

AiBi Analytics

Product e-Booklet and Pricing

JUNE 06, 2024



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Mission

At AIBI (Artificial Intelligence and Business Intelligence), we offer top-tier yet cost-effective analytics services tailored for small and medium-sized business. Our services are meticulously crafted to facilitate informed decision-making and drive success through the utilization of cutting-edge AI-driven data science modeling and Business Intelligence for reporting. We are not simply selling self-service tools to you and then leaving you in the dark; our commitment is to deliver comprehensive end-to-end services. Your success is our utmost priority.



About us

We're a team of seasoned professionals with years of experience in senior management roles handling data analytics and data science for big Fortune 500 companies, smaller businesses, and top marketing agencies and consulting firms. We've seen firsthand how data can be a game-changer for businesses, guiding decisions from start to finish.

Diving into data can be costly. From tools and technology to storage and specialized skills like data science, expenses accumulate quickly. However, the goal remains the same: to assist businesses in making smarter choices and decisions using data.

We know not every company can afford all the bells and whistles, and honestly, not every setup is a good fit for every business. That's why we're passionate about making data and analytics accessible to all, especially small businesses. Everyone deserves the chance to tap into the power of data to drive their success.





What Is the Value of Data?

McKinsey Global Institute says that data-driven organizations are 23 times more likely to acquire customers, 6 times as likely to retain customers, and 19 times as likely to be profitable. Companies that make extensive use of customer analytics are more likely to report outperforming their competitors in terms of profitability.



Where can we help?

Our consulting services and products can assist your company in effectively tracking performance, gaining comprehensive insights into your business operations and customer behavior, making data-driven decisions rather than relying solely on experience, automating various operations, and optimizing performance to maximize ROI.



Why us?

Our clients choose us because we break down barriers to data-driven success. While traditionally limited to large enterprises due to cost constraints, we offer pre-built products tailored for small to medium-sized businesses at a shared cost. Whether you have an established data team or not, our solutions ensure quick implementation and turnaround, providing immediate value without the need for lengthy development cycles.

Discover how we deliver affordable yet premier data analytics and data science solutions for your business



Utilization of Pre-built, Top-tier Assets

We harness pre-built, world-class reporting templates and data science models, which we term as our products. This approach ensures that you receive exceptional service without imposing a strain on your financial resources.



Focus on Impactful Solutions

Our paramount focus lies in delivering solutions and insights that yield immediate value for both your short-term objectives and long-term aspirations. Rather than fixating on technical perfection or addressing trivial issues and organizational dynamics, we prioritize initiatives that can significantly impact your business.



Leveraging Existing Tools and Platforms

We adeptly utilize your existing tools and platforms, alongside our own resources, to construct data pipelines and models, thereby mitigating additional expenses.



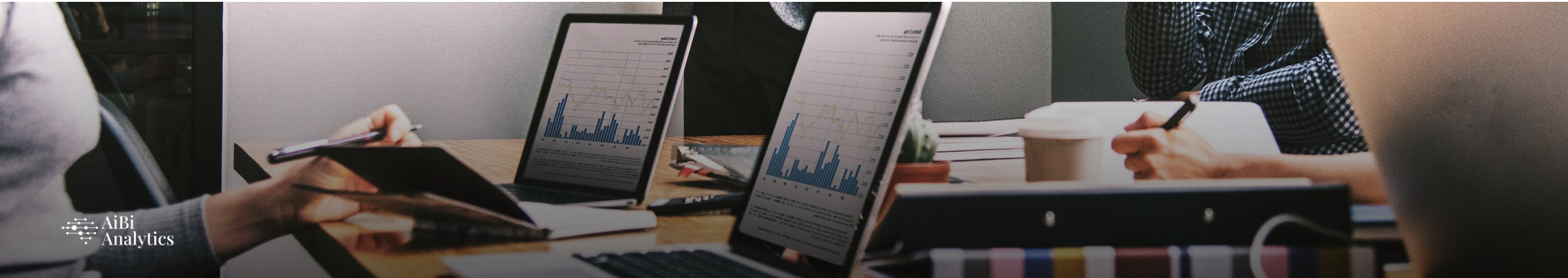
Flexible Engagement Models

Whether you require a one-time project or seek a long-term partnership, we adapt to your demands seamlessly. Our flexible engagement models negate the necessity of hiring us as a full-time team, ensuring a consistently high return on your investment.

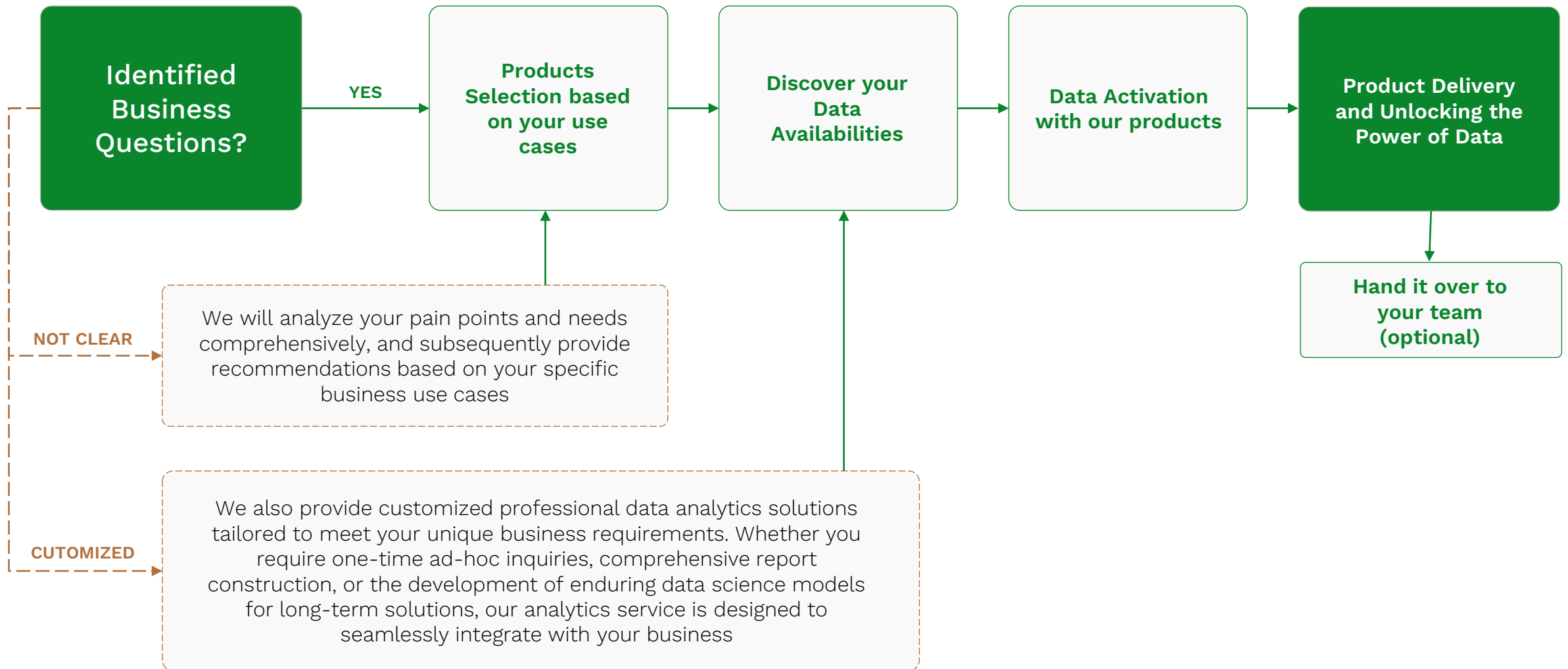


Efficient, Tailored Approach

With our streamlined organizational structure, our foremost experts concentrate on addressing your core business needs. This tailored approach allows us to offer competitive rates for a spectrum of hands-on services, encompassing data engineering, customized data analytics, and consulting.



Working model



Product menu

Click on the tiles to go to the corresponding product pages

General

KPI Report

Forecasting

Nature Language Processing

NLP
Doc Summarization

NLP Sentiment Analysis
(Feedback, Reviews)

Guest Analytics (Deeply understand your guests)

Demographic Report

Guest RFM Model

Segmentation (Guest, Persona, Behavior)

Customer Life Time Value (CLTV)

Guest Journey

Mix Basket Analysis

Cross Selling Upselling Recommendation

NLP Sentiment Analysis (Feedback, Reviews)

Marketing Analytics (Optimize your marketing spending)

Marketing Effectiveness ROAS

Marketing Mix Modeling (MMM)

Multitouch Attribution (MTA)

Campaign / Social Media Report

Incrementality Test

Mix Basket Analysis

Streaming Report

Sales Analytics (Maximize your revenue)

Cross Selling and Upselling Recommendation

Scoring System / Pricing Model

Mix Basket Analysis

Competitor Price Index / Price Elasticity

Incrementality Test

Churn / Default / Credit Risk Prediction

Digital Analytics (Optimize your marketing spending)

Site / Content Report

Funnel Report

A/B Testing And Experimental Design

Incrementality Test

Streaming Report

Finance Analytics (Enhance financial efficiency and risk management)

P/L Report

Fraud Detection

Scoring System / Pricing Model

Churn / Default / Credit Risk Prediction

Amortization Report

We also provide customized professional data analytics solutions tailored to meet your unique business requirements. Whether you require one-time ad-hoc inquiries, comprehensive report construction, or the development of enduring data science models for long-term solutions, our analytics service is designed to seamlessly integrate with your business.

Go to pricing page [PRICING](#)

KPI Report

Definition

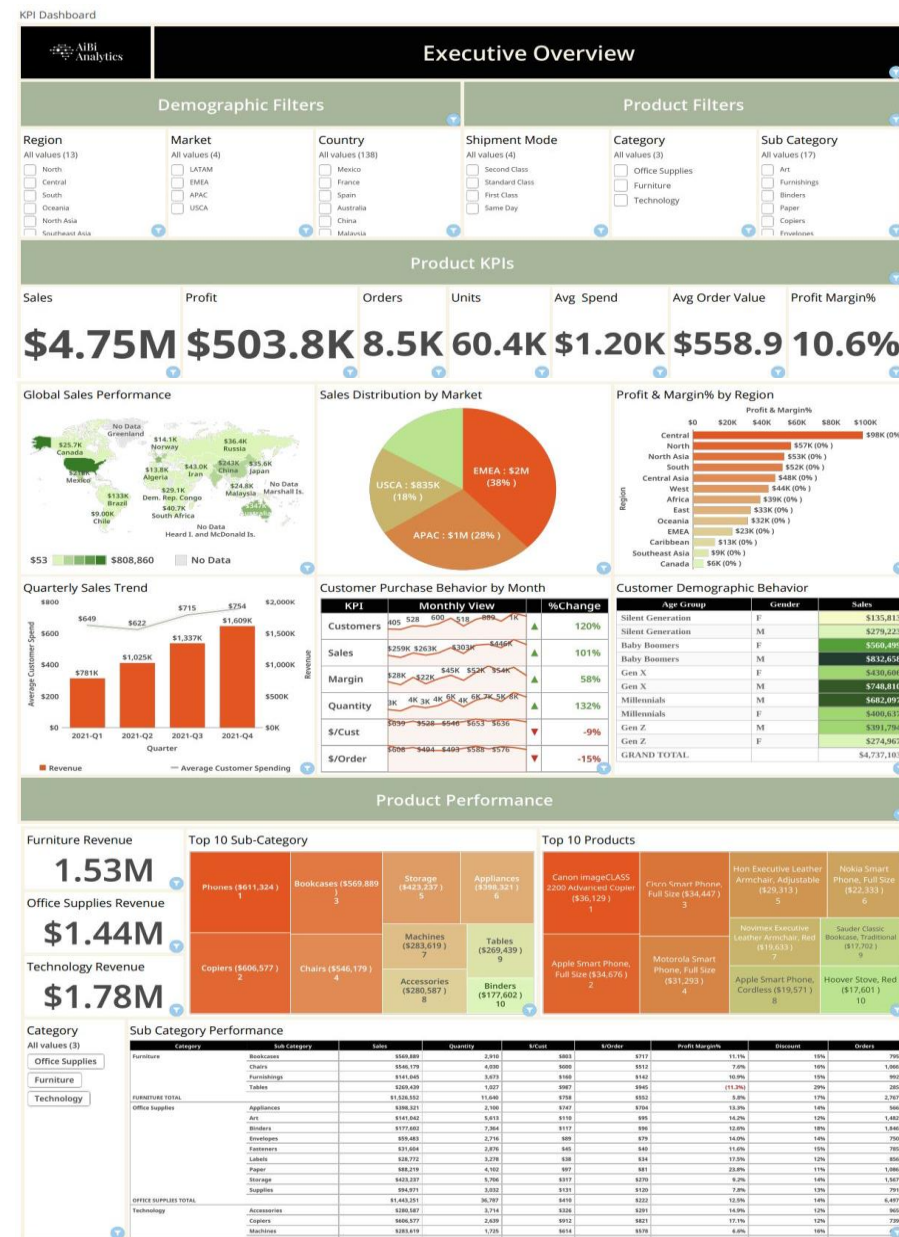
Key Performance Indicator (KPI) reports track and visualize the performance of specific metrics or indicators that are critical to achieving business objectives.

