

mAdvisor - Automated Pattern Discovery

Here is a better, alternative approach to analyse diverse and large amount of big data from Marlabs. mAdvisor is an AI & Cognitive computing platform that translates data from enterprise systems into meaningful insights and predictions without any manual intervention. It is your data scientist in a box.

Highlights

- Automated data analysis and prediction
- Comprehensive and in-depth analysis capabilities
- Presenting insights in natural language
- Scalable platform to handle large volumes of data
- Quick deployment timelines
- Available both on premise and cloud
- Breadth and depth of machine learning capabilities
- Brain simulation approach for data analysis

Differentiators

- Patent pending automated data analysis methodology
- Zero installation and setup cost through Microsoft partnership
- Better integration with Microsoft Azure ecosystem
- Analysis and results based on what and why reasoning

Use Cases

mAdvisor helps functions across the enterprise to analyse their data and extract key signals for decision enablement. Some probable use cases include:

- Marketing – Analyze factors influencing customer behavior, churn, channel performance, campaign performance analysis
- Sales – Analyze sales revenues, sales trends, sales performance, factors driving sales
- Operations – Cost analysis and cost drivers
- HR – Employee attrition analysis

