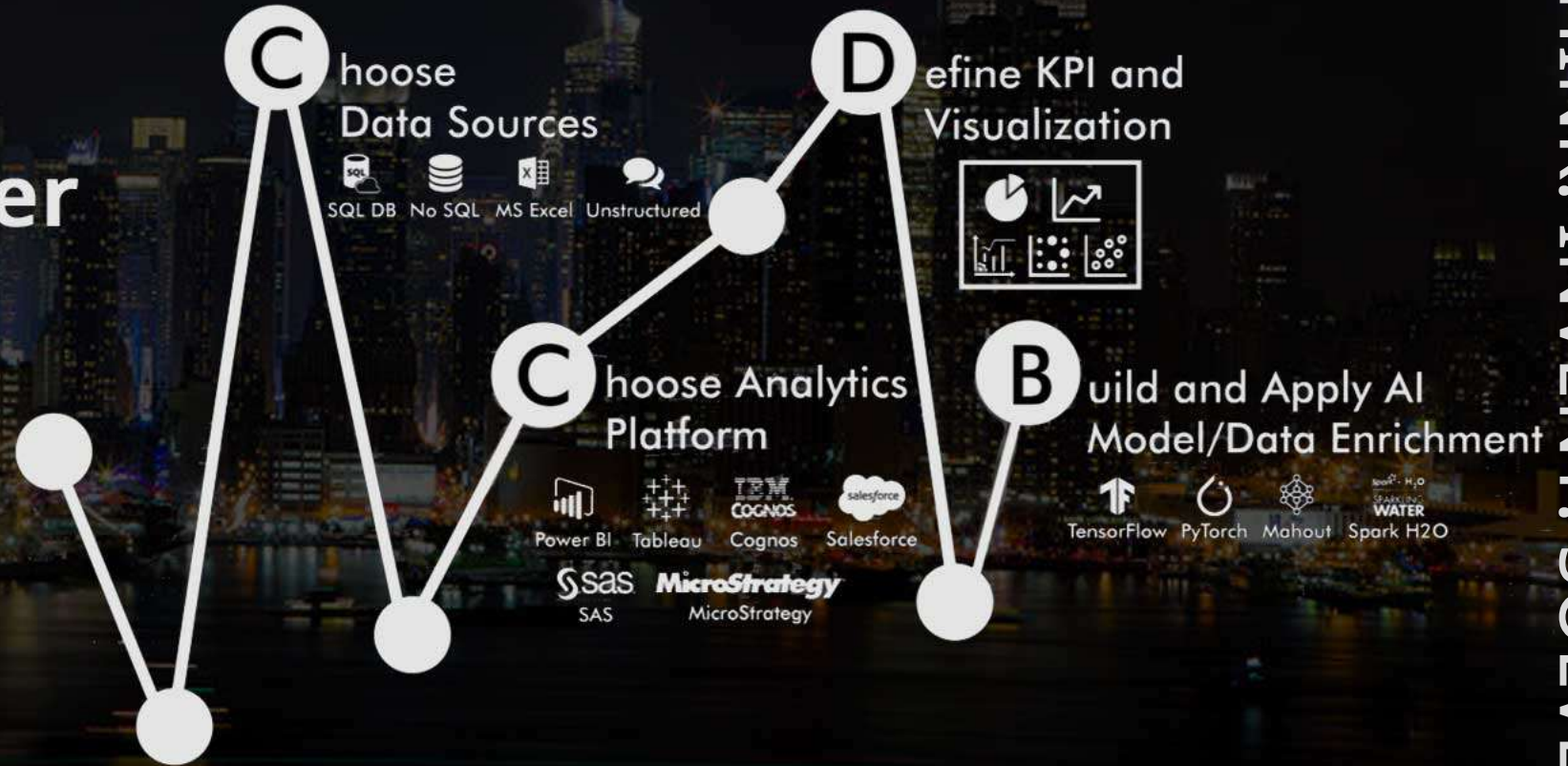




Harness the Power of ***ANALYTICS***



THINK. INVENT. SOLVE.

