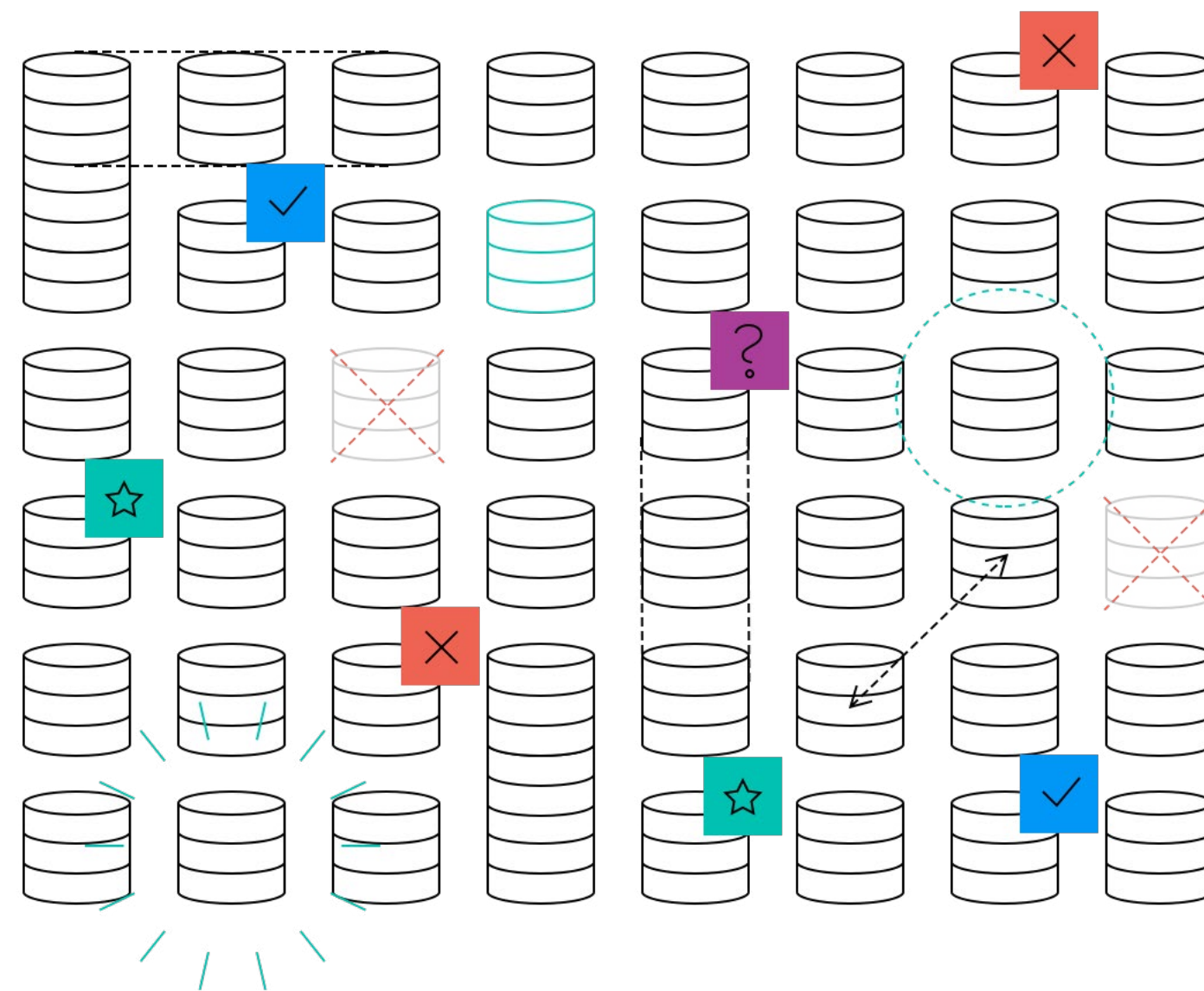


Explorium for Business

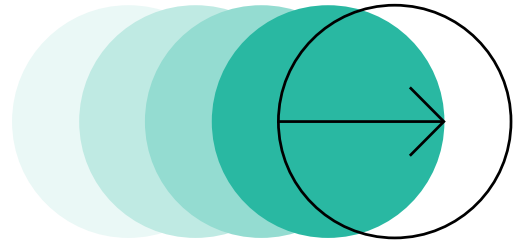
Better models based on better features from better data.