Business questions

- What are the key performance indicators (KPIs) that are most critical to our business?
- How are KPIs trending over time, and what factors influence their changes?
- Are we meeting our targets for each KPI, and if not, what actions can be taken to improve performance?

Business Impact

They provide stakeholders with actionable insights into business performance, identify areas of strength and weakness, and facilitate data-driven decision-making at various levels of the organization.



Forecasting

(Any KPIs)

Definition

Forecasting involves predicting future trends, patterns, or outcomes based on historical data and relevant variables.

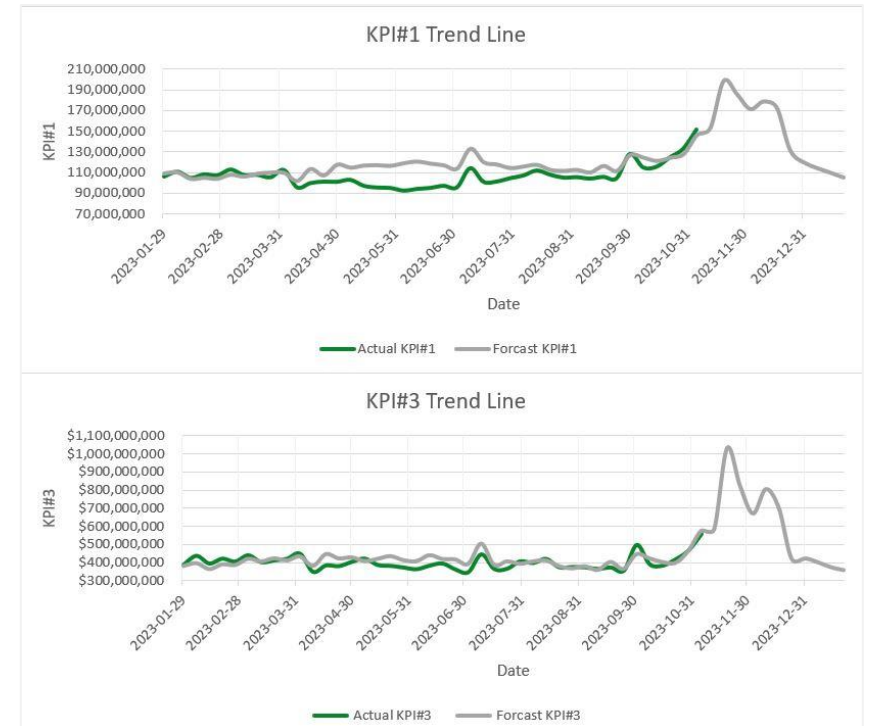
Business questions

- What is the projected sales revenue for the next quarter?
- How many new customers are we expected to acquire next month?
- What will be the demand for our products or services during peak seasons?

Business Impact

It helps businesses anticipate demand, sales, revenue, inventory levels, or other key metrics, optimize resource allocation, and make informed decisions to achieve their goals more effectively.

Date (Actual)	2023-01-29	2023-02-05	2023-02-12	2023-02-19	2023-02-26	2023-03-05	2023-03-12	2023-03-19	2023-04-16	2023-03-26	2023-04-02
Actual KPI#1	105,798,890	110,524,088	104,484,787	107,976,193	106,969,107	112,598,571	107,233,549	107,509,132	99,457,776	105,096,791	112,223,374
Actual KPI#2	75,119,056	77,649,170	74,036,874	76,040,863	75,882,236	78,882,176	76,245,094	76,612,861	70,727,253	74,818,706	78,148,001
Actual KPI#3	\$386,769,019	\$436,245,058	\$393,813,683	\$420,423,979	\$404,433,082	\$439,182,650	\$401,159,215	\$411,152,977	\$383,366,363	\$419,962,141	\$448,108,261
Actual KPI#4	6,727,689	7,196,009	6,697,046	6,960,354	6,816,586	7,248,851	6,846,348	6,902,659	6,584,863	7,049,034	7,861,376
Actual KPI#5	57.5	60.6	58.8	60.4	59.3	60.6	58.6	59.6	58.2	59.6	57.0
Date (Forecast)	2023-01-29	2023-02-05	2023-02-12	2023-02-19	2023-02-26	2023-03-05	2023-03-12	2023-03-19	2023-04-16	2023-03-26	2023-04-02
Forecast KPI#1	108,851,435	109,925,495	103,530,687	104,668,545	103,696,224	107,605,163	105,734,389	108,574,167	113,133,326	109,649,214	109,430,170
Forecast KPI#2	76,661,392	77,206,000	73,421,130	73,751,495	73,001,976	75,132,016	74,164,548	75,957,852	78,992,658	77,160,710	76,293,541
Forecast KPI#3	\$383,295,588	\$398,450,419	\$366,293,579	\$392,246,887	\$388,584,878	\$422,623,238	\$408,272,474	\$425,244,290	\$448,078,826	\$413,425,618	\$435,514,493
Forecast KPI#4	6,809,496	7,007,659	6,366,735	6,629,575	6,657,296	7,019,538	6,757,109	7,081,481	7,542,225	6,996,094	7,365,887
Forecast KPI#5	56.3	56.9	57.5	59.2	58.4	60.2	60.4	60.1	59.4	59.1	59.1
KPI#1 % difference	-3%	1%	1%	3%	3%	4%	1%	-1%	-14%	-4%	2%
KPI#2 % difference	-2%	1%	1%	3%	4%	5%	3%	1%	-12%	-3%	2%
KPI#3 % difference	1%	9%	7%	7%	4%	4%	-2%	-3%	-17%	2%	3%
KPI#4 % difference	-1%	3%	5%	5%	2%	3%	1%	-3%	-15%	1%	6%
KPI#5 % difference	2%	6%	2%	2%	2%	1%	-3%	-1%	-2%	1%	-4%



Demographic Report

Definition

A demographic report provides insights into the characteristics of a population or target audience, such as age, gender, income level, education, and geographic location.

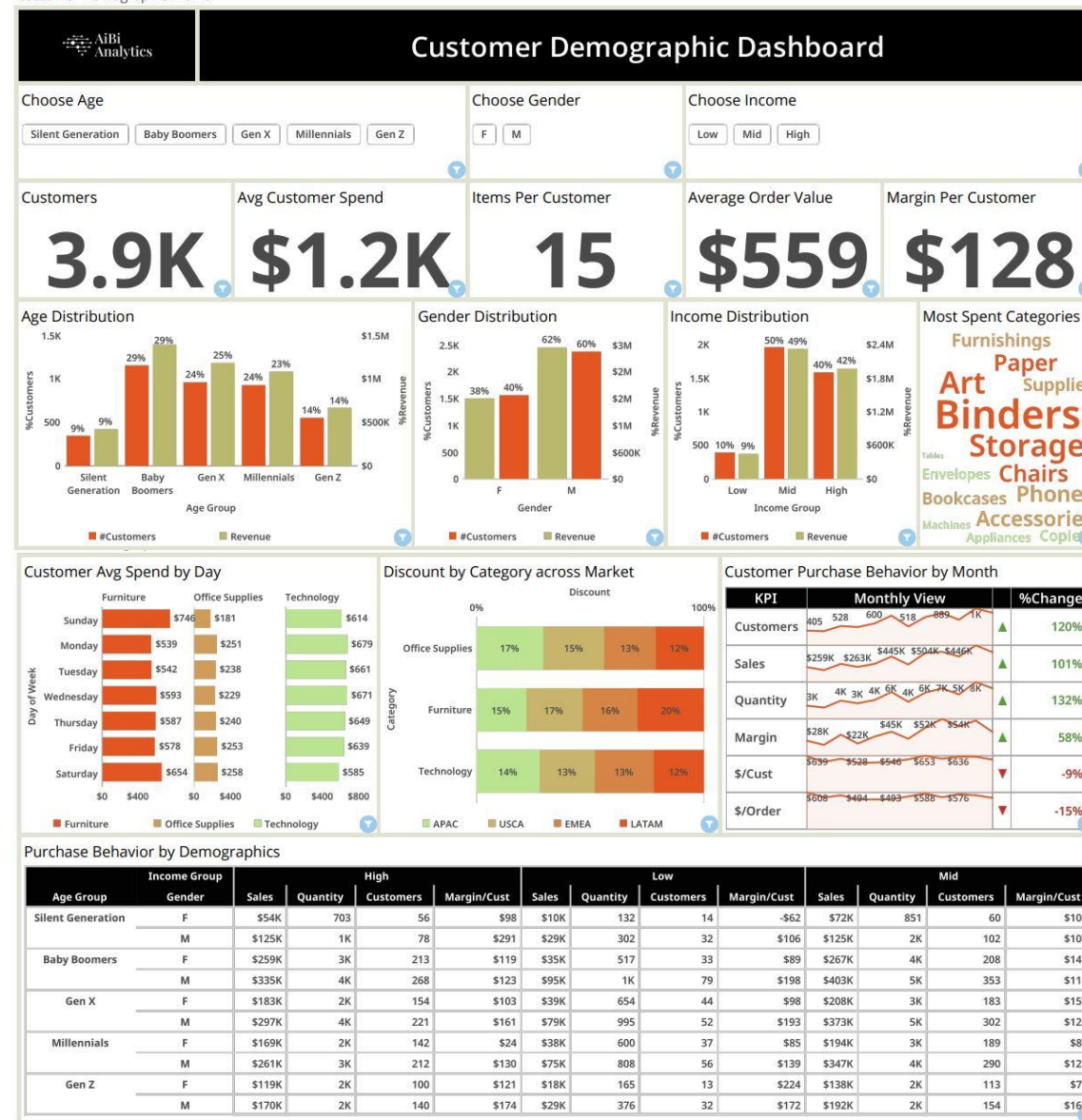
Business questions

- What are the primary demographic characteristics of our customer base?
- How do demographic factors vary across different segments or regions?
- What demographic segments represent the highest value for our business?

Business Impact

It helps businesses understand their customer base better, tailor marketing strategies, and identify new opportunities for growth based on demographic trends.

Customer Demographic Profile



RFM Model

(Recency, Frequency and Monetary)

Definition

The RFM model is a technique used to analyze customer behavior based on three key metrics: recency (how recently a customer made a purchase), frequency (how often they make purchases), and monetary value (how much money they spend).

Business questions

- Which customers contribute the most revenue to our business?
- Which customers have made purchases most recently?
- Who are our most frequent buyers?

Business Impact

It helps businesses segment customers into different groups based on their purchasing habits and prioritize marketing efforts accordingly, such as targeting high-value or at-risk customers.

