGNED.

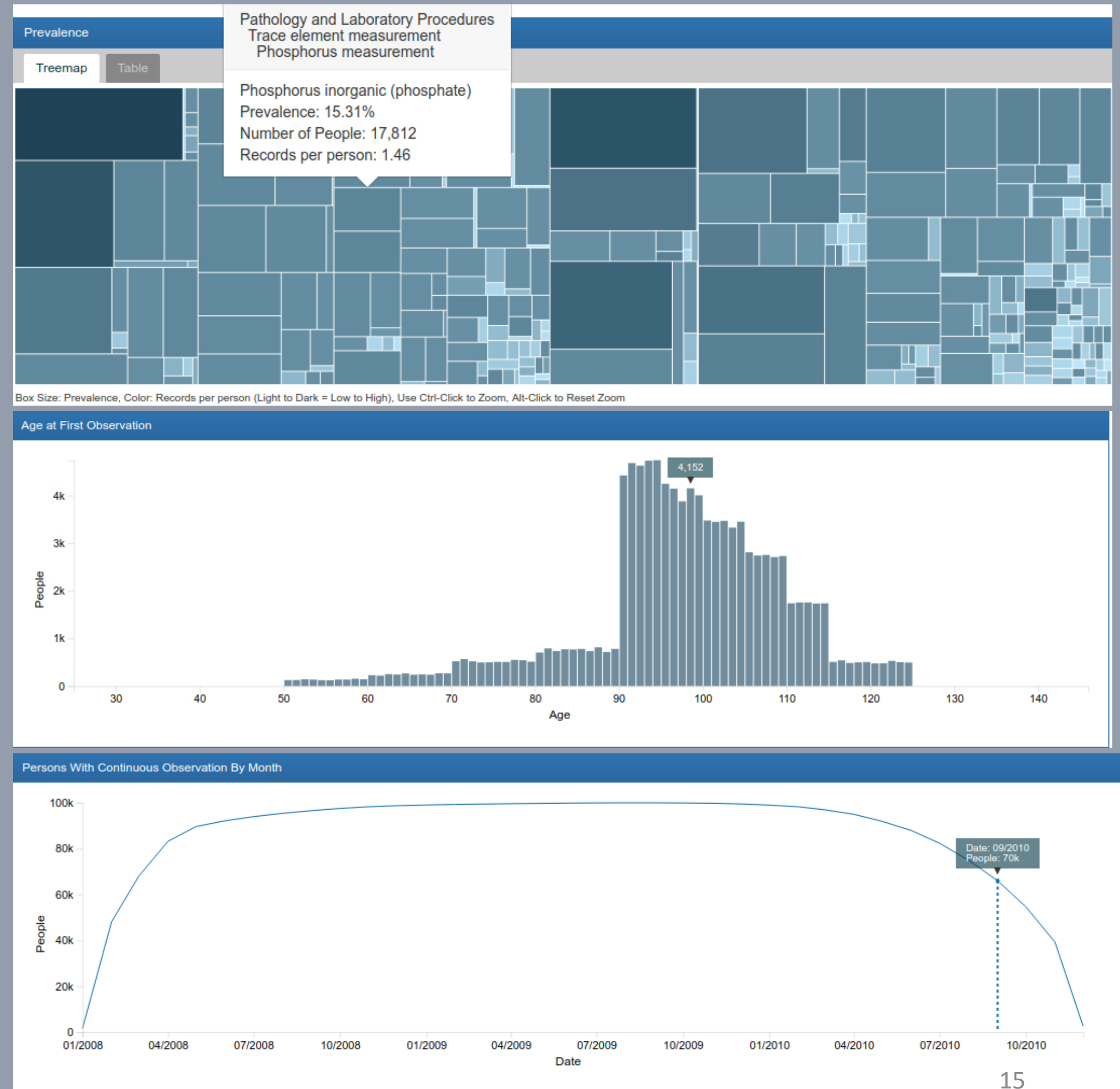
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**JOHN BORROWER** (Seal) DATE

\_\_\_\_\_  
**SUZY BORROWER** (Seal) DATE

Lender: Draper and Kramer Mortgage Corp.

