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Performance Knowledge Discovery

VISUAL DATA ANALYTICS COLLABORATIVE SOLUTION
DECISION-MAKING VALUE CHAIN

23 january 2020

- To quickly access the extended business digital heritage
- To accelerate the analytical capacity
- To synthesize the detection of business diagnostics by your AI
- To meet the challenges of communicating figures
- To capitalize on the professional knowledge of employees

Data to accomplish business strategies

Les principaux objectifs des décideurs interrogés en termes de gestion analytique et décisionnelle - France, 2012

(multi-réponses, liste suggérée)

++++	CONTRÔLER ET SUIVRE LA PERFORMANCE ET LES ACTIVITÉS DE L'ENTREPRISE
+++	FACILITER ET OPTIMISER LA PRISE DE DÉCISION STRATÉGIQUE
+++	ETRE PLUS RÉACTIF DANS LES PRISES DE DÉCISION OPÉRATIONNELLE
++	MIEUX CONNAÎTRE LES CLIENTS ET/OU FOURNISSEURS AFIN D'ADAPTER LES ACTIONS EN REGARD VIS-À-VIS D'EUX
++	TROUVER ET EXTRAIRE DES INFORMATIONS À FORTE VALEUR AJOUTÉE
++	STRUCTURER ET ORGANISER LES INFORMATIONS
+	GAGNER DU TEMPS
+	TIRER PARTI DES ANALYSES EFFECTUÉES POUR DÉVELOPPER DE NOUVEAUX PRODUITS OU SERVICES
+	AMÉLIORER LA GESTION DE LA CONNAISSANCE EN INTERNE

Echantillon : 164 décideurs dont l'entreprise est ouverte aux solutions analytiques et décisionnelles

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- "What dashboards should I see first? "
- "How long to read and interpret my dashboards? "

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- Recurrence and acceleration of the need for analysis
- Data extracts and analyzes are scattered (Excel)

The existing BI and analysis tools are no longer sufficient:
- ✓ impose frozen tables
- ✓ offer only a reduced number of manually chosen axes of analysis
  - ❑ limits the field of exploration of diagnostics therefore productivity

The Data Complexity : $\sum_{i=0}^{N} C_{N}^{i}$

IA MyDataBall

❑ **MyDataBall** is a methodology for building AI on dashboards

❑ It is no longer a user who goes to metrics but the **performance metric** which goes to the right people

❑ Through a question and answer game, a **machine learning** integrates user needs to predict and prevent high ROI rules

Strategy / Communication / Risk Management Compilation of trees

MyDataBall platforme data analytics

➩ Find deep & high ROI diagnostics
➩ Detect causality in the world of correlations
➩ Accelerate the capacity for collaborative business analysis

Stéphane Chauvin

Démonstration

Uses Case

MyDataBall généralist & vertical solution

- ❑ **Distribution network:** where are the most favorable locations?
- ❑ **Marketing:** what is the profile of my loyal customers? How to refine customer segmentation?
- ❑ **Commercial:** what are the operational instructions to give to my teams?
- ❑ **Commercial:** what is the state of my sales networks?
- ❑ **Communication:** what information to communicate to my partners?
- ❑ **Risk Management:** compliance management in Basel 3 and Solvency 2.
- ❑ **Finance**: what are the profiles of short, medium and long term risk products?
- ❑ **Credit risk:** what is the quality of my client portfolio and what are the explanatory elements of my risk?
- ❑ **Accounting:** what are the typologies of fraud and money laundering?
- ❑ **After-sales service:** what are my levers to limit its cost and its recovery?
- ❑ **Lean management:** what are the factors that make my productivity fall?
- ❑ **Institutional communication:** what are the priority messages?
- ❑ **R&D:** what is the resistance of my materials in changing contexts?
- ❑ **Pharma:** what are the trends in the exclusion criteria?
- ❑ **RH:** where are the charges derived from? How satisfied are my employees? Reduction in absenteeism.
- ❑ **IoT:** alerts on malfunction forecast, optimization of efficiency and yields.
- ❑ **CSR**: diagnostics and outlook for strategies, performance lever for water consumption.
- ❑ **Provident**: carers / caregivers, personal services