RFM Segments

RFM guest segments were defined by a statistical model.



RFM Guest Segments	Category	Frequency	Recency	Monetary
High Value	Furniture	8.74	191.36	5,945.00
Regular	Furniture	7.50	112.47	4,394.54
Occasional	Furniture	5.20	171.09	2,182.92
Low Engaged	Furniture	3.90	140.23	1,196.07
High Value	Office Supplies	8.73	197.77	5,735.87
Regular	Office Supplies	7.57	116.57	4,194.46
Occasional	Office Supplies	5.26	182.14	1,981.11
Low Engaged	Office Supplies	3.73	168.65	994.47
High Value	Technology	8.65	192.39	6,011.62
Regular	Technology	7.50	111.31	4,452.76
Occasional	Technology	4.93	185.13	2,178.23
Low Engaged	Technology	3.77	161.33	1,177.05

Segmentation

(Guest, Persona, Behavior)

Definition

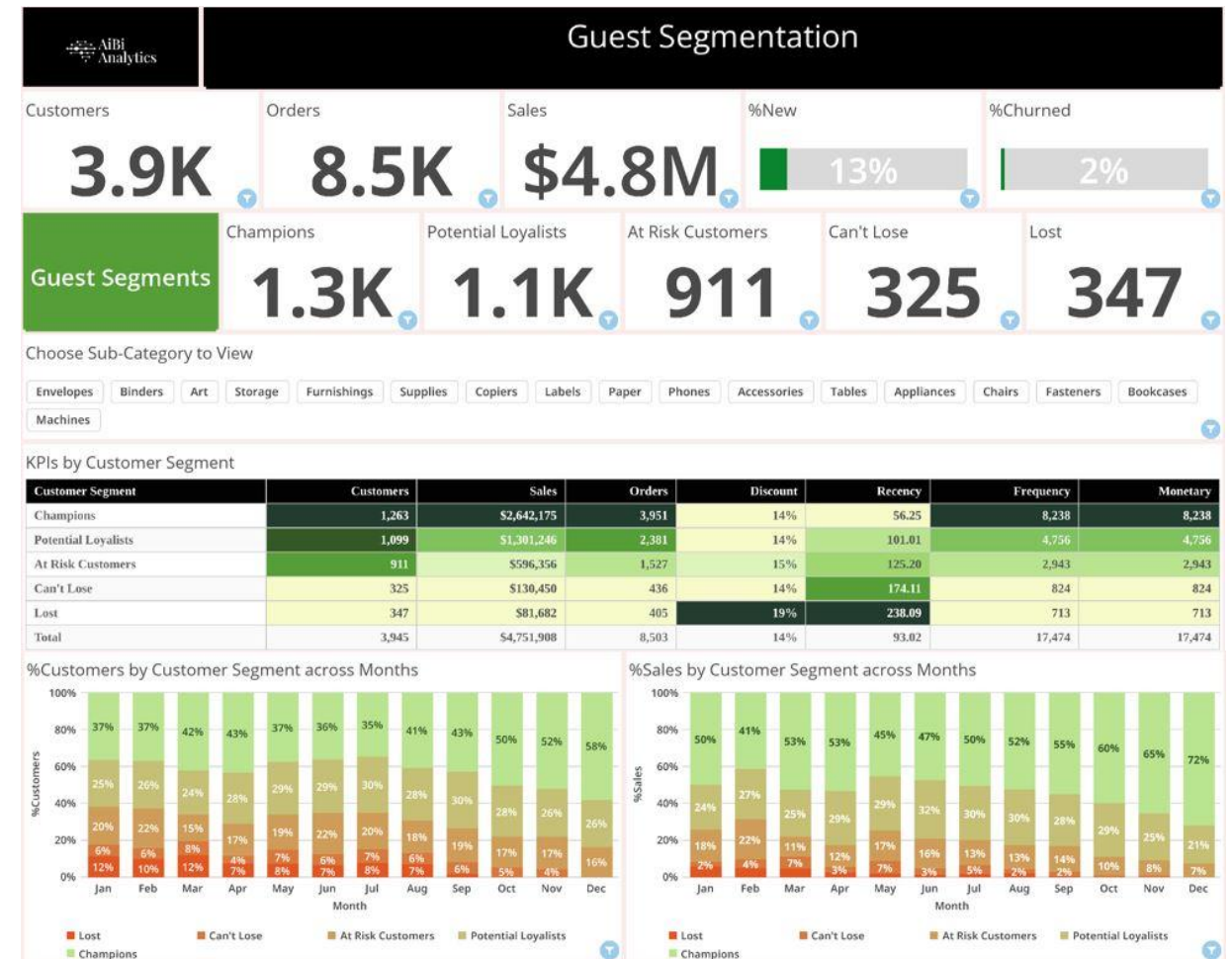
Segmentation involves dividing customers or users into distinct groups based on shared characteristics, such as demographics, behaviors, preferences, or needs.

Business questions

- How can we effectively group our customers based on their behavior?
- What personas are most prevalent among our customer base?
- Which segments show the highest potential for growth or retention?

Business Impact

This allows businesses to create targeted marketing campaigns, personalize product offerings, and improve customer satisfaction by catering to specific segments' unique needs.



Guest Journey Report

Definition

A guest journey report tracks and analyzes the various touchpoints and interactions a customer has with a business, from initial awareness to purchase and beyond.

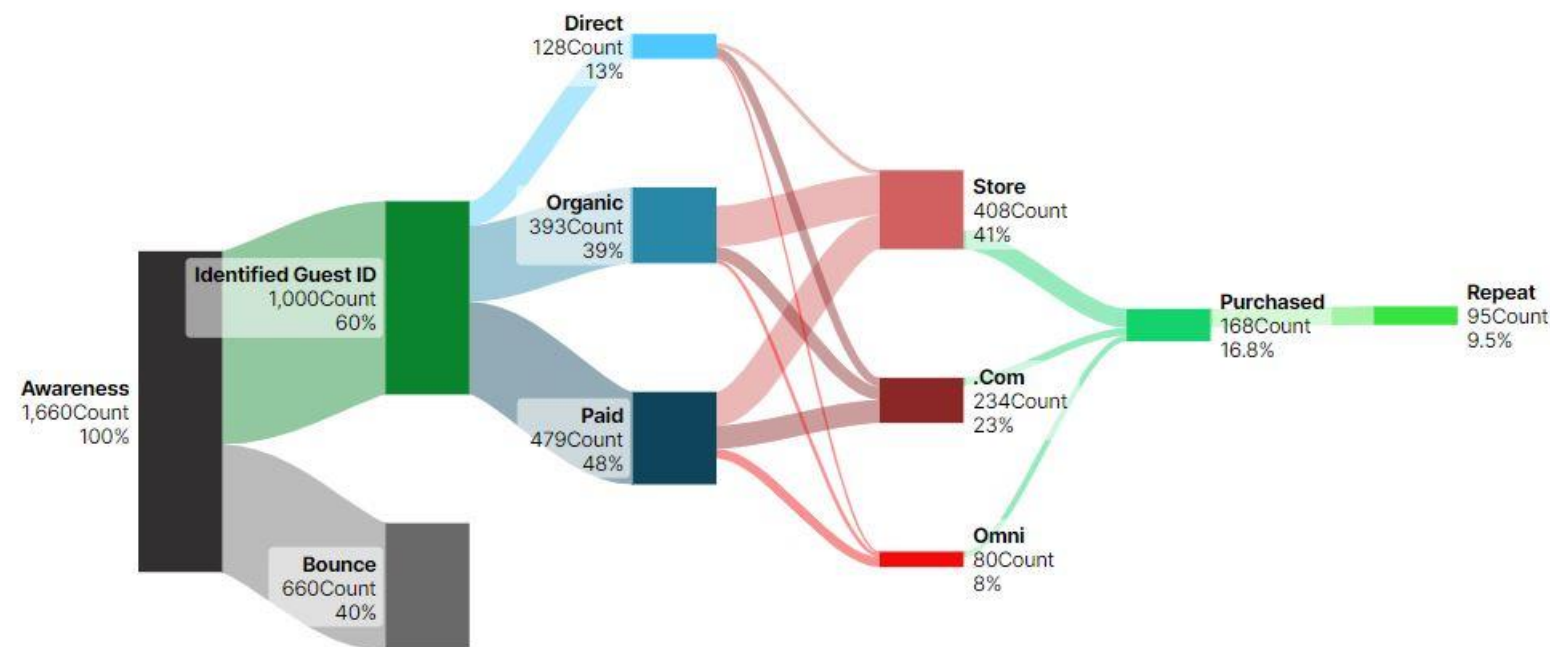
Business questions

- What are the typical pathways customers take from discovery to purchase?
- Where are the key drop-off points in the guest journey?
- How can we optimize the guest journey to improve conversion rates?

Business Impact

It provides insights into customer behavior, preferences, pain points, and opportunities for improvement throughout the entire customer journey, enabling businesses to optimize each stage for a seamless and satisfying experience.

Customer Journey Q1 FY24



Customer Lifetime Value (CLTV)

Definition

CLTV is a metric that represents the total revenue a business can expect from a single customer over the entire duration of their relationship.

Business questions

- What is the projected lifetime value of different customer segments?
- How can we increase the CLTV of our customers?
- Which acquisition channels yield customers with the highest CLTV?

Business Impact

It helps businesses identify their most valuable customers, allocate resources effectively, and prioritize customer retention strategies to maximize long-term profitability.

Guest ID	Frequency	Recency	Tenure	Monetary	Predict CLTV (12 M)	Total CLTV
1	2	30.43	38.86	\$ 22.4	\$ 138.2	\$ 160.56
2	1	1.71	38.86	\$ 11.8	\$ 18.7	\$ 30.45
3	0	0	38.86	\$ -	\$ 37.6	\$ 37.63
4	0	0	38.86	\$ -	\$ 37.6	\$ 37.63
5	0	0	38.86	\$ -	\$ 37.6	\$ 37.63
6	1	5	38.86	\$ 11.8	\$ 27.7	\$ 39.49
7	0	0	38.86	\$ -	\$ 37.6	\$ 37.63
8	2	35.71	38.86	\$ 25.6	\$ 165.2	\$ 190.71
9	0	0	38.86	\$ -	\$ 37.6	\$ 37.63
10	5	24.43	38.86	\$ 29.4	\$ 237.3	\$ 266.79
11	1	4.86	38.86	\$ 10.0	\$ 25.6	\$ 35.57
12	3	28.29	38.71	\$ 25.1	\$ 194.5	\$ 219.54
13	0	0	38.71	\$ -	\$ 37.7	\$ 37.72
14	2	14.57	38.71	\$ 32.3	\$ 103.2	\$ 135.52
15	1	1.57	38.71	\$ 227.1	\$ 163.7	\$ 390.81
16	0	0	38.71	\$ -	\$ 37.7	\$ 37.72
17	1	29.43	38.71	\$ 80.5	\$ 215.6	\$ 296.07
18	0	0	38.71	\$ -	\$ 37.7	\$ 37.72
19	1	5.86	38.71	\$ 40.5	\$ 61.6	\$ 102.05
20	0	0	38.71	\$ -	\$ 37.7	\$ 37.72
21	2	33.14	38.57	\$ 28.0	\$ 172.9	\$ 200.88
22	1	4.29	38.57	\$ 15.4	\$ 29.6	\$ 44.98
23	0	0	38.43	\$ -	\$ 37.9	\$ 37.88
24	1	38.43	38.43	\$ 6.5	\$ 53.8	\$ 60.29
25	0	0	38.43	\$ -	\$ 37.9	\$ 37.88