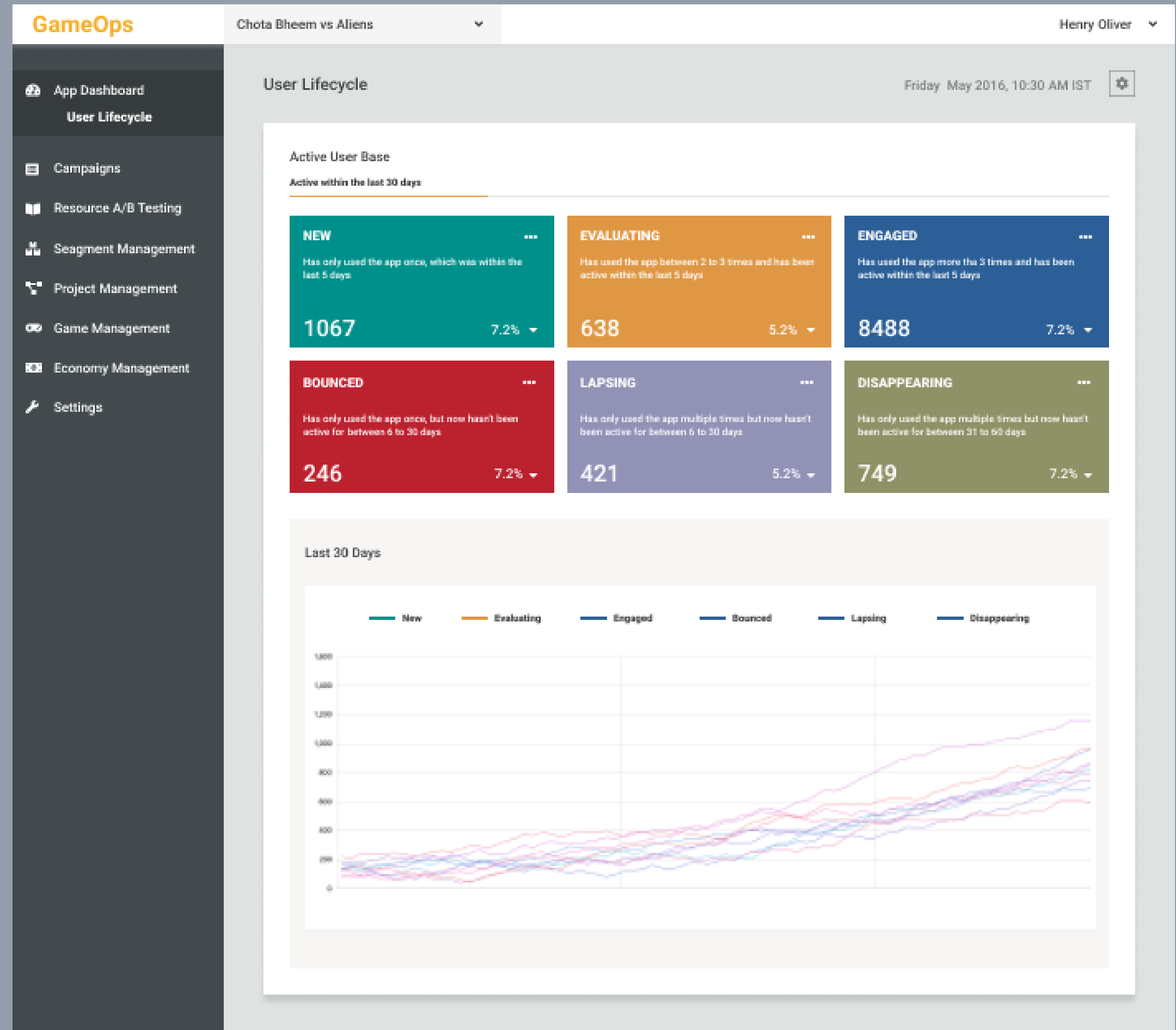
# Healthcare

- Ingest unstructured and structured data from Electronic Health Record (EHR), Claims and Enrollment
- ETL to cleanup, process data
- Sqoop, S3 with Parquet storage, AWS Athena OLAP cube, PySpark for processing, Quicksight for analytics visualization, SageMaker for model building, ML with Tensorflow
- Patient lifetime visit analysis, Disease prediction, Drug-effect analytics
- Patient population analytics, Infectious disease location-based trends, demographics/race/gender based analytics