Finance / DAF : optimised provisioning

Claims Analysis

- Objective: to detect and share the assumptions regarding claims provisioning
- Project carried out with SAS over 2 years by 3 departments involving 20 people, no results
- MyDataBall project: 2 months of realization, results shared by everyone, collective detection and validation of hypotheses
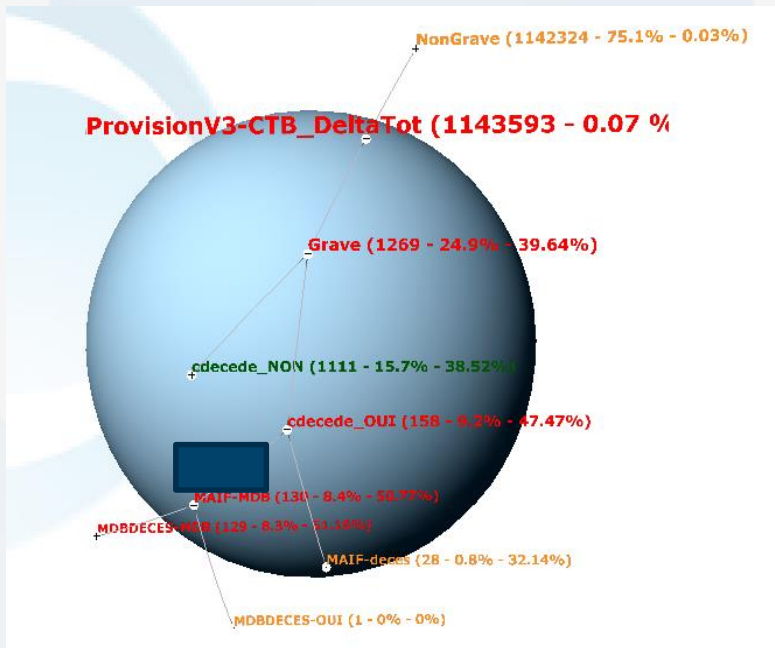
▼ 2013	
CTB_Ratio_2013	ctb_2013_Rechargement
depense_2013	ctb_2013
TxDep_2013	Dep_dif_2013
CTB_dif_2013	ctb_2013_Degagement
IPP01_10_2013	IPP01_10_dif_2013
IPP11_20_2013	IPP11_20_dif_2013
IPP21_30_2013	IPP21_30_dif_2013
IPP31_40_2013	IPP31_40_dif_2013
IPP41_50_2013	IPP41_50_dif_2013
IPP51_60_2013	IPP51_60_dif_2013
IPP61_70_2013	IPP61_70_dif_2013
IPP71_80_2013	IPP71_80_dif_2013
IPP81_90_2013	IPP81_90_dif_2013
IPP91_100_2013	IPP91_100_dif_2013
IPP_Global_2013	IPP_Global_dif_2013
Trauma_2013	Trauma_dif_2013
amp_2013	amp_dif_2013
cdecede_2013	cdecede_dif_2013
cnbvic_2013	cnbvic_dif_2013
handicap_2013	handicap_dif_2013
para_2013	para_dif_2013
poly_2013	poly_dif_2013
polytc_2013	polytc_dif_2013
tetra_2013	tetra_dif_2013
ctb_2013_chargement	

Use in trades services

Alert message, recurring rules with high ROI

- Prediction / Prescription

Vous voulez diagnostiquer les raisons pour lesquelles l'indicateur **NbTrame** (*) est supérieur à 20.

