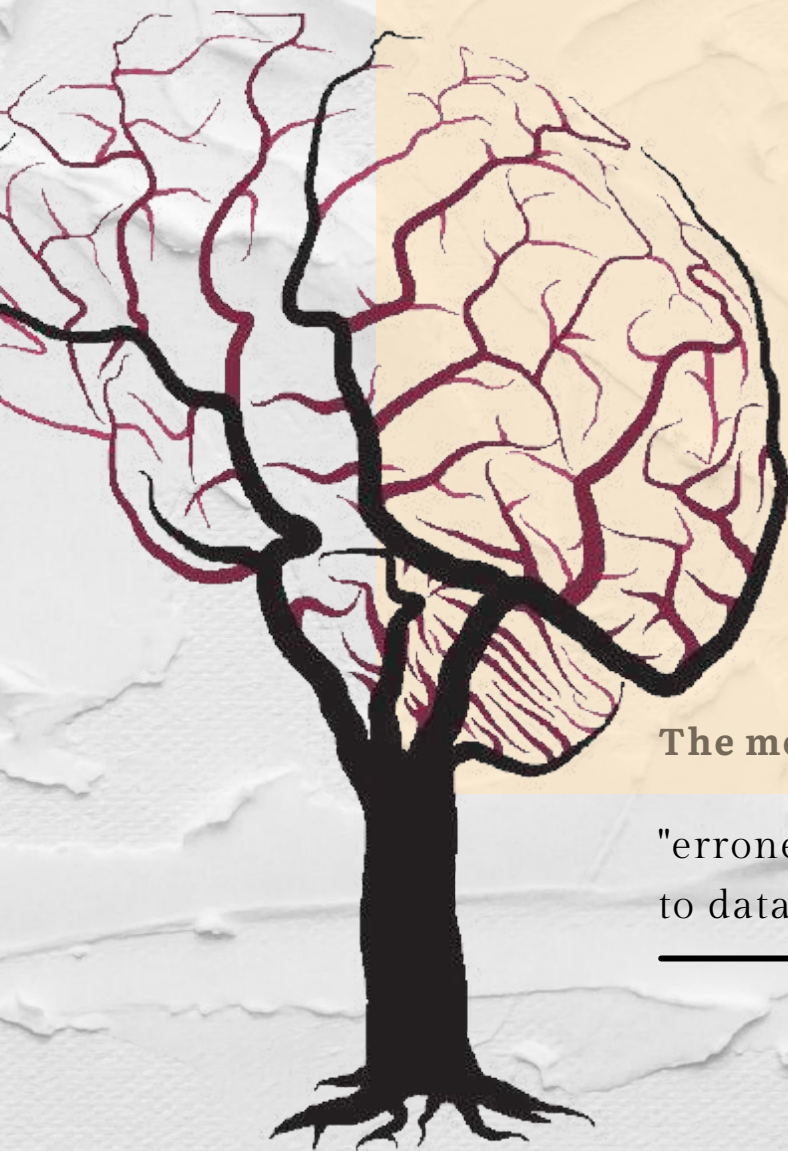


# Machine Learning Expertise

By drawing from a collection of technologies, we interconnect data in inventive ways. This leads to a fundamental reinvention of the ways businesses function and unlocks new growth opportunities for them. We enable

“ **businesses to embrace intelligent automation** ”

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**The most common blunder we avoid --**

"erroneous" & "boilerplate" approaches to data leading to sub-optimal yields.

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## -- The CRUX

You need sophisticated algorithms to identify and decipher the value that remains concealed beneath large volumes of disparate data. A precursor to that is the grind that goes into comprehending the task at hand.

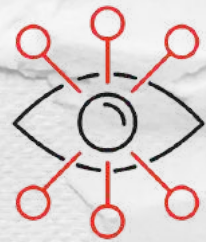
### We build solutions using --

- natural language processing
- computer vision
- robotic process automation
- predictive analytics
- cognitive insights
- sensor data analysis
- auto speech recognition
- cognitive automation
- virtual agents

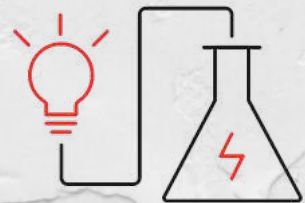
### -- methodology--



Analysis of Business Need



Visualization



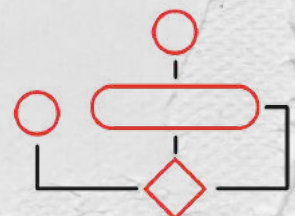
Hypothesis Analysis



Solution Integration



Finalization of ML Model



Algorithm Design



### **Verticals/ LoBs we have worked on --**

- Entertainment: Social Media / Marketing
- Retail / Ecommerce: Consumer Behaviour
- Publishing: Imaging / Operations / Fashion
- Healthcare: Operations
- HR: Recruitment / Operations

### **Bottom Line --**

ML models and solutions are built on technical inventiveness, rigor, discipline, and craft. The key is to tune in to the uniqueness of the business problem. There is no "all-purpose", "fixed-order" to developing solutions, even for seeming similar pieces of work.

If you desire an **"ML approach"** to solve any of your business problems...

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