

An approach to accelerate the client’s data & analytics solutions journey from data to decision making (D2D)

Our proprietary Data to Decision (D2D) framework is the heart of our advanced analytics ecosystem and our platforms or solutions are built on this. It encompasses meticulously placed Data Engineering, Data Science, Advanced Analytics, and Decision Science components at the crux. Refer to Figure 1. These components, which utilize industry-standard software tools, statistical models, behavioral science, design thinking, and decision tools, facilitate businesses to take the most pragmatic approach for data management till decision-making.

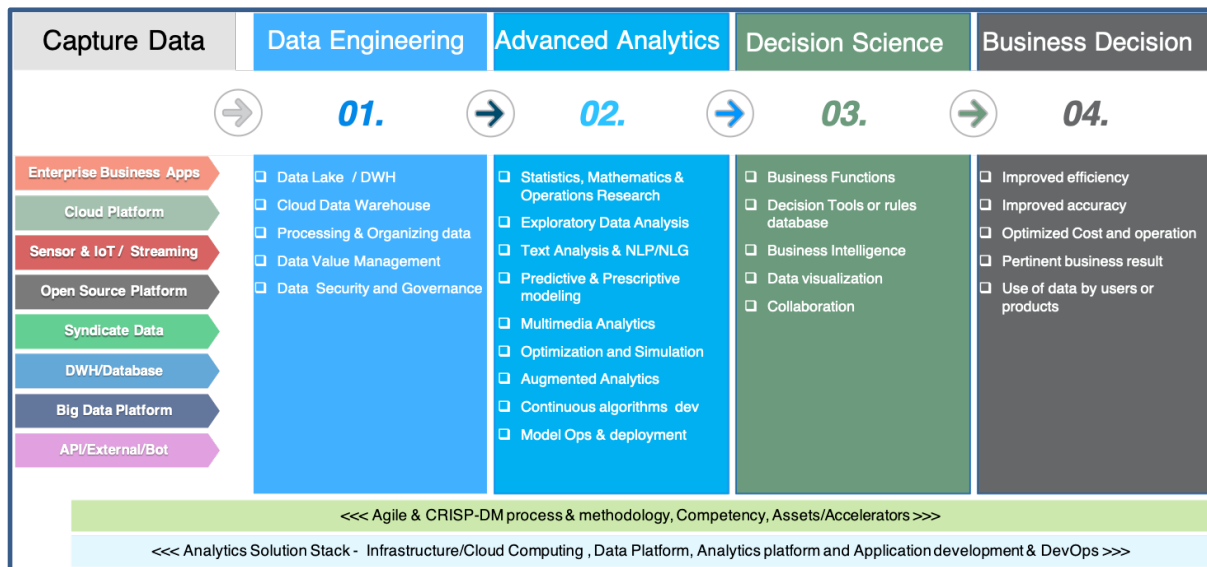


Figure 1

Unlike other D2D frameworks that directly collect Big Data in heaps, Aptus Data Labs instigates by understanding the real business query and assimilates vertical and functional data according to the requirement.

The vertical and functional data, which can be structured, unstructured, or semi-structured, is sourced from enterprises, businesses, syndicates, machines & sensors, geo-locations, web click streams, server logs, or social media. The assimilated data is processed through several integrated layers and modules, encompassing accelerators, reference architectures, and algorithms, to arrive at the required insights, as per the business query.

Some of the key components of our D2D framework, which help businesses navigate through the data analytics path easily – right from Primary Data to Data Engineering and then Data Science to Decision Science, include:

Data Engineering

Our mission-focused data engineers utilize data engineering concepts to understand a business query requirement, using the raw data. Right from data acquisition, data storage, data processing, and data workflow management, our data engineering model leverage the power of algorithms, technology, and third-party data management tools to extract the underlying information from the big data – irrespective of its volume, velocity, and variety.

Data Science, Analytics & AI

Once the information is extracted from Big Data, the functional data is further processed using Data Science and Advanced Analytics tool, which is a niche area that extracts nontrivial knowledge from the surfeit of functional data to improve decision-making. Built on our customizable accelerators, algorithms, and reference architectures, our Data Science (advanced analytics) components help enterprises make strategic, operational business decisions with the right statistical and mathematical techniques to to maximize profits, efficiently allocate resources, reduce risk, and minimize costs.

