

DecisionCraft Analytics Ltd.



www.decisioncraft.com

DecisionCraft Proposition

Crafting intelligent solutions

Background

Crafting intelligent solutions

- Consulting firm with focus on quantitative modeling & analytical techniques
- Founded by thought leaders with vast experience in academia & industry
- Teams with ideal mix of functional, analytics & IT experts
- Talent pool from globally recognized schools
- Global clientele (US, Europe & A-Pac)

Service Domains

- Business Diagnostics
- Predictive Analytics
- Forecasting

Across industries

- Financial Services
- Media
- Petrochemicals

Leadership Team

Raviratan Arora, MBA
(Indian Institute of Management, Ahmedabad)
1983, CEO and Founder

Nilotpall Chakravarti, PhD
(OR) -University of Waterloo
President (Modeling Lab)

P R Shukla, PhD-Stanford University 1979. Chairman & Founder

Pankaj Chandra, PhD
(Supply Chain) -Wharton University 1989. Founder

Our Services - What can we do

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Business Diagnostics

Business Diagnostics is the art & science of facilitating the business to identify and define problem(s) clearly.

In letting the business identify the problem, we find solutions to treat the problem(s) and not symptoms.

Our approach is:

- Ask the right questions and
- Use the right data mining techniques

Clients will:

- Realize hidden data relationships
- Discover causes & effects of business parameters
- Improve operational efficiencies
- Launch new products/services
- Measure & improve performance of resources & processes

We have helped clients in:

- Identifying high-profit segments
- Identifying bottlenecks in distribution network
- Defining optimal scheduling & rostering logic and implementing IT solutions

Predictive Analytics

Predictive Analytics is the use of advanced data mining and quantitative modeling techniques for developing a well-informed view of the future.

We work with our clients in understanding historical customer behavior to predict future market trends and evolving customer behavior.

Our approach is:

- Collect right data and analyze (Using Parametric, Non-parametric, Multivariate techniques)
- Construct mathematical models (Using Business Principles, Advanced Statistics, Heuristics)

We have helped clients in:

- Predicting estimated benefits due to revised collector-account matching algorithm
- Predicting product profitability due to reassignment of accounts to brokers
- Predicting customer-churn
- Predicting online behavior of Internet users to help in behavioral advertising
- Predicting demographics of online users

Forecasting

"Prediction is very difficult, especially if it's about the future."

- Niels Bohr, Nobel laureate in Physics

Constructing a model that fits past data is relatively easy. We have mastered the art of predicting future with high accuracy levels. We have predicted petrochemical prices to an accuracy of > 95%.

We are well-versed with advanced time series analysis (For e.g., Exponential Smoothing, Box-Jenkin's, Box-Tiao, ARCH/GARCH) and Regression Techniques.

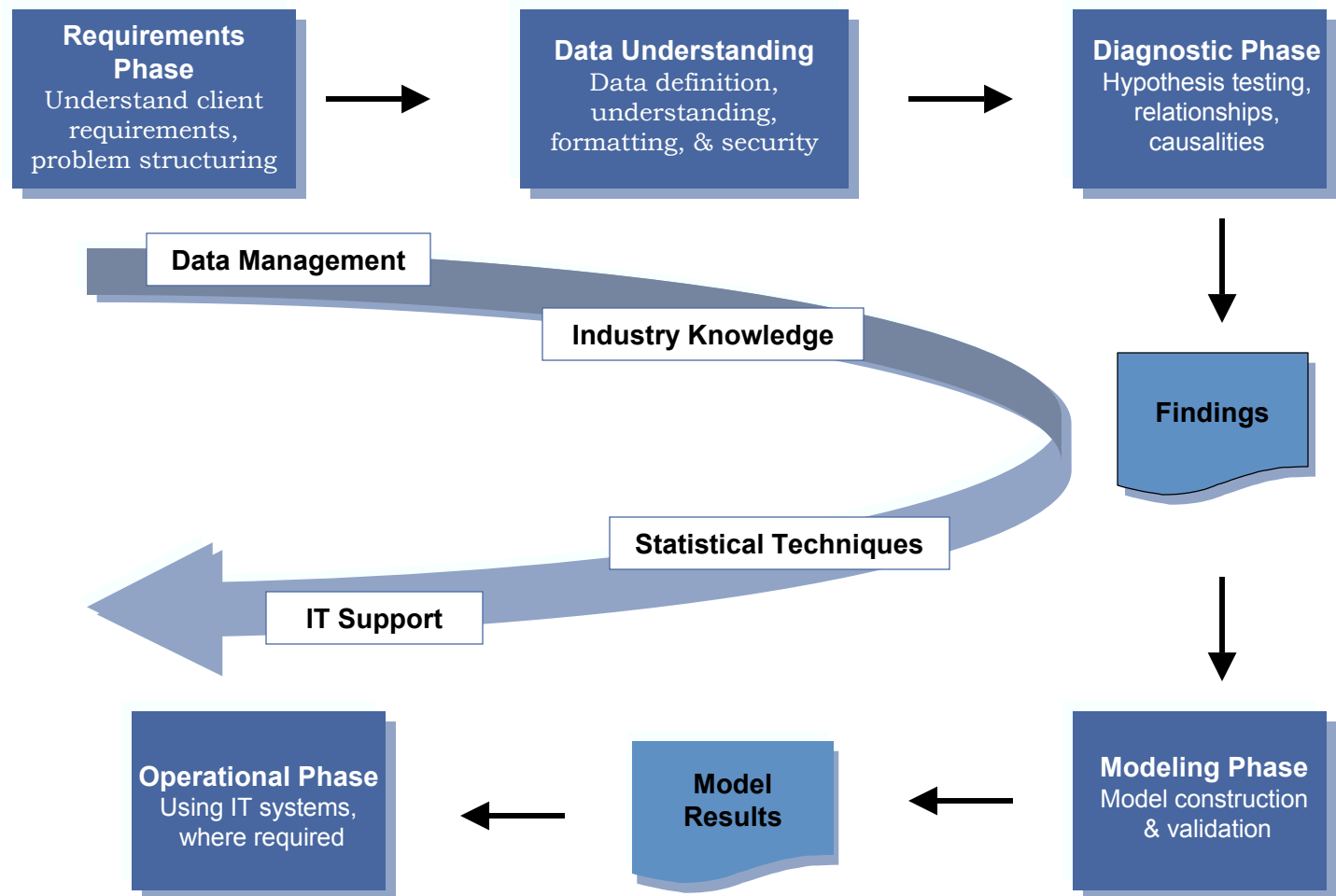
We have expertise in applying techniques such as Artificial Neural Networks (ANN), Genetic Algorithms etc.