Les statistiques de votre indicateur

- Vous avez utilisé 7 variables pour comprendre l'indicateur **NbTrame**
- 72.93 % des sondes-passerelles ont une valeur supérieure à 20 de **NbTrame**
- La variable MANUFAC est la plus discriminante de **NbTrame**

Les règles explicatives apparues (**)

- Règle 1 (dasboard, proba = 0.93 ; pureté = 0.03) :
    a. [Day] = 20191106
    b. [MANUFAC] = SAP
    c. [TypeFournisseur] = Diehl Metering
    d. [Type_Data] = Gaz Fioul Lourd
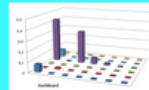
Les règles prévues pour votre indicateur NbTrame

- Demain règle identique à aujourd'hui à 0.76 % :
    a. [Day] = 20191106
    b. [MANUFAC] = SAP
    c. [TypeFournisseur] = Diehl Metering
    d. [Type_Data] = Gaz Fioul Lourd
- Prédiction 1 Proba (0.95) :
    a. [Module_type] = LORA_ST
- Prédiction 2 Proba (0.95) :
    a. [Sonde] = Presence Sonde
   b. [Pulse_ALARME] = D

(*) L'indicateur **NbTrame** mesure le nombre de données par jour pour une sonde-passerelle -- Seuil bas 2 Seuil haut 20

(**) Lecture des règles : la conjonction des items décrits expliquent ce que vous voulez comprendre selon une probabilité de vraisemblance et une pureté (1 proche d'une raison causale).

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Use in trades services

Detection of the best dashboards among a multitude

- Prediction / Prescription
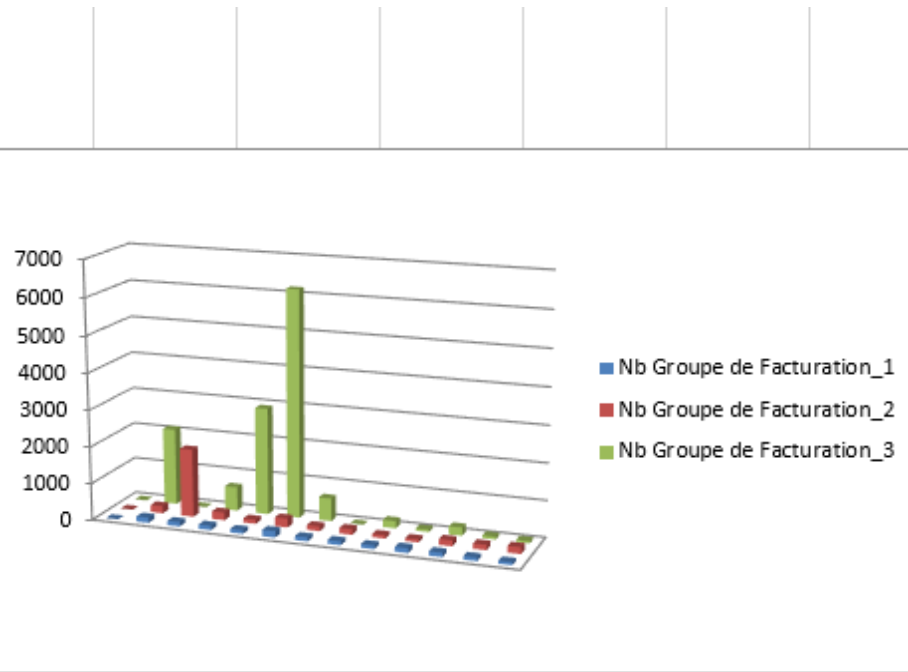
		Moyenne des indices de delta	Indice_Conso_6_Temperature	Nb Groupe de Facturation_1	Nb Groupe de Facturation_2	Nb Groupe de Facturation_3
Moyenne des	Indice_Cons	0,0011	0	0	
Moyenne des	Indice_Cons	143,722	195,167	2094,95	
Moyenne des	Indice_Cons	120,796	1857,53	0	
Moyenne des	Indice_Cons	118,09	211,892	651,378	
Moyenne des	Indice_Cons	99,835	111,602	2918,4	
Moyenne des	Indice_Cons	172,467	239,662	6181,97	
Moyenne des	Indice_Cons	105,677	129,317	623,767	
Moyenne des	Indice_Cons	104,43	152,333	0	
Moyenne des	Indice_Cons	94,9734	89,7512	196	
Moyenne des	Indice_Cons	128,644	79,9091	64	
Moyenne des	Indice_Cons	114,214	158,806	221,101	
Moyenne des	Indice_Cons	90,058	142,125	75,1009	
Moyenne des	Indice_Cons	76,4733	180,461	56,5506	