# Gaming Analytics

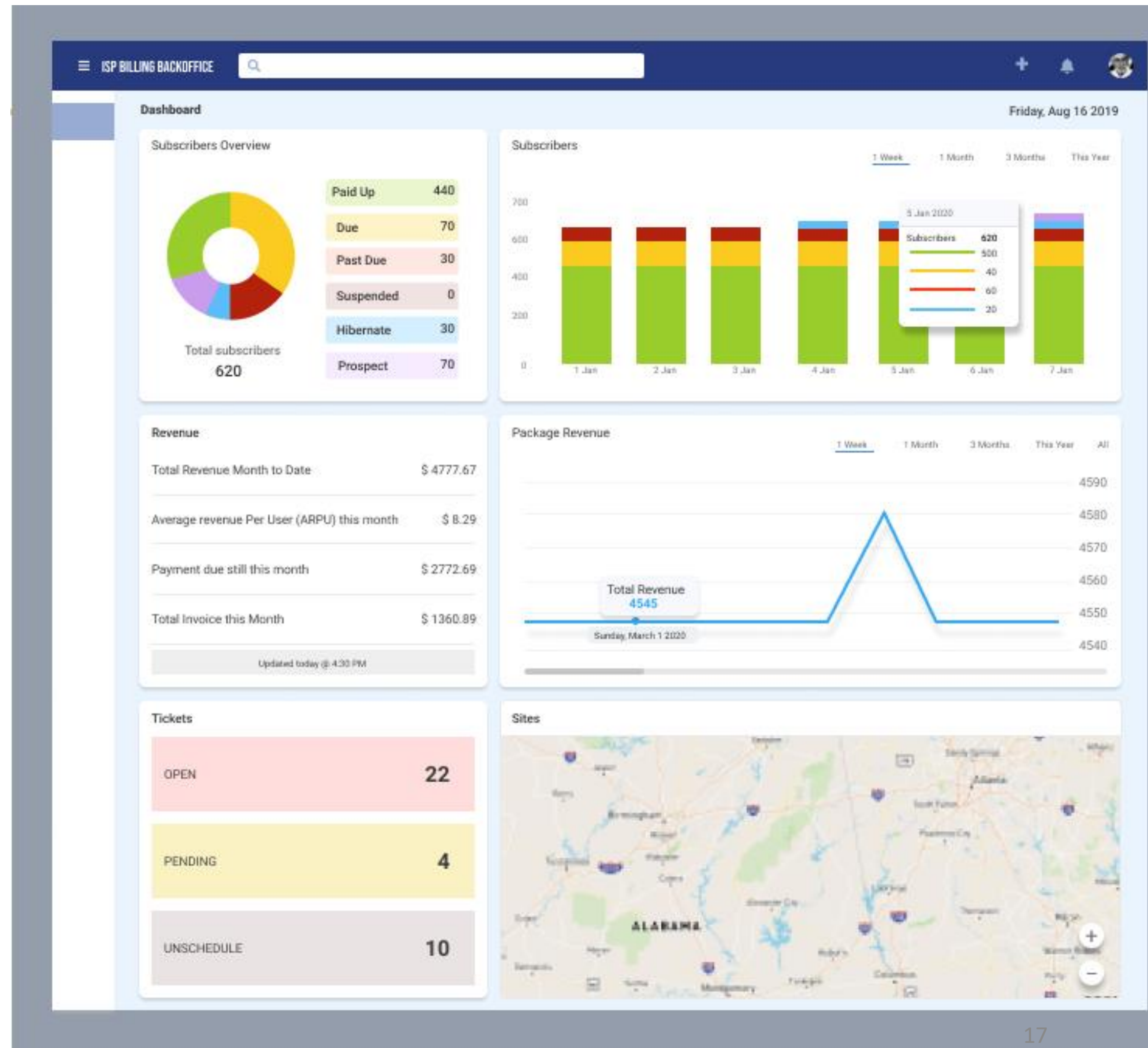
- Capture Mobile Game Player and acquisition channel data – profile, game and click events, location, device details, social media
- Process to support real-time and batch analytics to improve acquisition, engagement, retention and monetization
- In-app and push Ad campaigns based on analytics
- Campaign effectiveness analytics and A/B testing analytics on player segments
- Game popularity, player behavior, ad effectiveness prediction, personalized game experience
- Real-time event processing pipeline using Kafka, Apache Flink, Postgres, D3JS





# ISP Billing Analytics

- Capture data from subscribers, equipment, tickets, revenue, application events
- Process to support real-time and batch analytics
- Equipment depreciation analytics, Revenue Analytics, Subscriber retention analytics
- Predictive models of Machine learning for revenue prediction, capacity utilization and planning



