

Find and Use the External Data Signals to Drive Your Business Breakthroughs

Explorium Signal Studio

No matter what the context — be it risk assessment, sales, or even operations — every business challenge requires data to solve it. However, internal data is rarely enough, either due to its narrow scope or its lack of recency or relevance. As data becomes a bigger determinant of success, missing out on the right data can have costly outcomes. So why don't more organizations use external data?

Today's traditional data acquisition methods are complex, expensive, and resource-intensive. The right dataset is often hidden among thousands of other similar sources, and sometimes behind expensive paywalls. Finding the right vendor, testing the data, and integrating, can take weeks or months, not including the time spent acquiring it. Even the onboarding process once data has been acquired can take months.

Explorium Signal Studio allows data analysts and data science teams to quickly find and integrate the most relevant external data signals for their advanced analytics pipelines. With Signal Studio you can:

- Gain competitive edge with better business decisions based on the right context
- Accelerate analysis and results with automated data discovery, matching, and integration
- Cut your costs of acquiring and onboarding external data at scale
- Extend enrichments to all relevant signals across data sources without managing costs and formats of different data providers

The Signal Studio built on Explorium External Data Platform also allows users to seamlessly leverage ML Engine for automated feature generation and selection, and building and deploying ML models.

Explore thousands of external data signals

Explorium's hundreds of curated external data sources are validated, checked for regulatory compliance, and normalized, as well as derived into thousands of proprietary signals. The Explorium data catalog covers several categories including but not limited to:



Company data

basic data like industry and NAICS/SIC Code, economic indicators like revenue trends, technologies, reviews, and more.



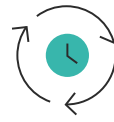
People data

contact information, social networks, interests and hobbies, purchase habits, and more.



Geospatial data

demographic data, footfall traffic and trends, and other indicators.



Temporal data

national and local events, weather indicators and history, etc.



Product data

pricing data, ratings and retailers, etc.

You can get started with Signal Studio by uploading your internal data or by letting Explorium generate a list of entities based on your query.

Enrich your data with the most relevant signals

Explorium Signal Studio's easy search helps you identify the most relevant data signals by recommending ones with the best coverage and a rich description for each signal. Each signal is added with a single click, and is automatically matched and integrated with your internal data. As you start adding enrichments, more data signals become available for you to search and explore (for example, adding an industry to search also surfaces the eligibility of this industry for government assistance, such as Payroll Protection Program, PPP).

The screenshot displays the Explorium Signal Studio interface. At the top, it shows 'Signals / SMB Analysis_005' and 'ML ENGINE SIGNAL STUDIO'. Below this, there's a header for 'businesses_dataset.csv' with 'Full data' and various icons. The main area is split into two panels. The left panel, titled 'Search columns', shows three columns: 'company', 'address', and 'city'. Each column has a dropdown menu, a '0% null' indicator, and a bar chart showing 'Unique Values'. The 'company' column has 199 unique values, 'address' has 200, and 'city' has 163. Below these are rows of sample data. The right panel, titled 'ENRICH', has a search bar and a 'Sort' dropdown. It features several filter buttons: 'Company', 'Geographic', 'Person', 'Product', and 'Time'. Below these, it shows '12 datasets (454 signals) found'. There are two search engine results: 'Search Engine Results' with 90% coverage and 'Domain Registry' with 71% coverage. On the right side of the 'ENRICH' panel, there are two signal cards: 'Company's Annual Revenue' with 100% coverage and 'Company Stock Price Today' with 100% coverage, each with an 'Add' button.

Prepare your data with inbuilt transformations

The Signal Studio provides various ways to prepare your data with many inbuilt transformation functions. Available transformations include but are not limited to:

- Adding dates (which would surface additional enrichments such as footfall traffic)
- Splitting (exploding) values
- Defining filters based on specific benchmarks
- Editing classifications

These transformations prepare and enrich your internal and external data prior to running advanced analytics or ML models.

Integrate data signals into your advanced analytics

Explorium Signal Studio doesn't just discover and prepare the data signals; it automatically integrates the data into your production pipelines by defining and scheduling recipes and selecting the output format. You may also download the external data signals in a standardized format and upload it to your preferred analytics, BI or visualization solution.

About Explorium

Explorium offers the industry's first end-to-end External Data Platform for advanced analytics and machine learning. Our unique all-in-one platform gives you access to all relevant external data sources you need for decision-making. It automatically matches them with internal enterprise data to uncover thousands of signals to improve ML models and business outcomes. Explorium, a single source for all your external data needs, empowers data scientists and business leaders to drive decision-making by eliminating the barrier to acquiring and integrating the right external data and dramatically decreasing the time to superior predictive power.