Some of our engagements in this space:

- Developing an approach based on best-practices for forecasting sales of FMCG
- Forecasting the region-wise demand for commodities
- Forecasting the prices of petrochemicals globally

Our Methodology

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Our methodology is simple, powerful and proven. Adequate involvement of client ensures 'no surprises'.

Feedback loops exist at all steps to incorporate client reviews.

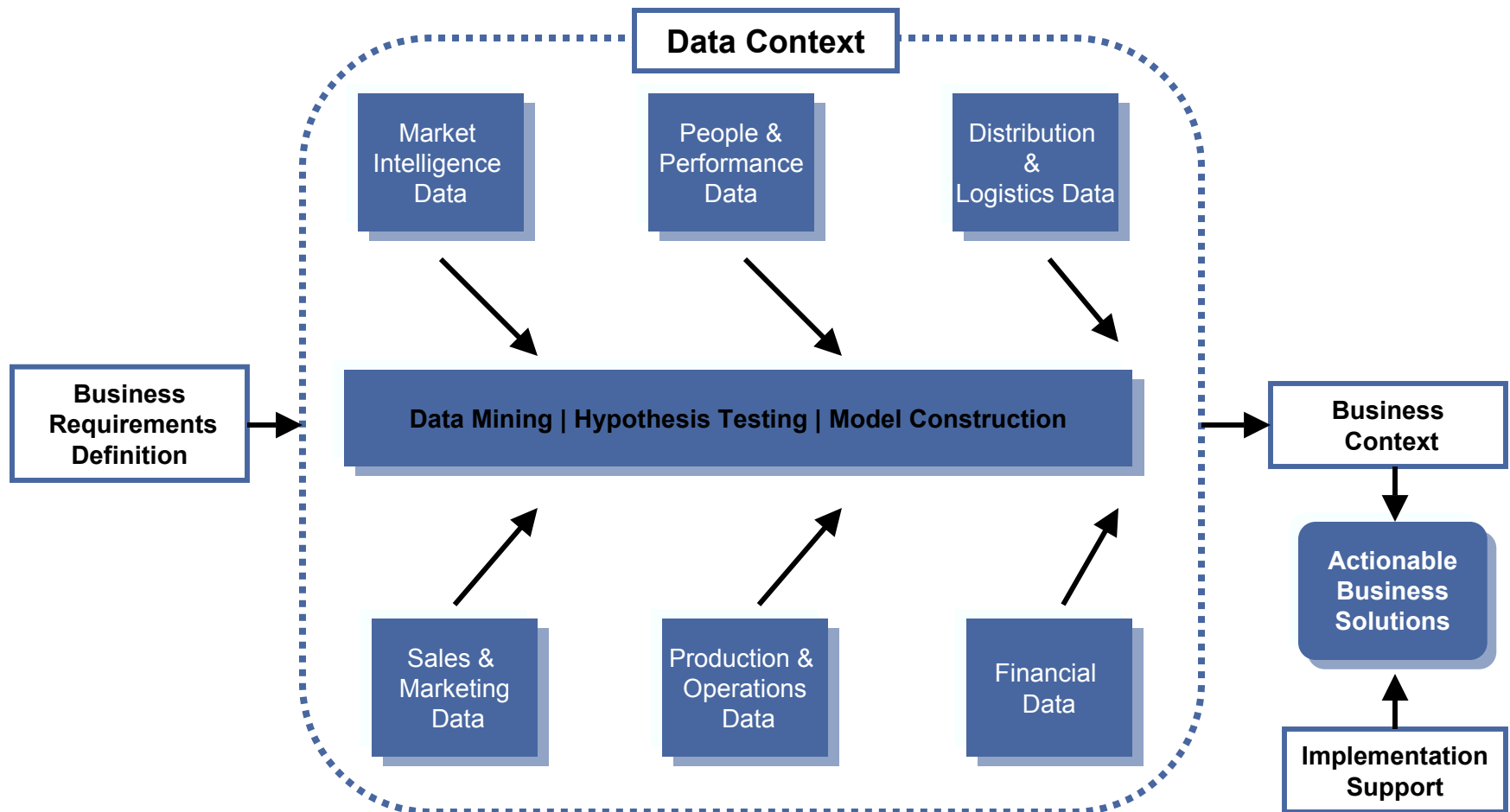
Industry Domain	Type of Work	Skills/Tools/Frameworks
Financial Services	Business Diagnostics, Predictive Analytics <ul style="list-style-type: none">• Profitability analysis by product• Analysis on factors affecting expected losses• Account segmentation by classification and regression• Broker-level analysis, share of wallet & white-space analysis	<ul style="list-style-type: none">• MS-Access, SAS, Excel-VBA for data analysis• Bivariate and Multivariate analysis• CART for segmentation• ANOVA for hypothesis testing
	Business Diagnostics, Predictive Analytics & Math Modeling <ul style="list-style-type: none">• Definition of debt collection yield metrics• Analysis on account attributes affecting yield• Identification of debt segments• Debt collector clustering & performance metrics• Optimization techniques to maximize collector benefit	<ul style="list-style-type: none">• Oracle, SAS, Excel-VBA for data analysis• Univariate, Bivariate analysis• CART for segmentation• Clustering algorithms• LP algorithm for benefit maximization engine
Media	Predictive Analytics <ul style="list-style-type: none">• Behavioral targeting engine (Predicting online user behavior)• Demographic advertising engine (Demographic profiling of users & websites)• Tools for media buying, media planning etc.	<ul style="list-style-type: none">• Probabilistic distributions• Custom-built behavioral and demographic targeting engines• Java, Linux, SQL Server technology
	Predictive Analytics for the largest overnight TV rating company <ul style="list-style-type: none">• Media Optimizer• Audience churn prediction for programs	

DecisionCraft Analytics has the right mix of business analysts and consultants with in-depth domain knowledge. Our association with academia ensures utilization of the best brains.