Funnel Report

Definition

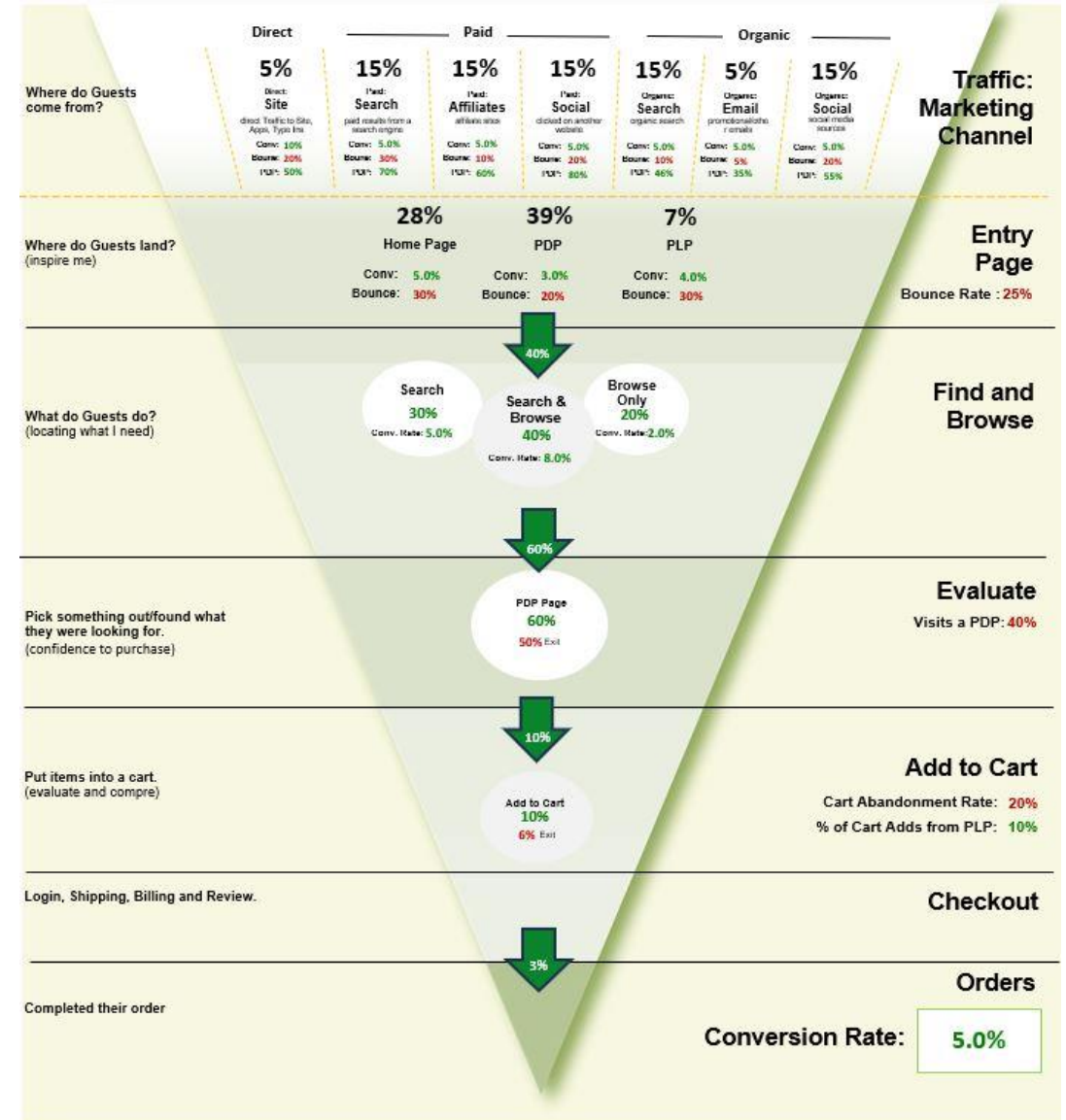
A funnel report visualizes the steps or stages that users go through in the conversion process, from initial awareness to final action (e.g., purchase or sign-up).

Business questions

- What is the conversion rate at each stage of the sales funnel?
- Where are the bottlenecks or areas of friction in the funnel?
- What actions can be taken to optimize the funnel and improve conversion rates?

Business Impact

It helps businesses understand user behavior, identify potential bottlenecks or drop-off points, and optimize the conversion funnel to improve conversion rates and overall performance.



Multitouch Attribution (MTA)

Definition

Multitouch attribution assigns credit or value to multiple touchpoints or interactions along the customer journey to determine the contribution of each channel or campaign to conversions or sales.

Business questions

- What is the influence of each touchpoint in the customer journey on conversion?
- How should credit for conversions be distributed across multiple touchpoints?
- How can we optimize our marketing strategy based on MTA insights?

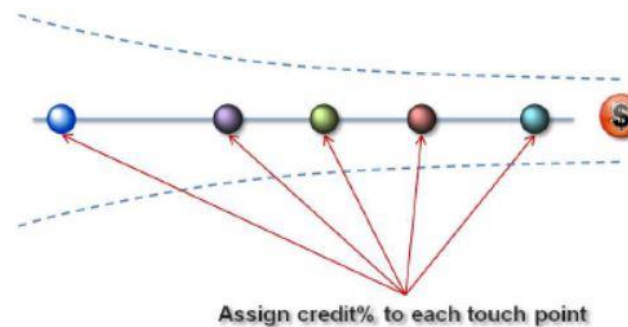
Business Impact

It helps businesses understand the effectiveness of marketing efforts across different touchpoints, optimize marketing strategies, and allocate resources efficiently to achieve desired outcomes.

Pairwise Channel Probabilities

	channels	conversions	users	conversion rate
0	Facebook	21464.0	175741.0	0.122134
1	Online Video	17103.0	113302.0	0.150951
2	Paid Search	11342.0	151440.0	0.074894
3	Instagram	9157.0	75201.0	0.121767
4	Online Display	5380.0	71053.0	0.075718
5	Instagram Facebook	3192.0	28341.0	0.112628
6	Paid Search Facebook	1181.0	12953.0	0.091176
7	Online Display Paid Search	803.0	9181.0	0.087463
8	Instagram Paid Search	718.0	7605.0	0.094412
9	Facebook Online Video	711.0	6044.0	0.117637
10	Online Display Facebook	567.0	6008.0	0.094374
11	Paid Search Online Video	540.0	5244.0	0.102975

Multi-Touch Probabilities



	channel	contribution
0	Online Video	0.276738
1	Facebook	0.223909
2	Instagram	0.223236
3	Online Display	0.138814
4	Paid Search	0.137304

Marketing Mix Modeling (MMM)

Definition

Marketing mix modeling quantifies the impact of various marketing activities (e.g., advertising, promotions, pricing) on sales or other key performance metrics.

Business questions

- How do different marketing channels contribute to overall sales and revenue?
- What is the optimal allocation of budget across various marketing channels?
- How can we adjust our marketing mix to improve ROI and maximize impact?

Business Impact

It helps businesses optimize marketing budget allocation, allocate resources effectively across different channels, and maximize the return on investment from marketing expenditures.



Model result suggest that holding all other variables constant, a one-unit increase in spending on TikTok advertising is linked to a 0.36 increase in sales, while Facebook sees a 0.49 increase and Google Ads shows a 1.22 increase, indicating a stronger impact from Google Ads compared to TikTok and Facebook.



Simulation: If we increase the budget by X% on each channel, what will the predicted sales be?

	coef	std err	t	P> t	[0.025	0.975]
const	6678.3969	209.575	31.866	0.000	6265.086	7091.708
TikTok	0.3597	0.019	18.904	0.000	0.322	0.397
Facebook	0.4883	0.036	13.475	0.000	0.417	0.560
Google Ads	1.2159	0.104	11.697	0.000	1.011	1.421

```
X_scenario = X.copy()

# Increase budget for TikTok by X%
X_scenario['TikTok'] *= 1.0

# Increase budget for Facebook by X%
X_scenario['Facebook'] *= 1.0

# Increase budget for Google Ads by X%
X_scenario['Google Ads'] *= 1.0

# Generate predictions for the scenario
predictions_scenario = results.predict(X_scenario)
```

```
predictions_scenario
```

```
0    11544.235632
1    11988.844513
2    11235.843056
3     8417.939719
4     9337.965062
```

Marketing Effectiveness / ROAS

Definition

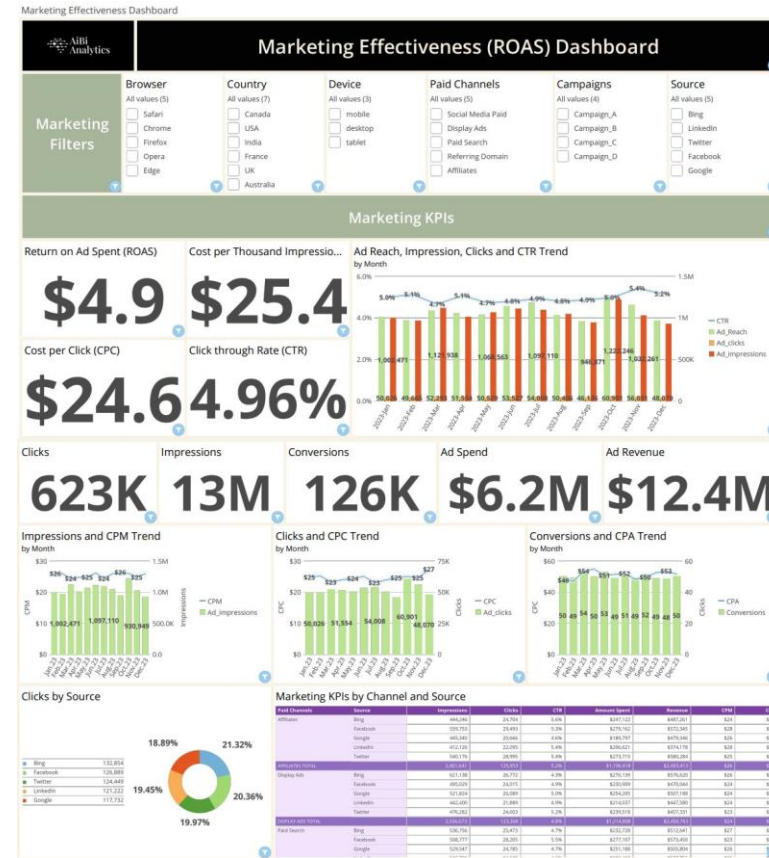
Marketing effectiveness measures the impact and efficiency of marketing campaigns or channels in generating desired outcomes, such as brand awareness, leads, conversions, or revenue.

Business questions

- What is the return on advertising spend (ROAS) for each marketing campaign or channel?
- Which marketing activities contribute most effectively to revenue generation?
- How can we optimize our marketing budget allocation to maximize ROAS?

Business Impact

ROAS specifically evaluates the return on investment (ROI) from advertising expenditures, helping businesses optimize their marketing budget allocation and maximize profitability.



Social Media / Campaign Report

Definition

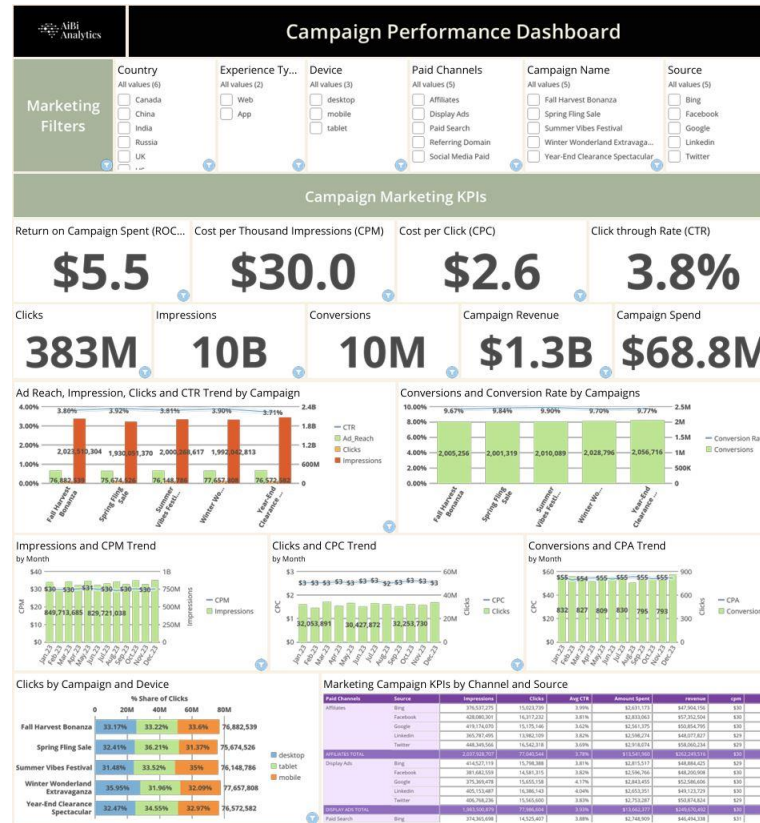
Social media analysis involves the examination of social media data to understand trends, sentiment, and audience behavior.