[Ask what our data scientists and analysts can do for your business?](#)

BIG DATA MANAGEMENT



Data Strategy

- Clear Strategy & Roadmap
- Rapid Prototyping & Tool Evaluation
- Optimize Data Integration, access & services
- Monetize Data Assets
- Data Security and data compliance
- Customer matching across multiple datasets



Data Acquisition, Harmonization, Integration and Processing

- Pre-built Adaptors
- Data Mapping and Matching across multiple datasets
- Real-time Ingestion
- Scalable Data Processing & Storage
- ETL



Data Lake and Data Warehouse

- Design and implement single store of all structured and unstructured data (both batch and data stream)
- Security Management
- Enable Self Service BI / Discovery
- Transform Relational DB to NoSQL

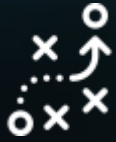


Data Governance, Data Quality, Reference Data Management and Security

- Ensuring big data quality
- Data Governance
- Master Data and reference data management

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BUSINESS INTELLIGENCE AND ANALYTICS



ANALYTICS STRATEGY

- Strategy consulting and expert validation

+11,00.00



ANALYTICS PRODUCT DEVELOPMENT

- Launch your analytics product using Best of the Breed and open source technologies



AI MODEL DEVELOPMENT

- Machine Learning Models
- Deep learning Models
- Natural Language Processing Models
- Computer Vision Models



ANALYTICS DELIVERY AND MANAGEMENT

- Maintain analytics solution and manage Insights delivery



DATA ANALYTICS SERVICES

- Hire data analyst, data engineer, Data scientist, and decision scientist



ACTIONABLE INSIGHTS: CALL FOR ACTION

- Design and develop engines to perform insightful actions

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AI/ML, NLP, Stats and OR Models

Business Challenge

Skills:

Data scientists are rare



Time:

projects take too long



Performance:

Model performance is poor



Solution

Prescriptive Modeling:

Actions to take to eliminate a future problem



Predictive Modeling:

Predict with accuracy what is likely to happen



The
"A"
Team

Why NextGen Invent?

300+

AI, ML, NLP,
Deep
Learning
Experience

7+

Industry
Experts

30+

Big Data
Technologies
including
data lake
experience

5+

Complex
Event
Processing
Models

200TB+
Text Mining

Unique
Automated
Machine
Learning

Pioneer
Dataset
usage

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DATA ANALYTICS SERVICES

Data Analyst

- Interpret and analyze results using statistical techniques
- Build Visualization and Dashboards

Data Scientist

- Predictive Models
- Machine Learning Models
- Social Media Models
- NLP Models
- Operational Research Models
- Artificial Intelligence Models

Data Engineer

- Build Infrastructure to support large data sets
- Data Acquisition & Integration
- Data Storage & Processing
- Extract Transform and Load Data
- Data Workflow Management

Decision Scientist

- Formulate context-relevant questions & Hypotheses
- Structural Problem Solving
- Analytics Operationalization
- Build models based on experimental designs, and statistical interface
- Intelligent Systems

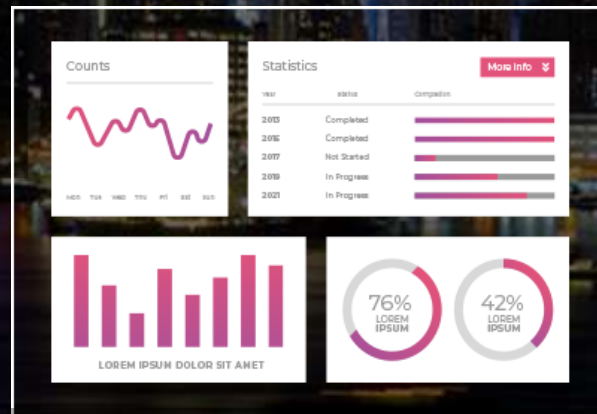
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OUR ANALYTICS APPROACH



Choose Data Sources

Identify internal, external, structured, unstructured data sources. Cleanse, harmonize and transform your data while having data stewardship and data governance in place.



KPI and Visualization

Industry specific KPI and interactive Dashboard can help executive, transform product, services and customer journey



Choose Analytics Platform

Select analytics platform open source or commercial such as PowerBI, Tableau, Cognos, Salesforce that fits your business need



Data Enrichment and AI/ML

Deep learning algorithms provide transformation insights and make your organization AI enabled

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Data Governance: Augmented Strategic Initiative Across Business Units

**A Trillion \$ AUM
Financial Firm**



Augmented company wide strategic initiative to define the data policies, process and strategies for data governance, master data management, meta-data management and data quality and spearheaded data governance council.