Over the last few years, the amount and variety of available data has grown at an unprecedented rate. At the same time, predictive models have become commoditized, mainly due to well-designed open-source libraries. This has gotten us to the point where it's relatively easy to train predictive models but increasingly more difficult to find the right data to feed them.



You can rarely depend on new models to improve your predictive power. So, what do you do? Start the long and time-consuming process of data acquisition, right?

Here's the thing: it's impossible to interact, test, and understand the value of every data source and provider out there. The process of doing so with even one data provider includes (among other things) research, endless proof of concept engagements, testing, API integrations, legal documents, money, and due diligence. Extracting actual machine learning features from these data sources only adds another level of complexity and does not guarantee an uplift in your model.

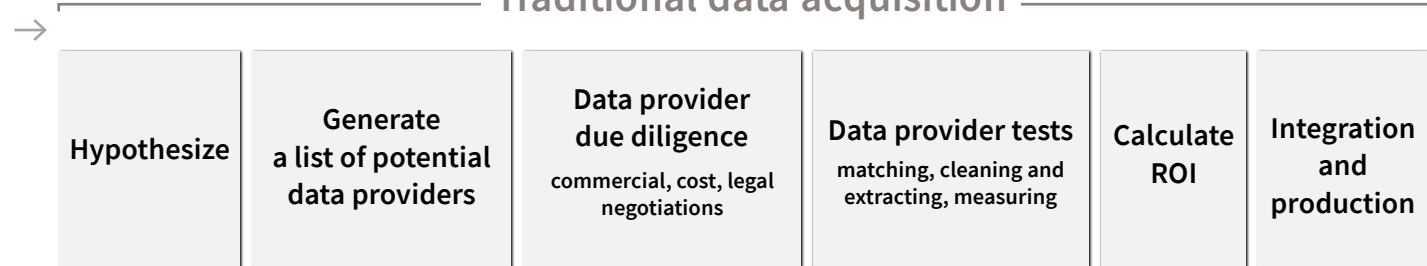


Enter: Explorium

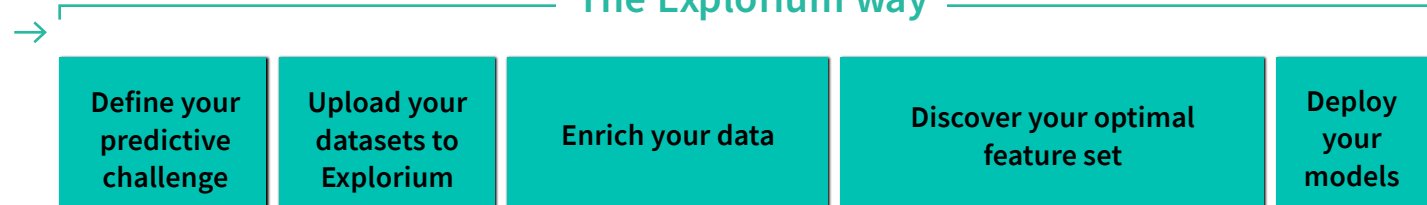
Built by data scientists for data scientists, Explorium’s automated data and feature discovery platform automatically connects your training data to thousands of relevant data sources and extracts and surfaces features that work best for your predictive problem.

While other machine learning platforms help you to choose the best model, no other platform can do it all: automatically join your data with a broad range of datasets, extract and select the best set of features, and build production-ready models.

Traditional data acquisition



The Explorium way



Automated data discovery

Select your target column and connect your training data to the Explorium platform. We’ll take it from there by automatically understanding your dataset; enriching it with public, premium, open, and partner data sources; and performing matching for you.