Business questions

- What is the sentiment of conversations about our brand on social media platforms?
- Which social media channels drive the most engagement and referral traffic?
- How can we leverage social media insights to enhance brand reputation and customer relationships?

Business Impact

Its business impact lies in improving brand reputation, enhancing customer relationships, and driving targeted marketing efforts to increase sales and revenue.



A/B Testing and Experimental Design

Definition

A/B testing is a controlled experiment where two or more variants of a webpage, email, ad, or product feature are compared to determine which performs better in terms of user engagement, conversions, or other key metrics.

Business questions

- Which variations of a marketing campaign or website design lead to higher conversion rates?
- What insights can we gain from experiments to improve future tests?

Business Impact

It helps businesses optimize their marketing campaigns, website design, and product offerings by making data-driven decisions based on real-world user behavior.

Promo Test - % Off vs. Save up to \$

A/B Test Summary

- **Hypothesis:** Showing guests the straight "\$" savings within promo copy will enhance engagement and conversion/sales. This approach eliminates the need for guests to calculate percentages into dollars, thereby simplifying their decision-making process.
- **Measures of Success:** Engagement Rate, Conversion Rate
- **Why Test?** Want to understand whether guests respond better to knowing the specific dollar amount or the percentage off savings in an Apple promotion?

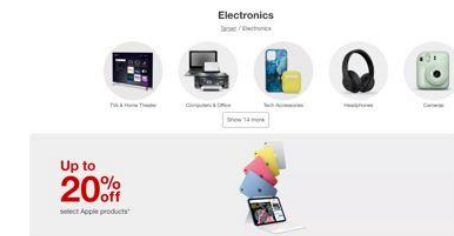
Findings from Data Sciences

- **Variant Performance:** The % off content showed a minor decrease in engagement rates across platforms (-X% on web, -X% on app), but neither change reached statistical significance at the 90% confidence level in our test sample size. Page conversion rates for Apple products slightly favored the control group, though once more, this difference was not statistically significant.
- **Summary + Takeaways:** Control messaging with the \$ off should continue to be used, as it aligns with the original hypothesis. Despite not reaching statistical significance, there were no indicators across both platforms and metrics that favored the "% off" variant.

★ Control:



Variant:



Incrementality Test

Definition

An incrementality test, also known as a lift analysis or causal impact analysis, measures the incremental impact of a marketing campaign or intervention by comparing the behavior of a treatment group (exposed to the campaign) with a control group (not exposed).

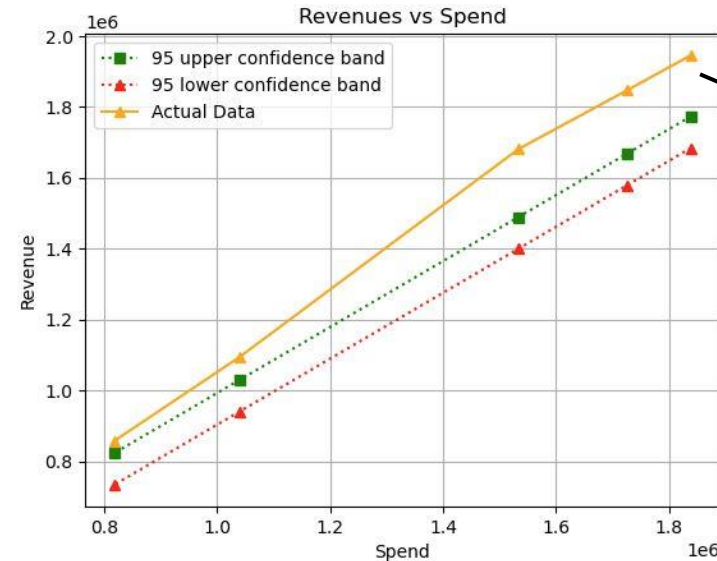
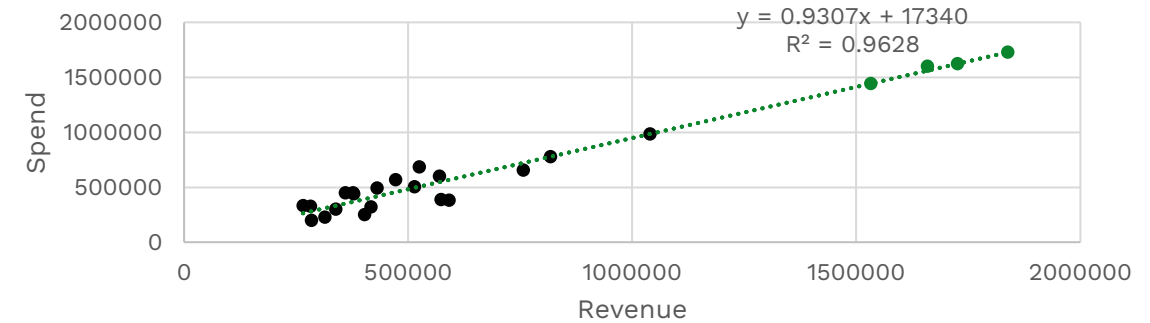
Business questions

- What is the incremental impact of a marketing campaign or promotion on sales?
- How does the incremental impact vary across different customer segments or channels?

Business Impact

It helps businesses assess the effectiveness of their marketing efforts and allocate resources more efficiently to achieve desired outcomes.

Revenue with prediction



The actual revenue line exceeds the prediction line with 95% confidence (The predicted line should be between two dotted lines.), indicating a revenue lift for the test period. And we can calculate the exact lift in revenue.

Site /Content Report

Definition

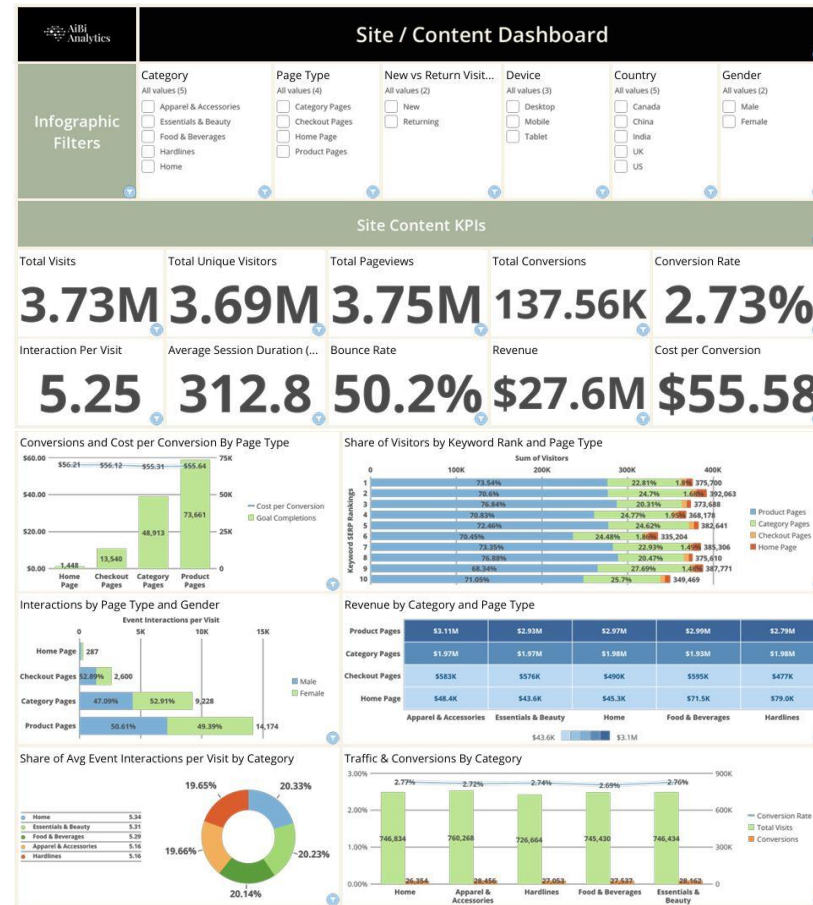
Site analysis evaluates the performance, usability, and effectiveness of a website in achieving its goals, such as attracting visitors, generating leads, or driving conversions.

Business questions

- What are the most visited pages on our website or app?
- How can we improve user experience and navigation to increase engagement and conversion rates?

Business Impact

It helps businesses identify areas for improvement, optimize user experience, and enhance website performance to achieve better results.



Streaming Report

Definition

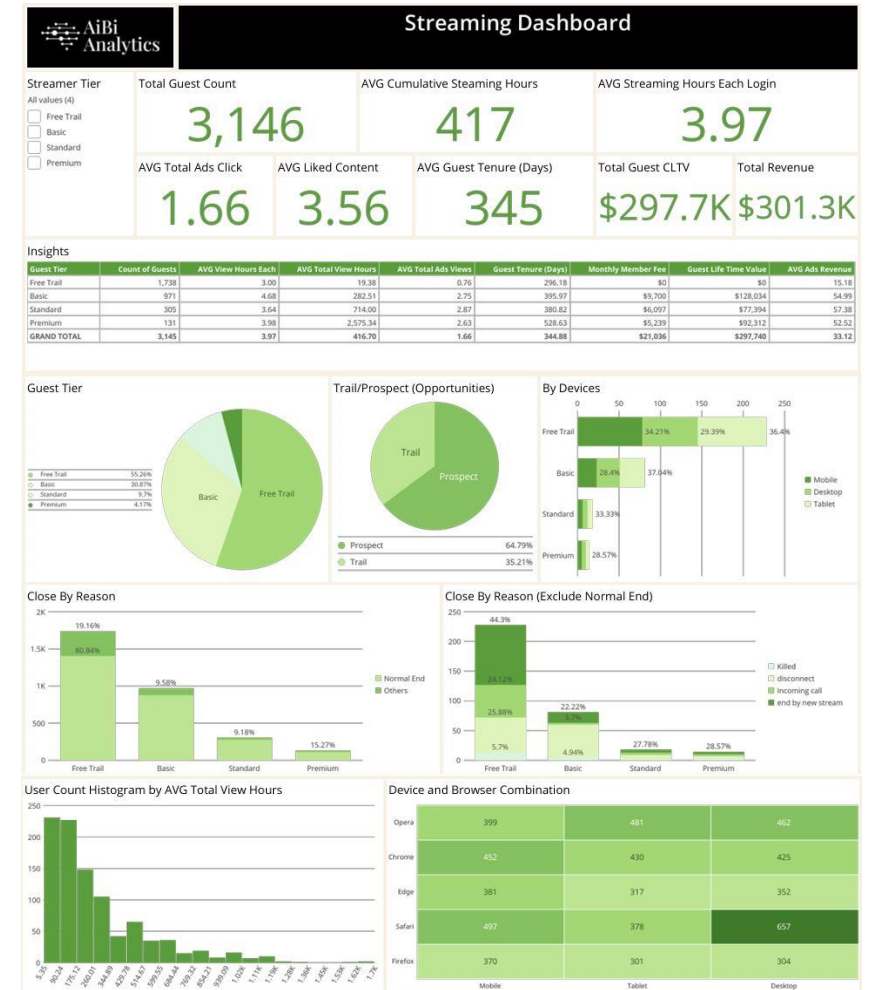
A content streaming report provides insights and analytics on the consumption and performance of digital content across various platforms and channels in real-time or periodically.