Challenges:

- Bringing data executives and stakeholders together across all businesses units (401K, insurance, wealth management, brokerage etc.)
- Getting approval for changes required in organization structure and define strategies of transitioning IT functions for growth
- Design and disseminate campaign for the change support across BU



Project Learning



- Traditional communication strategy do **NOT** work. Need to design and redesign most comprehensive communication strategy.
- Efficiently use external party as facilitator

Accomplishments:

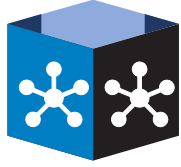


- Optimized technology cost from 22 cents of every dollar earned to 13 cents a dollar earned
- Developed and successfully executed the change management plan

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Seamless Data Standardization & Linking Of Multiyear Volume & Variety Of Data Formats

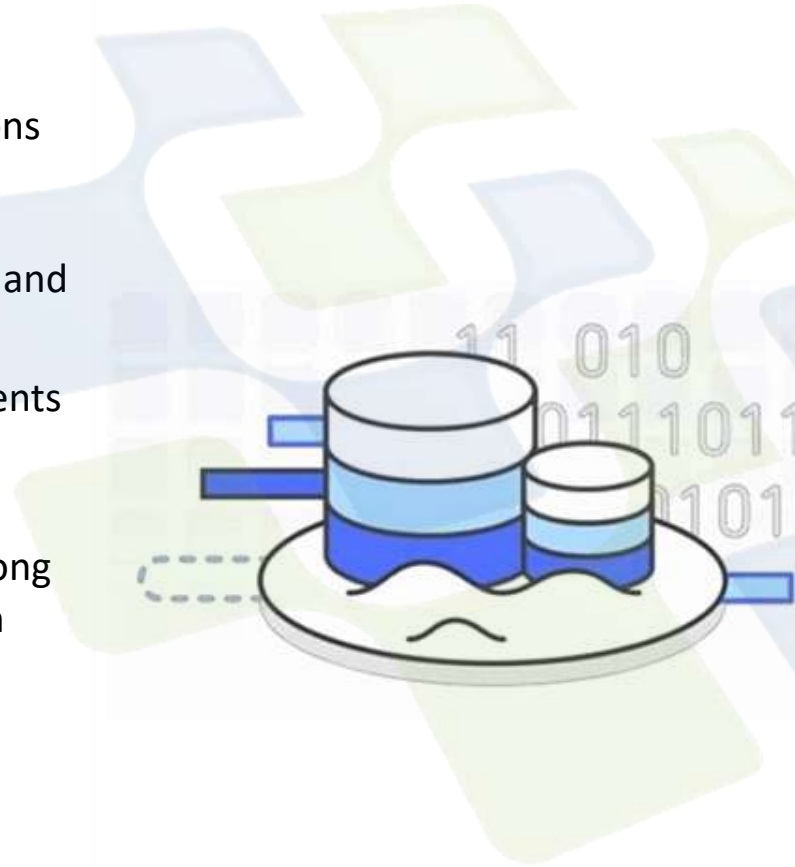


World's largest healthcare data lake and data warehouse with thousands of data providers and hundreds of data buyers



Challenges

- Standardizing internal data formats, data mapping across multiple versions of multiple data formats and implementation of complex data security rules as per data contracts, and volume of daily files.
- Data manipulation rules in components as defined in configuration at field value level
- Having data stewardship in place along with business processes for solution management, change requests, and enhancements



Project Learning



- Performance is the key when dealing with large datasets. Establishing threshold and tracking it from beginning is essential
- As we improve data quality we must plan for worst data quality while configuring rules.