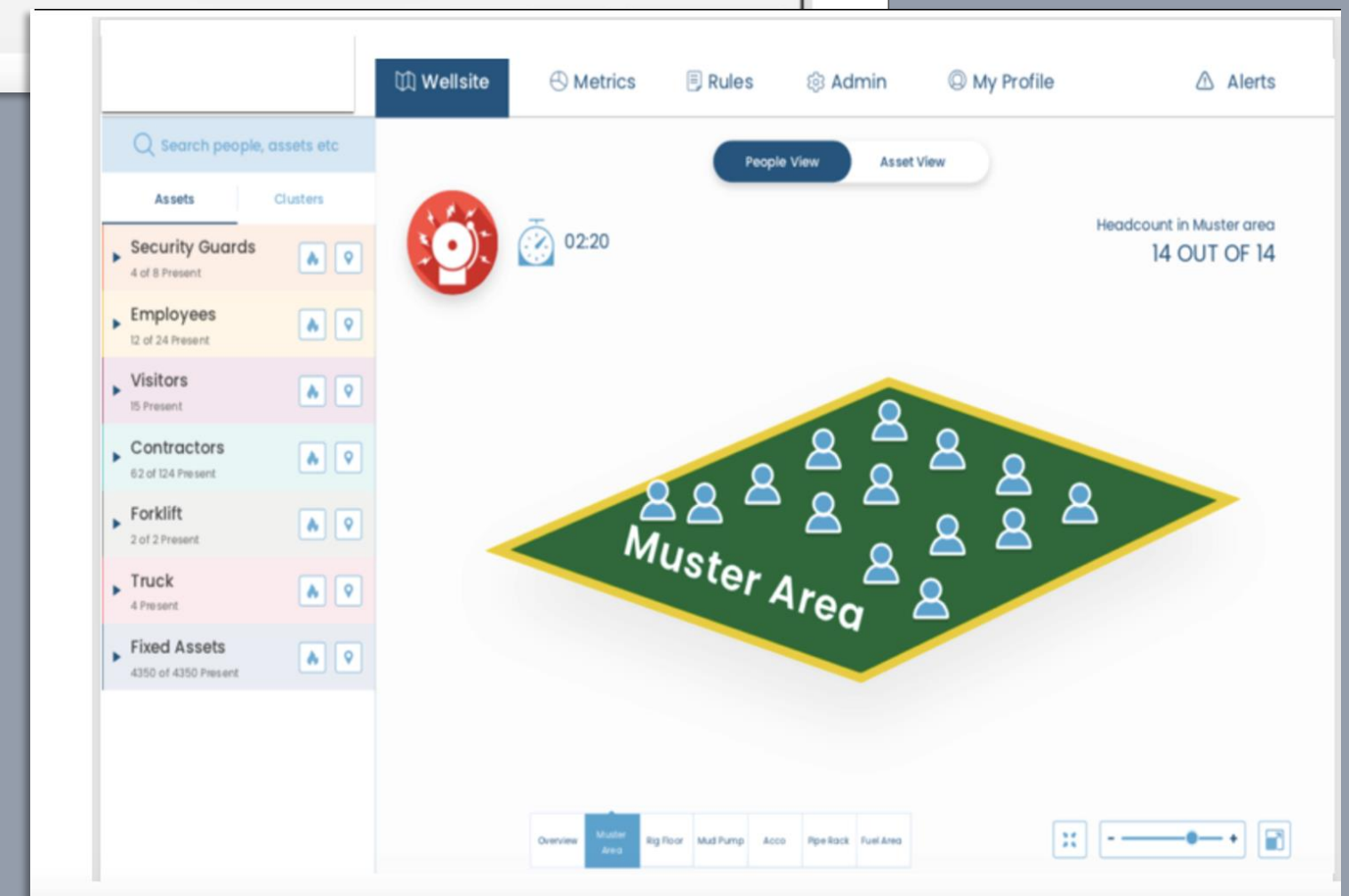