Business questions

- What are the demographics of our viewers, and how can we tailor content to better meet their preferences?
- Which content pieces are driving the most engagement and retention, and how can we replicate this success?

Business Impact

It includes optimizing content strategies, enhancing viewer retention, improving monetization opportunities, and making data-driven decisions to boost overall performance and revenue.



Mix Basket Analysis

Definition

Market basket analysis examines the relationships between products purchased together by customers during a single transaction.

Business questions

- What products are frequently purchased together?
- Are there cross-selling or upselling opportunities based on market basket analysis?
- How can we optimize product placement and promotions to increase basket size and revenue?

Business Impact

It helps businesses identify patterns, correlations, and associations between products, optimize product placement and promotions, and develop targeted cross-selling and upselling strategies to increase revenue and customer satisfaction.

Method 1

By analyzing transaction frequencies.

Method 2

By leveraging data science models to identify the best combination based on statistical significance.

Combination	Combination Frequencies
pastry+soda	135
rolls+buns+soda	115
frankfurter+rolls+buns	90
bottled water+soda	85
canned beer+soda	75
canned beer+rolls+buns	70
rolls+buns+whole milk	65
rolls+buns+sausage	60
pastry+whole milk	60
bottled beer+rolls+buns	55
bottled beer+liquor	55
canned beer+shopping bags	55
brown bread+rolls+buns	50
bottled beer+soda	50
rolls+buns+yogurt	50
rolls+buns+sausage+soda	50
tropical fruit+whole milk	40
bottled beer+bottled water	40
canned beer+newspapers	40

item1	item2	item3	item4	item5	item6	support	confidence	lift
Instant food products		hamburger meat				0.3%	38.0%	11.4
flour		sugar				0.5%	28.7%	8.5
ham		processed cheese				0.3%	11.7%	7.1
processed cheese		white bread				0.4%	25.2%	6.0
baking powder		sugar				0.3%	18.4%	5.4
citrus fruit		whole milk	other vegetables	tropical fruit	root vegetables	0.3%	3.8%	5.4
bottled beer		liquor				0.5%	5.8%	5.2
herbs		whole milk	root vegetables			0.4%	25.6%	5.2
herbs		other vegetables	root vegetables			0.4%	23.8%	5.0
curd		whole milk	tropical fruit	yogurt		0.4%	7.4%	4.9
butter		whippedsour cream	other vegetables	whole milk		0.4%	7.2%	4.9
chicken		frozen vegetables	other vegetables			0.4%	8.3%	4.7
ham		white bread				0.5%	19.5%	4.6

Competitor Price Index & Price Elasticity

Definition

The competitor price index report is a summary that compares a company's prices with those of its competitors to assess pricing competitiveness in the market.

Business questions

- How does our competitor price index compare to industry benchmarks, and what strategies can we implement to improve our competitiveness?

Business Impact

It impacts business by influencing pricing strategies, market positioning, and overall competitiveness in the industry.

Definition

Price elasticity analytics measures the responsiveness of demand for a product or service to changes in price.

Business questions

- How sensitive are my customers to changes in prices for my products or services?
- How do changes in my prices affect market share compared to competitors?

Business Impact

It helps businesses understand how sensitive customers are to price changes, optimize pricing strategies, maximize revenue and profitability, and maintain competitive advantage in the market.

Competitor's Price Index

Competitor's Price Index = Our Price / Competitor's Price

If the competitor's price index is < 1, it means our price is lower than our competitor's, and vice versa. The total CPI is weighted by Views.

Total Competitor's Price Index

0.899

Consumer Category CPI

0.963

Corporate Category CPI

0.852

Home Office Category CPI

0.850

Item Competitor's Price Index

Category	Product_ID	Views	Our Price	Competitor's Price	Item CPI
Home Office	TEC-AC-10001767	779	95.98	85.18	1.13
Home Office	FUR-FU-10000815	219	73.23	65.17	1.12
Consumer	OFF-AR-10000720	124	37.01	33.46	1.11
Corporate	TEC-CO-10000452	113	1,584.08	1,481.86	1.07
Consumer	OFF-AR-10002975	174	77.52	74.58	1.04
Consumer	OFF-BOS-10001386	275	51.78	53.31	0.97
Consumer	TEC-AC-10002324	239	57.33	59.61	0.96
Consumer	OFF-KLE-10002292	139	117.12	122.88	0.95
Consumer	FUR-SAF-10000607	145	86.76	91.92	0.94
Consumer	OFF-AR-10003031	146	59.88	63.96	0.94
Consumer	OFF-SAN-10001114	284	49.83	53.31	0.93
Consumer	FUR-CH-10004095	171	215.46	232.20	0.93
Corporate	OFF-EN-10003838	278	33.90	36.60	0.93
Consumer	TEC-PH-10004618	226	233.77	254.53	0.92
Consumer	OFF-AP-10000490	118	72.06	78.96	0.91

Price Elasticity of Demand

-3.33

A value of 1 means that your product is unit elastic and changes in your price reflect an equal change in supply or demand.

A value of >1 means that your product is elastic and changes in your price will cause a greater than proportional change in supply or demand.

A value of <1 means that your product is inelastic and changes in your price will result in a smaller change in the supply or demand for your product.



Scoring System / Pricing Model

Definition

A scoring system or pricing model assigns numerical scores or values to customers, or other entities based on predefined criteria or algorithms.

Business questions

- What factors should be considered in our pricing model to maximize revenue and profitability?
- Are there opportunities to implement dynamic pricing strategies based on customer behavior or market conditions?

Business Impact

It helps businesses assess risk, prioritize opportunities, set prices, and optimize profitability by ensuring that resources are allocated efficiently and fairly.

	Coefficient
Spec Score	10.558815
Ram (GB)	0.612921
Battery (mAh)	-0.093733
Camera Number	8.157687
Rear Camera (MP)	1.260690
Front Camera (MP)	-0.861652
Memory (GB)	1.118976
charging W	0.328587
Brand Tier	-69.794030



			Scale 1-5			Wighted Total Score/Price		
	Coefficient	Suggest Weight Based on Coefficient	Phone A	Phone B	Phone C	Phone A	Phone B	Phone C
Ram (GB)	0.61	3%	2	5	2	0.05	0.13	0.05
Battery (mAh)	0	0%	1	4	2	0.00	0.00	0.00
Camera Number	8.2	36%	3	5	3	1.08	1.79	1.08
Rear Camera (MP)	1.2	5%	2	5	2	0.10	0.26	0.10
Front Camera (MP)	-0.9	0%	2	3	1	0.00	0.00	0.00
Memory (GB)	1.1	5%	2	5	1	0.10	0.24	0.05
charging W	0.32	1%	2	4	2	0.03	0.06	0.03
Spec Score	11	6%	3	5	2	0.19	0.32	0.13
Brand Tier	70	40%	2	5	4	0.80	2.01	1.61
Total Score:			19	41	19	2.35	4.81	3.05



Using a weighted score based on coefficients from the linear model allows for a more realistic scoring of phones. For instance, without weighting, phones A and C might receive the same score. However, with weighting, phone C's score significantly surpasses that of phone A. These weights reflect consumer preferences when purchasing a phone. Based on our data, brand appears to be the most influential factor, followed by specifications and # of cameras, likely because they are easily discernible to consumers. Conversely, battery life and front camera performance seem less impactful, possibly due to requiring deeper technical knowledge for assessment. (This data source is from the internet, so its accuracy may not be guaranteed.)

Cross-Selling / Upselling Recommendation

Definition

Cross-selling involves promoting complementary or related products or services to customers based on their purchase history or preferences. Upselling encourages customers to upgrade to a higher-priced or premium version of a product or service.

Business questions

- Which products or services are complementary to those already purchased by customers?
- How can we personalize cross-selling and upselling recommendations based on customer preferences and behavior?
- What strategies can be implemented to encourage customers to add complementary items to their purchase?

Business Impact

Cross-selling and upselling recommendations help businesses increase average order value, enhance customer satisfaction, and drive revenue growth.

Clusters from Model	Existing Guest?	Count Guest	% of Existing Guest	Probability	Avg Credit Limit	Avg Payments	Avg Balance
A	N	649			\$ 5,784	\$ 1,497	\$ 776
A	Y	985	60%	Medium	\$ 6,231	\$ 1,560	\$ 957
B	N	2			\$ 18,750	\$ 34,745	\$ 4,676
B	Y	21	91%	too less data	\$ 15,786	\$ 27,096	\$ 5,522
C	N	82			\$ 7,640	\$ 6,400	\$ 2,377
C	Y	188	70%	High	\$ 8,684	\$ 7,253	\$ 2,673
D	N	2937			\$ 1,929	\$ 801	\$ 673
D	Y	1793	38%	Low	\$ 2,161	\$ 904	\$ 977
E	N	81			\$ 11,431	\$ 3,183	\$ 8,141
E	Y	239	75%	High	\$ 12,332	\$ 3,276	\$ 8,143
F	N	391			\$ 5,671	\$ 2,718	\$ 3,383
F	Y	617	61%	Medium	\$ 6,208	\$ 2,750	\$ 3,864
G	N	108			\$ 11,808	\$ 2,066	\$ 2,202
G	Y	374	78%	High	\$ 12,110	\$ 2,061	\$ 1,448
H	N	4			\$ 7,500	\$ 3,045	\$ 6,929
H	Y	3	43%	too less data	\$ 5,067	\$ 1,003	\$ 6,335
I	N	22			\$ 9,986	\$ 17,105	\$ 4,740
I	Y	66	75%	High	\$ 11,284	\$ 16,975	\$ 5,222
J	N	36			\$ 3,311	\$ 1,127	\$ 3,150
J	Y	38	51%	Medium	\$ 3,622	\$ 1,485	\$ 3,405



We utilize a data science model to cluster guests. Based on these clusters, we recommend cross-selling or upselling to prospective guests currently in clusters C, E, I, and G, who have a high probability of conversion due to their identified similar behaviors compared to existing guests in those clusters. Additionally, clusters A, F, and J present a medium probability for such recommendations.

Churn / Default / Credit Risk Prediction

Definition

Churn prediction involves forecasting the likelihood that a customer will stop using a product or service (churn) or fail to repay a loan (default).

Business questions

- Which customers are most likely to churn or default on payments?
- What are the key indicators or triggers of churn or default?
- How can we intervene to prevent churn or default and retain valuable customers?

Business Impact

It helps businesses proactively identify at-risk customers or loans, implement targeted retention strategies, and minimize revenue loss or credit risk.