Our computer scientists, operations researchers, mathematicians, statisticians, and above all Data Science researchers –who have hands-on expertise in applied mathematical algorithms, econometrics, statistics, pattern recognition, operations research, machine learning, and decision science – extrapolate key business values using descriptive, predictive and prescriptive capabilities. The focus is to drive advanced analytics on NLP, AI, Cognitive, and multimedia domains with business KPIs.

Decision Science

Since descriptive, diagnostic, or predictive analytics are not sufficient to arrive at Big Business decisions, Aptus Data Labs utilizes its key decision-making systems and expert intervention to deliver streamlined decision models that reduce operational costs and optimize business operations.

Our domain architects, business domain experts, and business analysts utilize human-driven decision-making systems, decision support approaches, operational intelligence platforms, intelligent business process management (BPM), business rule processing, management science/operations research, and more to transform meaningful insights into Big Business Decisions.

Advanced Analytics through Technology

Covering the complete Advance Analytics value-chain, our D2D Framework is empowered with technological components of Advanced Analytics.

Since Advanced Analytics is a niche area of analyzing data using sophisticated quantitative methods to produce insights, our proprietary D2D framework helps enterprises to optimize the data supply chain with the right data, at the right time and at the right place, to arrive at Big Business Decisions.

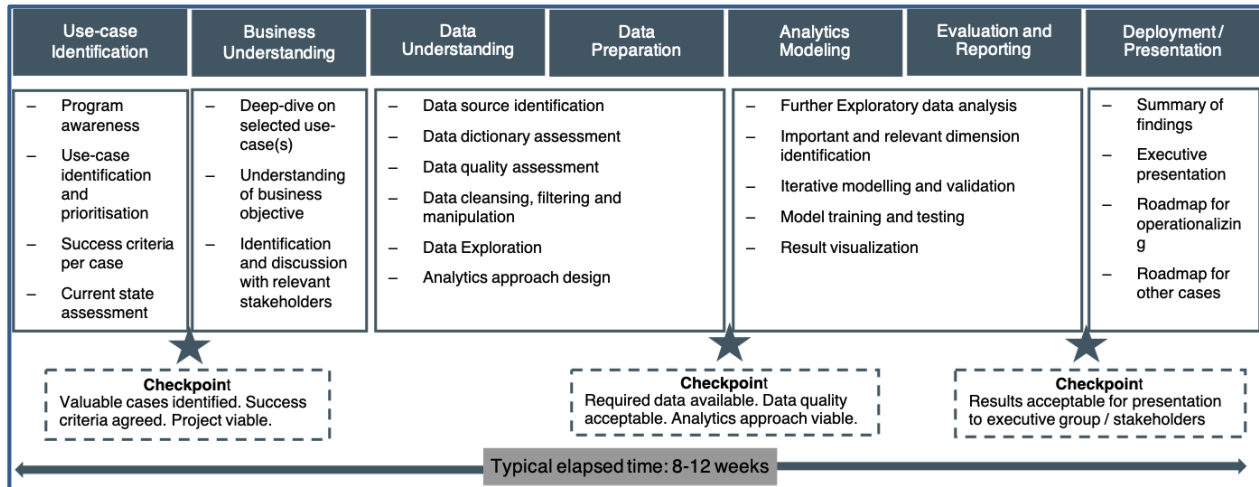
We at Aptus Data Labs have gained good Advanced Analytics acumen by working on various data science problems, Big Data Analytics, Predictive Analytics, Real-time Text Analytics, NLP & Artificial Intelligence with industry-recommended tools & technologies. Time and again, clients have approached us for our hands-on expertise in machine learning, forecasting, optimization, simulation, computer vision, conversational AI, NLP & text mining, document mining, sensor/signal analytics, web click stream analytics, geospatial analytics, and more. While we continue to hone our skills, we are recognized for our services in the area of AI solutions for different industries.

Data & Artificial Intelligence Accelerators

We are inventing new Data, AI, and Cloud components, Data framework, a catalog of data sets, algorithms, analytical components, PoC & Pilot that stimulate ideation, and accelerate to resolve our customer's challenges. These accelerators are embedded and augmented across technology and business functions that would have an immediate impact on your business, scaling AI across your enterprise to unleash your digital advantage and full potential.

CRISP-DM Process & Methodology

We drive the analytics engagement and delivery using agile and CRISP-DM (Cross Industry Standard Process for Data Mining) process to ensure the step by step approach as follows:



By applying our years of domain experience and the industry's best practices for business process and technology integration, we deliver streamlined decision models that help optimize business operations and reduce operational costs.