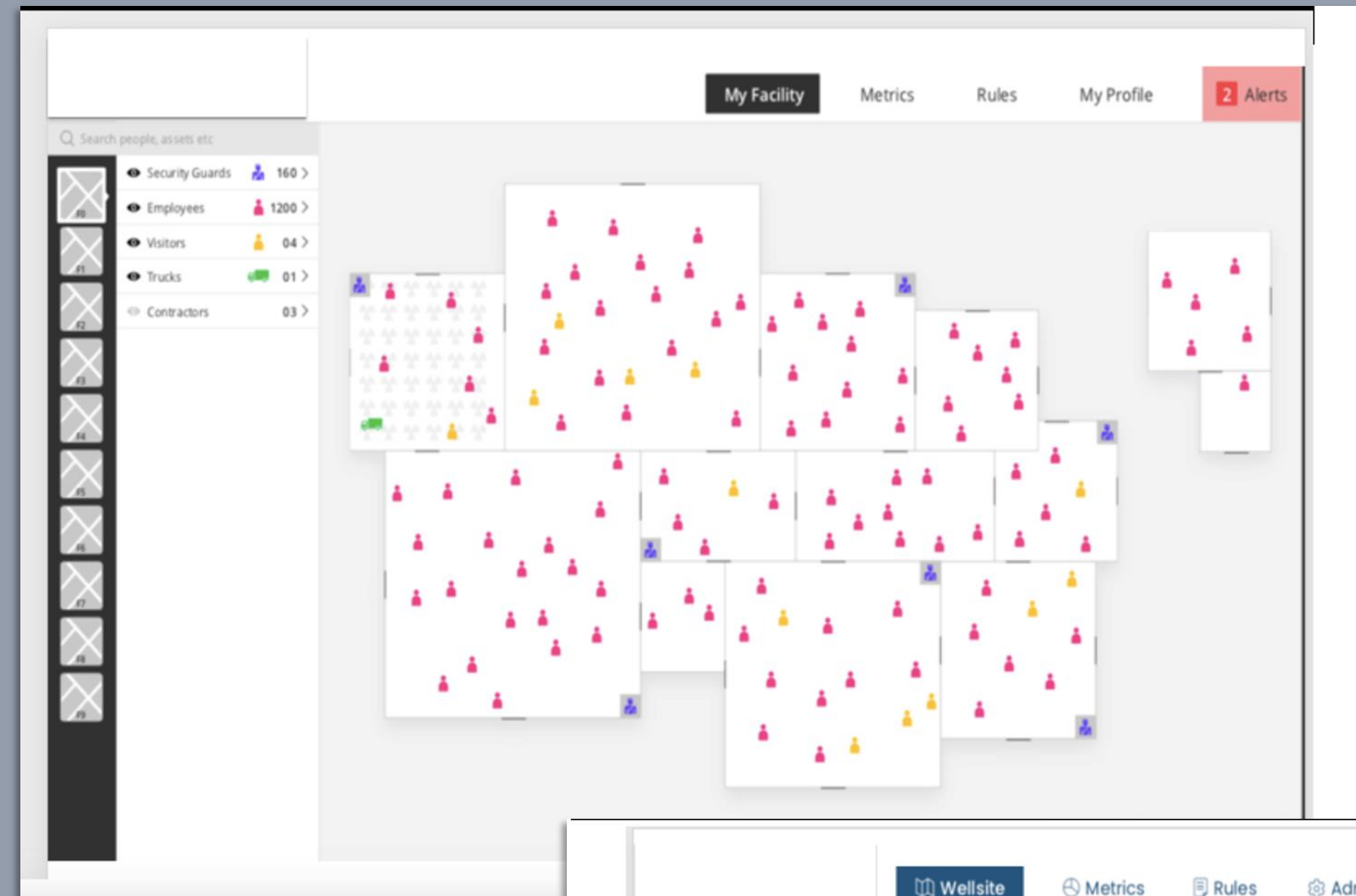
# Mining Sensor Data Analytics