Rule Based Example									
Churn	Tenure		Gender		Contract		Monthly Fee		Streaming?
No	<10	18%	Male	49%	Monthly	43%	<20	12%	Yes 36%
	10-20	11%	Female	51%	Annually	25%	20-40	14%	No 36%
	20-40	20%			Two Year	32%	40-60	15%	No Internet 27%
	40-60	25%					60-80	21%	
	>60	25%					80+	38%	
Yes	<10	49%	Male	51%	Monthly	89%	<20	3%	Yes 50%
	10-20	16%	Female	49%	Annually	3%	20-40	8%	No 44%
	20-40	15%			Two Year	9%	40-60	15%	No Internet 6%
	40-60	14%					60-80	26%	
	>60	5%					80+	49%	
After apply the rule (Just one example)									
Total Guest				7044	Total Guest: (Guest=(<10) Tenure + Monthly Contract +(80+) Fee + Streaming)				466
Churn Guest				1870	Churn Guest: (Guest=(<10) Tenure + Monthly Contract +(80+) Fee + Streaming)				340
Churn Rate				27%	Churn Rate				84%

CustomerID	Gender	Dependents	Tenure	StreamingTV	Contract	MonthlyCharges	Churn Prediction	Probability
7590-VHVEG	Female	No	1	No	Month-to-month	29.85	1	59%
5575-GNVDE	Male	No	34	No	One year	56.95	0	15%
3668-QPYBK	Male	No	2	No	Month-to-month	53.85	0	24%
7795-CFOCW	Male	No	45	No	One year	42.3	1	73%
9237-HQITU	Female	No	2	No	Month-to-month	70.7	0	7%
9305-CDSKC	Female	No	8	Yes	Month-to-month	99.65	0	2%
1452-KIOVK	Male	Yes	22	Yes	Month-to-month	89.1	1	57%
6713-OKOMC	Female	No	10	No	Month-to-month	29.75	0	0%
7892-POOKP	Female	No	28	Yes	Month-to-month	104.8	1	68%
6388-TABGU	Male	Yes	62	No	One year	56.15	1	66%
9763-GRSKD	Male	Yes	13	No	Month-to-month	49.95	1	52%
7469-LKBCI	Male	No	16	No internet service	Two year	18.95	1	68%
8091-TTVAX	Male	No	58	Yes	One year	100.35	0	3%
0280-XJGEX	Male	No	49	Yes	Month-to-month	103.7	0	3%
5129-JLPIS	Male	No	25	Yes	Month-to-month	105.5	1	69%
3655-SNQYZ	Female	Yes	69	Yes	Two year	113.25	0	27%
8191-XWSZG	Female	No	52	No internet service	One year	20.65	0	0%
9959-WOFKT	Male	Yes	71	Yes	Two year	106.7	0	5%
4190-MFLUW	Female	Yes	10	No	Month-to-month	55.2	0	7%
4183-MYFRB	Female	No	21	No	Month-to-month	90.05	0	15%
8779-QRDMV	Male	No	1	No	Month-to-month	39.65	0	0%
1680-VDCWW	Male	No	12	No internet service	One year	19.8	0	1%
1066-JKSGK	Male	No	1	No internet service	Month-to-month	20.15	0	8%
3638-WEABW	Female	No	58	No	Two year	59.9	1	68%
6322-HRPFA	Male	Yes	49	No	Month-to-month	59.6	0	1%
6865-JZINKO	Female	No	30	No	Month-to-month	55.3	0	12%

Method 1: Rule Based

The data indicate that gender does not significantly impact churn. However, guests who churn typically have shorter tenure, prefer monthly contracts over longer ones, and pay higher monthly fees. Additionally, subscribers to streaming services show a slightly higher likelihood of churning. Based on these findings, segments can be identified. For example, in this segment, the churn rate is 84%, significantly higher than the overall churn rate of 27%. This underscores the importance of focusing on these guest groups, as they are more prone to churn. (Similar methods can be applied to uncover additional rules.)

Method 2: Classification Model to predict churn

Fraud Detection

Definition

Fraud detection involves using data science techniques to identify and prevent fraudulent activities or transactions, such as credit card fraud, identity theft, or insurance fraud.

Business questions

- What are the indicators or patterns of fraudulent activity in our transactions or operations?
- How can we use predictive modeling or anomaly detection techniques to identify potential fraud?

Business Impact

It helps businesses minimize financial losses, protect assets, and maintain trust and confidence among customers and stakeholders.

Fraud?	Count of Guest ID	Fraud %
0	284315	0.17%
1	492	
Grand Total	284807	

Classification Report:					
	precision	recall	f1-score	support	
0	1.00	1.00	1.00	85299	
1	0.95	0.80	0.87	144	
accuracy			1.00	85443	
macro avg	0.98	0.90	0.93	85443	
weighted avg	1.00	1.00	1.00	85443	



We can identify fraud from massive data with high accuracy (f1 = 87%).

Guest ID identified as fraud
542
624
4921
6109
6330
6332
6335
6337
6339
6428
6447
6473
6530
6610



Once we identify the fraud list, we can pull in any relevant information and identify if there is any pattern.

Amortization Report

Definition

An amortization report calculates and visualizes the gradual reduction of a debt or asset over time through periodic payments or allocations.

Business questions

- What is the amortization schedule for our long-term assets or liabilities?
- How do changes in interest rates or repayment terms affect amortization?

Business Impact

It helps businesses track and manage amortization schedules, understand cash flow implications, and make informed financial decisions related to loans, mortgages, or investments.

Loan Principle Amount		40,000.00							
Annual Interest Rate		6.25%							
Loan Period (in months)		48.00							
Original Repayment Amount		943.99							
Loan Start Date		6/21/2024							
Repayment Type		End							
Residual Value		-							

Month	Cell Ref	Repayment Number	Opening Balance	Loan Repayment	Interest Charged	Capital Repaid	Closing Balance	% Capital Outstanding	Interest Rate
Jan-2027	A44	32	10,953.56	943.99	77.77	866.22	10,086.57	34.9%	6.25%
Feb-2027	A45	33	14,455.61	943.99	75.29	868.70	13,586.91	34.0%	6.25%
Mar-2027	A46	34	13,586.91	943.99	70.77	873.23	12,713.68	31.8%	6.25%
Apr-2027	A47	35	12,713.68	943.99	66.22	877.78	11,835.91	29.6%	6.25%
May-2027	A48	36	11,835.91	943.99	61.65	882.35	10,953.56	27.4%	6.25%
Jun-2027	A49	37	10,953.56	943.99	57.05	886.94	10,066.62	25.2%	6.25%
Jul-2027	A50	38	10,066.62	943.99	52.43	891.56	9,175.05	22.9%	6.25%
Aug-2027	A51	39	9,175.05	943.99	47.79	896.21	8,278.85	20.7%	6.25%
Sep-2027	A52	40	8,278.85	943.99	43.12	900.87	7,377.97	18.4%	6.25%
Oct-2027	A53	41	7,377.97	943.99	38.43	905.57	6,472.41	16.2%	6.25%
Nov-2027	A54	42	6,472.41	943.99	33.71	910.28	5,562.12	13.9%	6.25%
Dec-2027	A55	43	5,562.12	943.99	28.97	915.02	4,647.10	11.6%	6.25%
Jan-2028	A56	44	4,647.10	943.99	24.20	919.79	3,727.31	9.3%	6.25%
Feb-2028	A57	45	3,727.31	943.99	19.41	924.58	2,802.73	7.0%	6.25%
Mar-2028	A58	46	2,802.73	943.99	14.60	929.40	1,873.34	4.7%	6.25%
Apr-2028	A59	47	1,873.34	943.99	9.76	934.24	939.10	2.3%	6.25%
May-2028	A60	48	939.10	943.99	4.89	939.10	-	0.0%	6.25%
Jun-2028	A61	49	-	-	-	-	-	0.0%	6.25%

P/L (Profit and Loss) Report

Definition

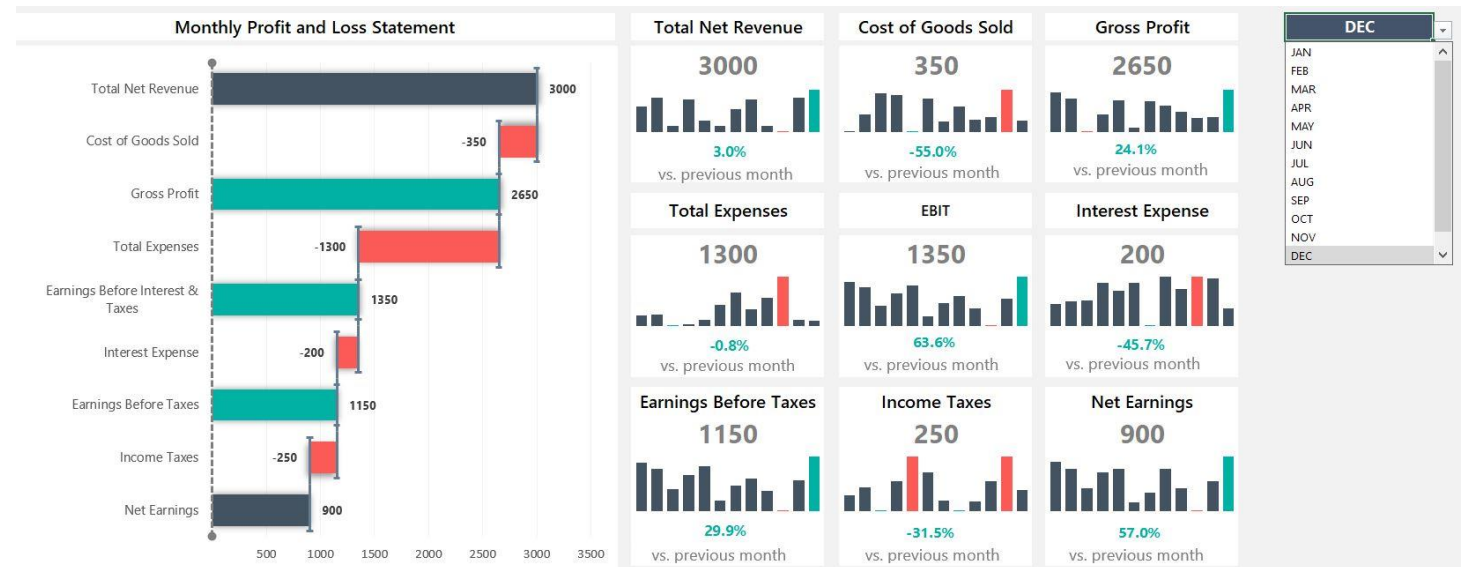
A P/L report, also known as an income statement, summarizes a company's revenues, expenses, and profits or losses over a specific period.

Business questions

- How can I analyze my P/L report to understand the profitability of my business?
- What are the major costs impacting my business, and how can I manage them better?
- What trends can I identify in my revenue streams based on the P/L report?

Business Impact

It provides stakeholders with insights into financial performance, profitability, and operational efficiency, guiding strategic decision-making and resource allocation.



