PREDICTIVE DATA ANALYTICS AS A SERVICE

EXAMINE BUSINESS CASES
ANALYZE SUPPORTING DATA
PREDICT PERFORMANCE IMPROVEMENTS
FOR A
COMPETITIVE ADVANTAGE
A LEADING PROVIDER OF TECHNOLOGY SOLUTIONS AND HUMAN CAPITAL

Since our start in 1982, Starpoint Solutions has morphed from a three-man IT placement firm to become one of Manhattan’s largest privately held companies.

Throughout our more than 30-year history, Starpoint has been a trusted source of Technology Solutions and Human Capital.

Our sole goal is to partner closely with our clients and candidates to solve their needs and ensure complete satisfaction.

STARPOINT PROVIDES TECHNOLOGY SOLUTIONS AND EXPERT HUMAN CAPITAL TO HELP YOU!

LEARN MORE | WWW.STARPOINT.COM/ANALYTICS
Starpoint Predictive Data Analytics Services

Companies are frantically trying to use big data and analytics to differentiate themselves and provide competitive advantages across their business. Through leveraging analytics, a company can put themselves in a position to beat competitors by 20%-25%.

It can be a challenge to harness data and apply on-going and accurate analytic modeling in a sustainable, cost-effective and scalable manner. Our approach has been to build several models that examine new data in conjunction with previously learned-from data repeatedly, and blend their results. Through research and trials, we achieved integrated implementation of our platform that is continually improving its prediction probabilities, for more accurate identification of future patterns and trends.

Starpoint Predictive Data Analytics as a Service analyzes client’s data and past decisions in operating and managing their business to identify – through prediction – opportunities for better performance and a more competitive position in their market place.

Starpoint offers industry specific Predictive Data Analytics services in Banking, Brokerage, Insurance, Life Sciences, Chemical Engineering and Energy.

Starpoint Predictive Data Analytics Services Predictive Data Analytics Services

EXAMINE PAST DECISIONS ANALYZE SUPPORTING DATA PREDICT OPPORTUNITIES FOR IMPROVEMENT & MANAGE THE PROCESS

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At the core of STARPOINT PREDICTIVE DATA ANALYTICS SERVICES is the Starpoint Analytics Platform. The Platform uses refined predictive analysis algorithms to analyze large volumes of data in an efficient, repeatable and scalable manner. This predictive analysis yields a more qualified, smaller volume of data that is easier to model and interpret thereby providing results that are more accurate.

OUR ANALYTICS PLATFORM provides our clients with the ability to recognize and predict events and outcomes to key identified business problems, thereby allowing the client to align appropriate and targeted actions to solve the specific set of business problems.

OUR ANALYTICS PLATFORM provides a high level of accuracy by utilizing several distinctly different algorithms specifically targeted for machine learning of the incoming data, followed by blending. The result of this process is the the clusterization and classification of data that yields the most accurate predictive behavior.

OUR ANALYTICS PLATFORM is a synergy of both well-known machine learning paradigms enhanced by proprietary approaches that greatly enhance the outcomes and rules-based decision algorithms.

OUR ANALYTICS PLATFORM comes with a base set of well-known Algorithms that can be adapted for specific analytical tasks. New algorithms are designed and constructed, as required to meet the desired results. Starpoint mathematicians and statistical modelers are available to work with the client to modify existing algorithms or create new ones.
STARPOINT PREDICTIVE ANALYTICS PROCESS

HOW DOES IT WORK?

**Problem Set Definition**
- Industry Subject Matter Expert works with client to identify potential key problem sets.

**Data Discovery**
- Work with client to identify what data is available to support the Problem Set and what needs to be created.

**Machine Learning**
- Secure sample data set for training from client and run models to validate pattern accuracy and models correctness.

**Model Creation**
- Select from existing set of models, as appropriate, otherwise create a new model specific to Problem Set and Data.

**Fine Tuning of Model**
- Fine-tune models based on Machine-Learning training to ensure that the accuracy level is above 97%. Training will be ongoing.

**Production Readiness**
- At this point models are ready to be put into a normal production cycle. Set periodic model revalidations.
STARPOINT PREDICTIVE DATA ANALYTICS BY INDUSTRY
BANKING/BROKERAGE

Business Cases in the Banking Industry

Banks are facing intense pressure to grow revenues, while adhering to ever-increasing government regulations. Virtually every decision to drive revenue, control costs, or mitigate risks can be illuminated by the use of Business Analytics and Predictive Modeling. While banks have traditionally used data well for marketing and risk management, the opportunities exist to improve client experience and cross sell products to existing clients as well.

- Monitoring Customer Experience – How the clients are interacting with the bank through Web Site visits, branch teller visits, mortgage branch visits and call center interactions

- Up Selling & Cross Selling – Analyzing internal household accounts and transaction history along with external credit data to profile clients for additional banking, brokerage or insurance services

- Enhanced Fraud Detection – Utilizing Predictive Analytics to enhance current continuous fraud monitoring. Apply the paradigm of always learning from past data will insure that the client is always validating their known fraud patterns and seeking related patterns.

Business Cases in the Brokerage Industry

- Trade Compliance and Regulatory Reporting – monitoring trading patterns, and predicting out-bounds scenarios that are applied to managing trade compliance rules.

- Risk assessment and scoring – correlation of all data elements: trade and non-trade to create a risk-escalation matrix that can be applied to control risk and exposure in trading; serves as a check-point prior to trade execution.

- Abnormal trading pattern analysis – isolates through prediction trade strategies based on selected products that will cause trade violation.

- Operational Risk – identifies account-level and firm-level risk for a Broker/Dealer firm throughout trading session and overnight, in situations where complex trading strategies are involved, accounting for interdependencies and yield risk.
Business Cases in the Life Sciences Industry

- **Clinical trials** – examine clinical trials data, classifying variable responses by patients to new experimental drugs, individually or in combination with each other, suggesting through prediction which treatments are more likely to improve patients state.

- **Treatment Protocol Analysis** – process large sets of data of treatment protocol application to patients, identifying deviations in responses, and structuring possible variations to the treatment protocol implementation.

- **Medical Device and Pharmaceutical Supply-chain management** – inventory and maintenance of medical devices management within supply-chain, predictively controlling inventory, replacement, and repairs.

- **Drug discovery and development analysis** – this case coincides with Clinical Trials; additionally, predictive analysis supports the process of clustering and classifying drug data attributes at the lowest level of details to create the final product, then being clinically trialed.

Business Cases in the Retail Industry

- **Social Media based consumer behavior analysis**

- **Merchandizing and market basket analysis**

- **Product Sales analysis**

- **Campaign management and customer loyalty programs**

- **Supply-chain management and analytics**

- **Event - and behavior - based targeting**

- **Market and consumer segmentations**
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