Some data sources Explorium uses to enrich our customer’s models:

- Company data
- Personal data
- Social and web analytics
- Geospatial data
- Foot traffic

Advanced feature generation

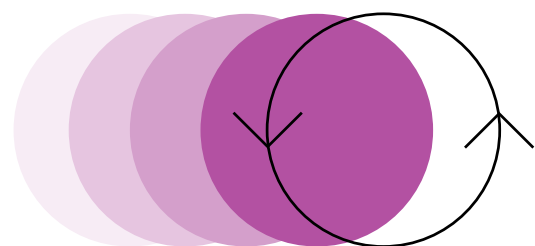
With Explorium, every column has meaning. The Explorium platform automatically understands your data based on context and, through automatic feature engineering and an internal ranking mechanism based on feature interactions, feature scoring, and proprietary algorithms, presents you with an optimal feature set.

Some features Explorium customers have discovered:

- Business web presence
- Polarity score (online reviews)
- Area foot traffic trends
- Company growth trend per business function
- Estimated household net worth
- Website ranking

Production-ready models

Explorium provides you with a feature set that allows you to decide instantly if you want to consume features directly or build a model on top of them. Use our Python SDK to interact directly with the Explorium engine API from your code or work with our user-friendly interface to perform.



Re-thinking data science

Explorium turns data science on its head like never before. We do all the heavy lifting (not just parts of it), allowing data scientists to focus on strategic products, drive major impact, and scale across the entire business funnel.

Productivity hyperdrive

Your time is precious. Instead of getting stuck with tedious, time-consuming tasks, focus on strategic projects that drive value and let Explorium do the heavy lifting. Explorium reduces the noise and lets data scientists focus on their north star: building the best models with the best data and the best features.

Instant impact

When you need to show business value fast, taking months and tons of resources to improve your models with better data is not an option. With Explorium, those months are transformed into minutes. Plus, we know automating ROI with better data is not something you can set and forget. To ensure your impact is continuous, Explorium continues to monitor your features and improve.

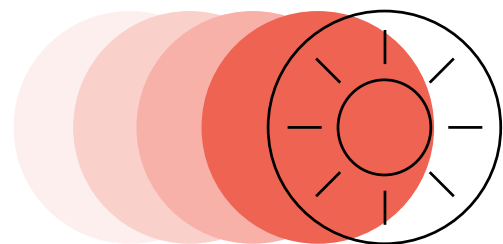
Limitless scale

Wherever you use machine learning in your business you can use Explorium. From lead scoring and marketing optimization to risk modeling and sales predictions, Explorium allows you to embed machine learning in every business process and scale by operationalizing and democratizing internal and external data sources into a single platform.

“With Explorium, we’re able to run multiple machine learning models in tandem, continuously improve the feature engineering mechanism, and provide high value and revenue growth.”

Nadav Yekutieli,
Head of Product Analytics & Data
Scientist, GlassesUSA.com

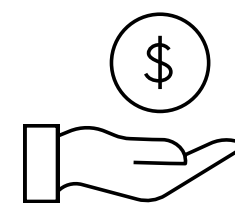
GlassesUSATM
.com



Explorium in the real world

It's no surprise that businesses who use data science and machine learning to improve their processes and products have a competitive edge.

From risk modeling to personalization, here's how some of our customers leverage better data, better features, and better models to have a leg up on their competition.



12.3%
gain in revenue

Fraud detection

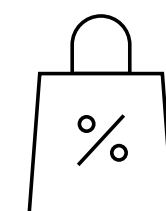
A global, online small business lending company was using a machine learning model to detect fraudulent loan applications. Their data science team understood that in order to make their model better they needed more data but they wanted to skip the tedious data-acquisition process. Once they connected their training dataset to Explorium, they found features they hadn't thought about and saw an **AUC increase of 7%**, which correlated to a **12.3% gain in revenue** and allowed them to meet their quarterly quota.



6.5%
increase in R2

Product demand and promotion optimization

A large retail organization uses machine learning to predict its product demand curve and optimize its promotion calendar. Their data science team wanted to take their national demand model to a regional level using local signals for each of their locations. Using Explorium, the team was able to find the most important local features for each store, choosing from thousands of different features and data sources. Using Explorium's data, the company managed to **increase average store accuracy measured by R2 by 6.5%**.



8.5%
increase in AUC

Lead scoring

A global, online marketer uses machine learning to automatically score leads in order to focus on the most likely to convert. Because they were only gathering basic information per lead, their data science team could only achieve limited results using the data they had. With Explorium, the company now **connects to dozens of data sources in minutes and increased the AUC for their prediction model by 8.5%**.