Document Summarization

Definition

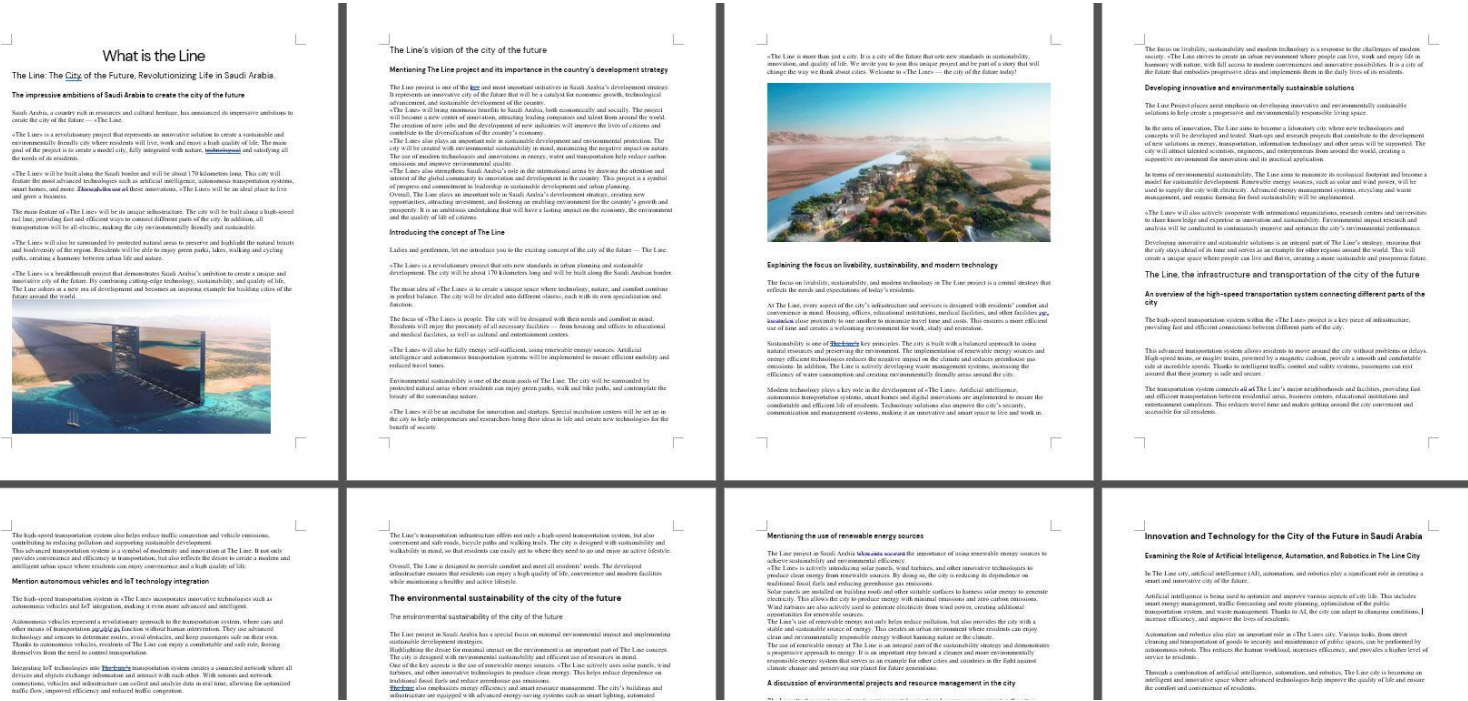
Document summarization uses NLP algorithms to automatically generate concise summaries of large volumes of text, making it easier for businesses to extract key insights, identify trends, and make informed decisions based on textual data.

Business questions

- How can we quickly extract key insights from large volumes of customer feedback and reviews?
- How can we efficiently summarize lengthy reports and documents to aid decision-making processes?

Business Impact

The business impact of word summarization includes saving time, improving decision-making with concise insights, enhancing productivity by automating information processing, and gaining a competitive edge through swift data analysis and response.



Summarize a 12-page document into a few sentences within seconds.

```
# Summarize the document
summary = summarize(text, ratio=0.03) # Adjust the ratio for the length of summary you want

# Print the summarized text
print(summary)
```

«The Line» is a revolutionary project that represents an innovative solution to create a sustainable and environmentally friendly city where residents will live, work and enjoy a high quality of life. In addition, The Line is actively developing waste management systems, increasing the efficiency of water consumption and creating environmentally friendly areas around the city. At The Line, autonomous vehicles and IoT technologies not only make travel more efficient and convenient, but are also key components of the smart and innovative city of the future. «The Line» offers a well-developed infrastructure designed to provide comfortable living and working conditions for residents in the city of the future. Overall, The line city strives to integrate environmental principles and sustainable resource management into all aspects of the city's infrastructure and residents' lives. Through a combination of artificial intelligence, automation, and robotics, The Line city is becoming an intelligent and innovative space where advanced technologies help improve the quality of life and ensure the comfort and convenience of residents. The Line city has implemented smart control systems that integrate digital technology into the daily lives of residents, creating a comfortable and efficient urban environment.

Sentiment Analysis

(Feedback, Reviews)

Definition

Sentiment analytics involves analyzing text data, such as customer feedback, reviews, or social media comments, to determine the sentiment (positive, negative, or neutral) expressed towards a product, service, or brand.

Business questions

- What is the overall sentiment of customer feedback and reviews?
- Are there specific products or services that consistently receive positive or negative feedback?
- How does sentiment correlate with other metrics like customer satisfaction or purchase behavior?

Business Impact

It helps businesses gauge customer satisfaction, identify areas for improvement, and manage their online reputation more effectively.

Guest Reviews

My wife took me here on my birthday for breakfast and it was excellent. The weather was perfect which made sitting outside overlooking their grounds an absolute pleasure. Our waitress was excellent and our food arrived quickly on the semi-busy Saturday morning. It looked like the place fills up pretty quickly so the earlier you get here the better.

Do yourself a favor and get their Bloody Mary. It was phenomenal and simply the best I've ever had. I'm pretty sure they only use ingredients from their garden and blend them fresh when you order it. It was amazing.

While EVERYTHING on the menu looks excellent, I had the white truffle scrambled eggs vegetable skillet and it was tasty and delicious. It came with 2 pieces of their griddled bread with was amazing and it absolutely made the meal complete. It was the best "toast" I've ever had.

Anyway, I can't wait to go back!

Was it worth the 21\$ for a salad and small pizza? Absolutely not! Bad service. Maybe the guys grandma died I don't know. I want to tell you what really made me mad about the experience. We order the small pizza and salad and the guys could have cared less and took our \$ and we sat down. We were looking around and hmm, there's a sign saying "x large pizza and large salad only 23\$". Wow that would have been nice if the guy told us that. I left hungry, mad and unsatisfied.

To the owner: teach your employees the value of upselling and telling the specials. Something so small can affect a customers experience negatively.

And your salads are severely overpriced

Won't go back unless I'm desperate.

love the gyro plate. Rice is so good and I also dig their candy selection :)

Rosie, Dakota, and I LOVE Chaparral Dog Park!!!! It's very convenient and surrounded by a lot of paths, a desert xeriscape, baseball fields, ballparks, and a lake with ducks.

The Scottsdale Park and Rec Dept. does a wonderful job of keeping the park clean and shaded. You can find trash cans and poopy-pick up mitts located all over the park and paths.

The fenced in area is huge to let the dogs run, play, and sniff!

Disgusting! Had a Groupon so my daughter and I tried it out. Very outdated and gaudy 80's style interior made me feel like I was in an episode of Sopranos. The food itself was pretty bad. We ordered pretty

Quiescence is, simply put, beautiful. Full windows and earthy wooden walls give a feeling of warmth inside this restaurant perched in the middle of a farm. The restaurant seemed fairly full even on a Tuesday evening; we had secured reservations just a couple days before.

My friend and I had sampled sandwiches at the Farm Kitchen earlier that week, and were impressed enough to want to eat at the restaurant. The crisp, fresh veggies didn't disappoint: we ordered the salad with orange and grapefruit slices and the crudites to start. Both were very good; I didn't even know how much I liked raw radishes and turnips until I tried them with their pesto and aioli sauces.

For entrees, I ordered the lamb and my friend ordered the pork shoulder. Service started out very good, but trailed off quickly. Waiting for our food took a very long time (a couple seated after us received and finished their entrees before we received our's), and no one bothered to explain the situation until the maitre'd apologized almost 45 minutes later. Apparently the chef was unhappy with the sauce on my entree, so he started anew. This isn't really a problem, but they should have communicated this to us earlier. For our troubles, they comped me the glass of wine I ordered, but they forgot to bring out with my entree as I had requested. Also, they didn't offer us bread, but I will echo the lady who whispered this to us on her way out: ask for the bread. We received warm foccacia, apple walnut, and

Sentiment

Positive

Negative

Positive

Positive

Negative

Positive



Pricing



Pricing

KPI Report

Estimated Pricing Included Analyst Hours

\$2,500 **14**

Discount Group **A**

Forecasting (Any KPIs)

Estimated Pricing Included Analyst Hours

\$2,800 **11**

Discount Group **A**

Demographic Report

Estimated Pricing Included Analyst Hours

\$2,200 **11**

Discount Group **B**

Guest RFM Model

Estimated Pricing Included Analyst Hours

\$2,500 **14**

Discount Group **B**

Segmentation (Guest, Persona, Behavior)

Estimated Pricing Included Analyst Hours

\$3,000 **16**

Discount Group **B**

Guest Journey

Estimated Pricing Included Analyst Hours

\$2,500 **16**

Discount Group **B**

Customer Lifetime Value (CLTV)

Estimated Pricing Included Analyst Hours

\$3,200 **17**

Discount Group **B**

Funnel Report

Estimated Pricing Included Analyst Hours

\$4,800 **38**

Discount Group **C**

Multitouch Attribution (MTA)

Estimated Pricing Included Analyst Hours

\$4,000 **24**

Discount Group **C**

Marketing Mix Modeling (MMM)

Estimated Pricing Included Analyst Hours

\$3,000 **19**

Discount Group **C**

Marketing Effectiveness / ROAS Report

Estimated Pricing Included Analyst Hours

\$2,500 **17**

Discount Group **C**

Campaign / Social Media Report

Estimated Pricing Included Analyst Hours

\$2,500 **17**

Discount Group **C**

A/B Testing and Experimental Design

Estimated Pricing Included Analyst Hours

\$600 / per **6**

Discount Group **-**

Incrementality Test

Estimated Pricing Included Analyst Hours

\$2,000 **9**

Discount Group **-**

Site / Content Analysis

Estimated Pricing Included Analyst Hours

\$2,500 **17**

Discount Group **-**

Streaming Report

Estimated Pricing Included Analyst Hours

\$2,500 **17**

Discount Group **-**

Mix Basket Analysis

Estimated Pricing Included Analyst Hours

\$2,500 **14**

Discount Group **-**

Competitor Price Index / Price Elasticity

Estimated Pricing Included Analyst Hours

\$2,000 **14**

Discount Group **-**

Pricing

Scoring System / Pricing Model

Estimated Pricing

\$3,000

Included Analyst Hours

16

Discount Group

-

Cross Selling & Upselling Recommendation

Estimated Pricing

\$2,500

Included Analyst Hours

14

Discount Group

-

Churn / Default / Credit Risk Prediction

Estimated Pricing

\$3,000

Included Analyst Hours

19

Discount Group

D

Fraud Detection

Estimated Pricing

\$2,800

Included Analyst Hours

16

Discount Group

D

Amortization Report

Estimated Pricing

\$800

Included Analyst Hours

4

Discount Group

-

P/L Report

Estimated Pricing

\$1,500

Included Analyst Hours

8

Discount Group

-

NLP for Doc Summarization

Estimated Pricing

\$500 / per

Included Analyst Hours

4

Discount Group

-

NLP Sentiment Analysis (Feedback, Reviews)

Estimated Pricing

\$2,200

Included Analyst Hours

11

Discount Group

-

Each product pricing includes:

Up to 3 hours of professional consulting services:

This involves gaining an understanding of your business and offering tailored recommendations based on your specific needs. We will explain how our product can benefit your business in the long run. Following this, we will identify available data resources. Finally, we will provide a thorough walkthrough of the completed analytics products, demonstrating their application and utilization within your business.

The analyst hours listed are included in the service package:

While we provide our best estimate of the required time, project durations may exceed depending on factors such as data complexity, cleanliness, size, and your specific requirements.

Multiple services with projects sharing the same discount group code receive a 20% discount.

Any additional costs, such as tools, applications, platforms, etc., are not covered.

Rates for any additional hours, customized services, and future maintenance of the project:

\$80

per hour for
analysts (hands on)

\$280

per hour for
consultants

Pricing

The average total compensation for a data scientist in New York City is between \$163,000 and \$188,429 per year. (According to Glassdoor)

General data science projects will take anywhere from 2 weeks to 6 months. (According to Medium)

That costs between **\$6,300 to \$95,000** to build a data science model when considering the involvement of a single data scientist to handle everything from scratch, excluding management or any other related costs.

However, most of our **prebuilt products** that utilize data science models are priced between **\$2,000 and \$3,000.**

A top-down view of a wooden table where several people's hands are stacked in a circle, symbolizing teamwork. The hands are wearing various sleeves: a tan jacket, a dark sweater, a light-colored sleeve, and a grey sweater. Scattered around the hands are business-related items: a spiral-bound notebook, a laptop with a blue screen, and several sheets of paper with charts and graphs. The overall lighting is warm and slightly dim, creating a professional yet intimate atmosphere.

Contact us:
info@aibianalytics.com