- Ingest real-time data from sensors embedded in mining equipment spread across multiple sites
- Sensor data includes temperature, speed, thickness, rotations etc.
- Track components that breached sensor threshold limits
- Drill-down visualization from customer to site to machine to component
- Breakdown prediction due to component failures for preventative maintenance
- Azure Functions, Azure PowerApps, SQL Server, D3js



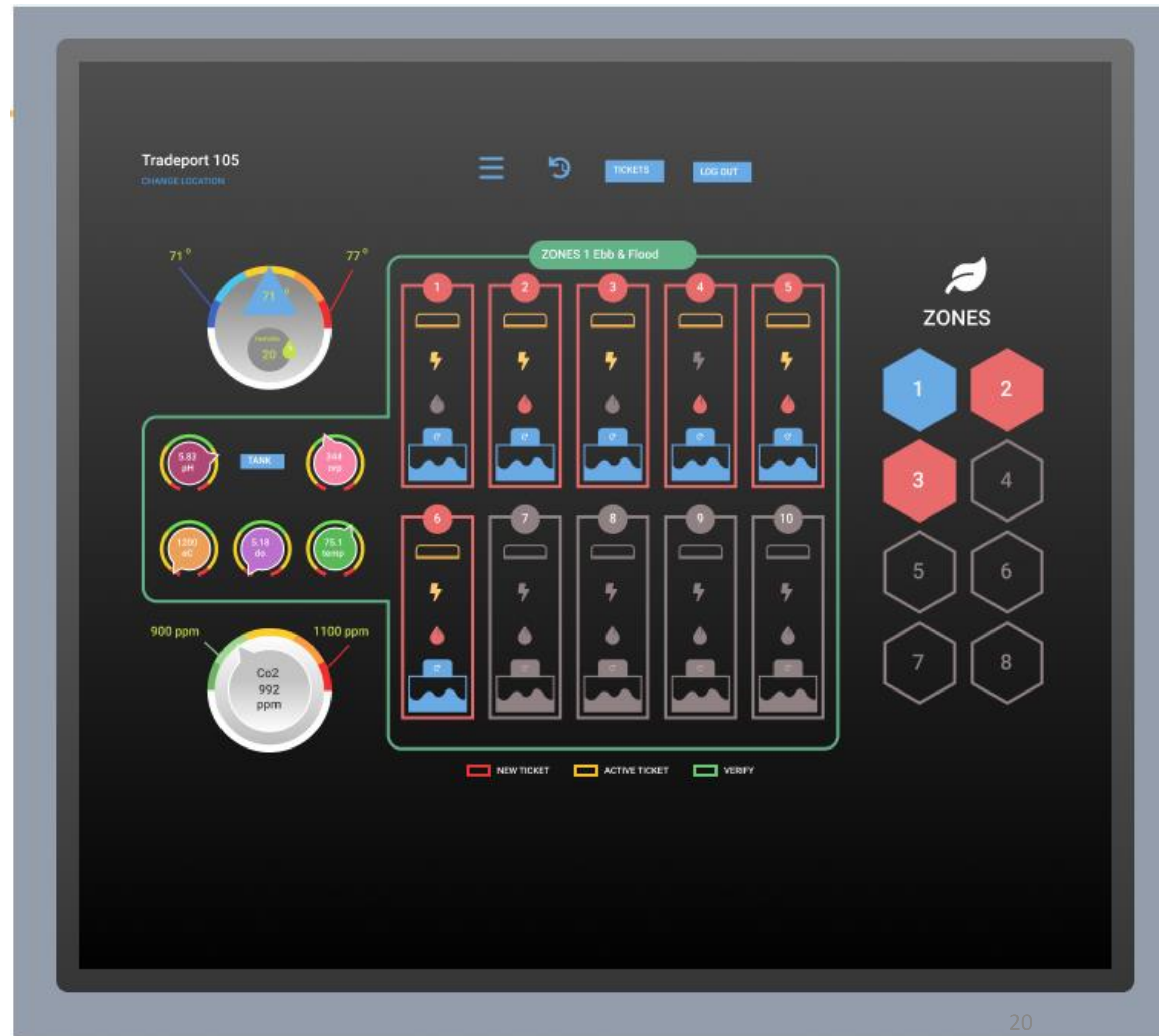
# Intelligent People & Asset Tracking

- Has fine-tuned location detection
- Hazardous and restricted area notification based on roles
- Attendance tracking with reports
- Locating all the people in a designated area during an emergency
- Real-time allocation over multiple sites for thousands of employees