Industry Domain	Type of Work	Skills/Tools/Frameworks
Cement	<p>Business Strategy Consulting, Predictive Analytics</p> <ul style="list-style-type: none">• Study & evaluate the existing logistic network using industry best practices• Design roadmap for 2005-2009 to implement new logistic network <p>Forecasting</p> <ul style="list-style-type: none">• Development of forecasting models for a combination of 19 regions & 3 products• High accuracy levels (80-90%) were achieved• Series of ARIMA & Holt-Winter's models were used• The forecasts enabled setting up sales targets & recommend inventory levels	<ul style="list-style-type: none">• Interviewing techniques (to collect information from distributors)• ARIMA, Holt-Winter forecasting techniques• SCOR model
Petrochemicals	<p>Forecasting</p> <ul style="list-style-type: none">• Development of forecasting model for the petrochemical prices• Very high accuracy levels achieved (greater than 95%) consistently• Experimental models were built using different techniques• Aim was to maximize both short-term (1 month) forecasting accuracy and develop long-term (10-12 months) view• Developed market sentiment index	<ul style="list-style-type: none">• Researching & interviewing techniques• Advanced forecasting techniques (Holt's method, ARIMA, GARCH, Artificial Neural Networks)• SAS, Excel-VBA

Our Value Proposition

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Our expertise is in connecting analytics to actionable business solutions

 **DecisionCraft Analytics**

Some of our Clients

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Newport Computers, USA



Integrated Decision Systems Consultancy, Singapore



Specific Media Inc, USA



Holcim, Sri Lanka



Hindustan Lever Limited, India

General Motors, USA

In addition we have also worked with:

- One of UK's leading mortgage business specializing in sub-prime credit
- One of UK's leading mortgage business focusing on self-certified and special mortgages
- One of Europe's leading automobile support services
- The industry intelligence subsidiary of one of the world's largest publishing businesses

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