



# Data Science

Our expert team supports you in developing deeper insight from existing data through the use of AI and sophisticated statistical techniques.



## Artificial Intelligence

Machine Learning and Deep Learning automate your organisation's decision making. AI provides prescriptive decision making using applied methods, such as...



## Forecasting

We apply models to your time series data to discover trends, calculate seasonality and forecast future scenarios to inform efficiencies across your organisation.



## Propensity Modelling

We assess your customer data for accurate insights into their propensity to behave in predefined ways. This can inform up-selling and cross-selling strategies, whilst generating insight of customer loyalty, fraud and risk across industries.



## Segmentation

We divide your customer base into homogeneous groups according to characteristics, traits and behaviours to stimulate powerful, targeted marketing campaigns to enhance customer value.



## Data Mining and Reporting

We use models and algorithms to generate patterns and actionable insights from your organisation's Big Data. This informs profiling to enhance ongoing campaigns.



## Simulation

We run "What-If" simulations to identify the best direction for your marketing strategy based upon what offers maximum potential.



## Optimisation

We identify the prime market position for your organisation – balancing profit margins against demand in the existing marketplace to pinpoint your optimal strategy for resource efficiency.

Crown  
Commercial  
Service  
Supplier



**Customer Intelligence**  
Specialisation in SAS®



**Analytic Modernisation**  
Specialisation in SAS®



**Data Management**  
Competency in SAS®



**Visualisation**  
Competency in SAS®

Amadeus Software Limited  
Email | info@amadeus.co.uk  
Tel | +44 (0) 1993 848010  
Web | www.amadeus.co.uk