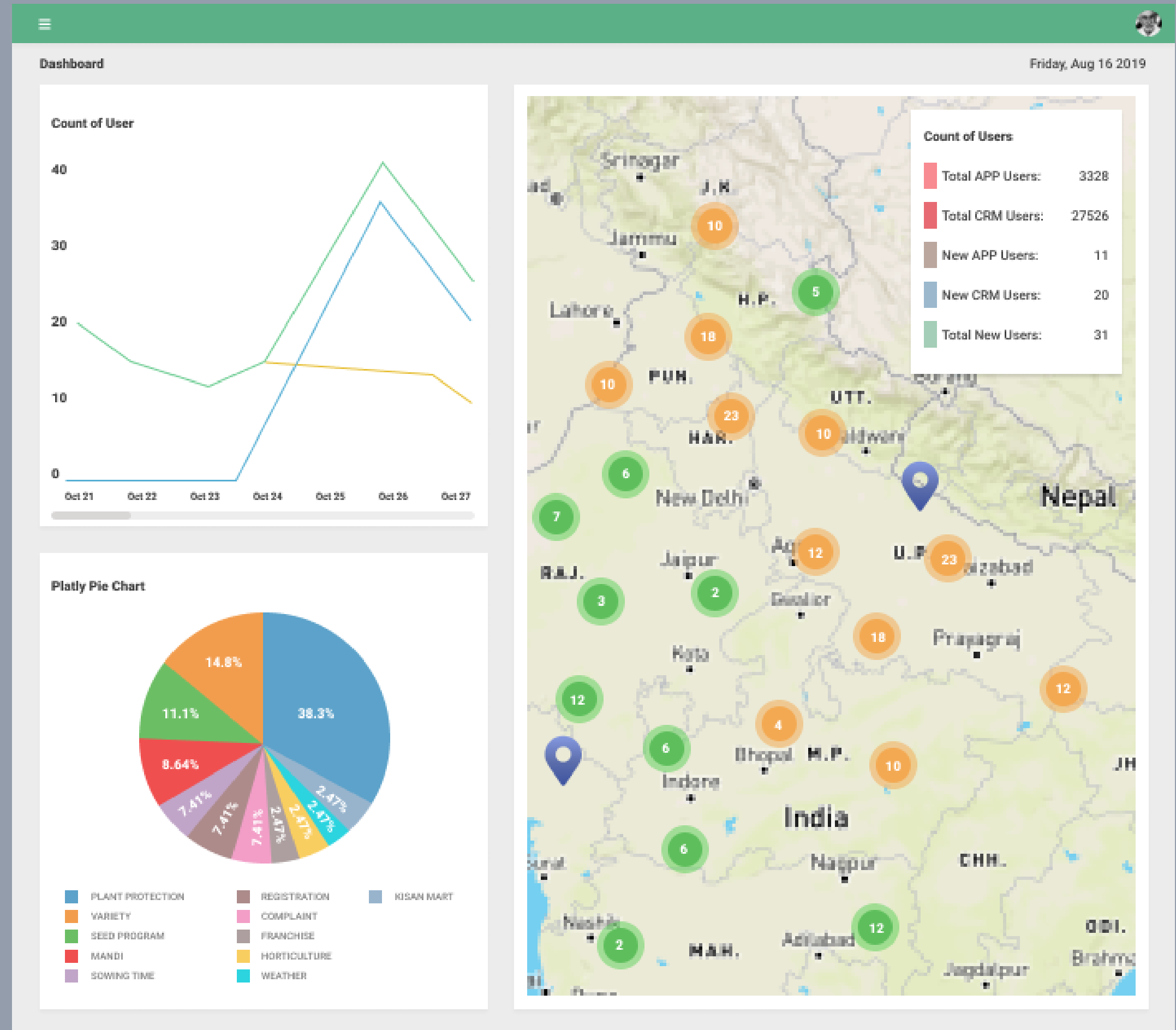
# Precision Hydroponics

- Data collected from zones within indoor, climate-controlled hydroponic farm using temperature, humidity, light and nutrient IoT sensors
- Real-time sensor analytics and alerts
- Visualization and alerts on real-time dashboard
- Machine learning based prediction of optimum recipes for effective growth of multiple varieties of plants based on data collected from plant growth and sensors
- Automatic feedback loop to controllers based on predicted recipes for optimal plant growth