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Use in trades services

Optimization of filters on the tools of the classic dataviz market

- Prédiction / Prescription

Use in trades services
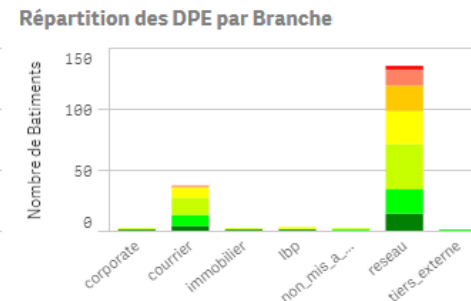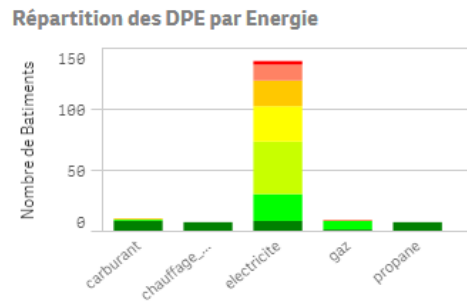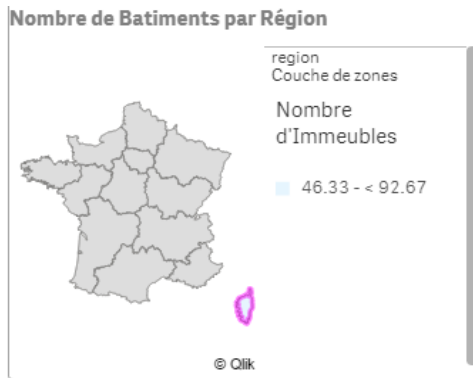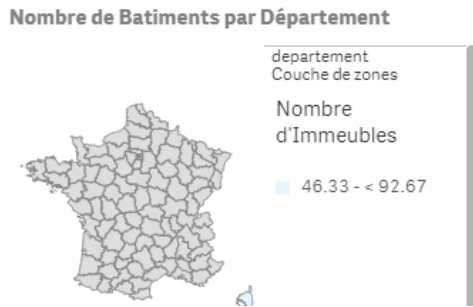
Detection of priority areas

- Prediction / Prescription

Use in trades services

Detecting categories based on text
- Prediction / Prescription

2 - declaration of loss --> activity ▼

Enter a sentence : j'ai peignais mes volets et je suis tombé

Get response

Results

Contract type	Likehihood
Activité_domestique	0.8913174867630005
Autre_activité	0.05152815207839012

Go back

Our Customers

MyDataBall created from analytical collaboration

What our customers say

- "A tool that makes it easier to use data without multiplying point clouds"

- "A tool that accelerates the implementation of our reporting appendices and the sharing of our studies"

- "A tool that guides us towards the best explanatory axes"

- "Saving time in the analysis, sharing and understanding of our activity, enhancement of the digital heritage to improve the management of decisions"

- "I was finally able to exchange with the directors of the agencies and obtain the real performance levers and the validation of good practices"

- "With MyDataBall, we will point directly to the points to be dug, rather than exploring point by point while waiting to come across something that could hit the target."

The 3 stages of making an application

From data to knowledge

1

Data Preparation & Management

○ Connectors that assemble the heterogeneity of data in a very large mass.

○ Digital heritage augmented with simple and complex indicators

○ Industrial and universal modeling by granularity

2

Data Analytics & Knowledge Discovery

○ Multidimensional interrogation of data by trades and restitution in the form of trees

○ Optimized Visualization of Dashboards compatible with market tools

○ Aggregation and synthesis of questions and answers to generate a machine learning machine.

3

Knowledge management & IA

○ Predictive and prescriptive model on data flows

○ Fast deeplearning reducing map user interface and simulator

○ Risk Management & Auditability of the generated AI

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Turn data into knowledge, knowledge into insights and insights into business outcomes