Accomplishments



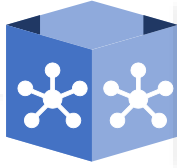
- Successfully streamlined data for usage by several business units
- Open revenue streams by having value added services created

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State Of Art Data Linking To Create De-facto Industry Standard Customer Linking Key

Universal Key

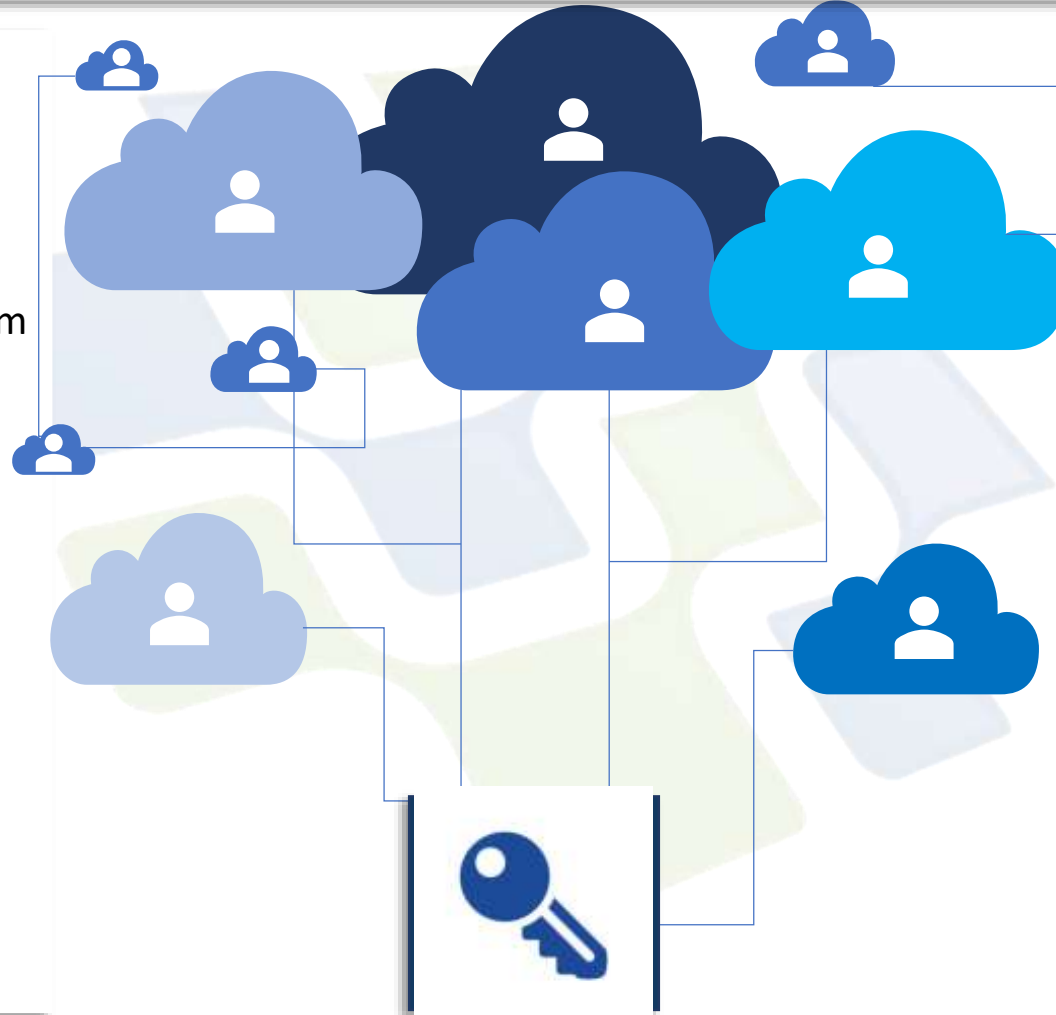


Data lake with high processing components for customer matching that has enabled healthcare analytics companies to render services provided to a patient in different states and provider networks



Challenges

- De-identify customer data and match customer on de-identified data across various datasets
- Processing highly unstructured data sets in JSON with nonuniform nested loops
- Poor data quality from providers
- Executing the same solution on Apache, Cloudera, Hortonworks and EMR environment



Project Learning



- External statistical audit and certification is helpful in bringing trust in customer matching
- Be cognizant of all legal and compliance issues.

Accomplishments



- High throughput customer matching reports and dashboards
- Patent pending technology
- Considered by govt. and social media giants to provide data linking
- **300+** clients using solution

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Contact Us



Headquarter

6800 Jericho Turnpike
Suite 120W
Syosset, NY 11791



India Location

B-70, 3rd Floor
Sector 67, Noida, (U.P.)
India – 201301



sales@nextgeninvent.com



www.nextgeninvent.com



[+1 508 753 1512](tel:+15087531512)



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