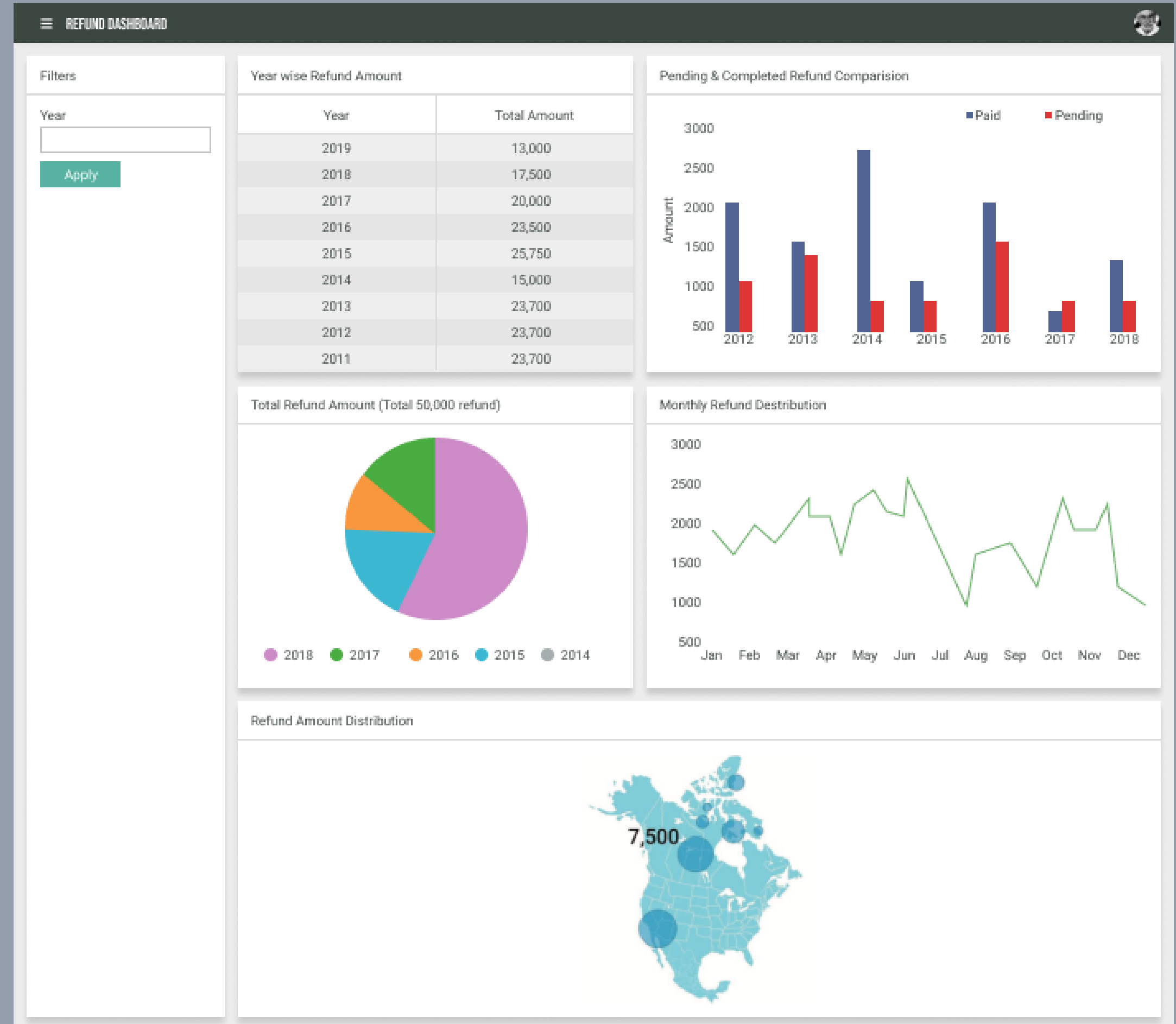
# Agriculture Analytics

- Data collected from ground team surveys, government databases, farmer call centre logs, real-time market commodity prices, mobile apps, web portal and satellite photos
- Detect crop sowing patterns, crop diseases, regional crop and input sales
- Targeted SMS and Push campaigns for fertilizers, pesticides, seed recommendations and produce buy-back
- Supervised learning over satellite imagery to perform crop yield prediction using NDVI values
- Recommendations to streamline and optimize input and output extensions



# Govt. Service Analytics

- Collect data from databases of various social programs of the middle-east government: marriage fund, social security fund, office attendance, IT operations, Network operations
- Plot of attendance, geolocations, vacations, marriage fund applications, refunds, overlapping payments etc.
- Self-service BI Analytics using Superset.
- Prediction on budget, attendance, clustering of marriage fund applicants based on feature extraction, fraud detection using anomaly tracing



# Why us?

- Proven expertise in **development of big data analytics** in various domains
- Build **lowest cost, scalable solution** using cloud or on-prem services
- Leverage pre-built components and products for **accelerated development**
- Transparent processes to drive overall **success**
- **Data Science and machine learning** capabilities for predictive and prescriptive analytics
- A **win-win partnership** based on trust



THANK YOU!

Hello **World!**

hello@47billion.com

