



Unlock the hidden value in your data

Let our team of Predictive Analytics experts provide transformative insights on your data



What is Predictive Analytics?

Once data reaches a certain level of complexity or size it is very difficult to analyse manually. *Predictive Analytics* is the use of computers to analyse this data. Computers are totally unbiased and they can churn through massive amounts of data in relatively short time. *Predictive Analytics* allows companies to unlock value from data that until now had been sitting idle.

What if I don't have Good Data?

Predictive Analytics requires good data, so if your data isn't up to scratch, PicNet can work with you to modify your existing systems to begin recording good data today.

What if I don't have Big Data?

When it comes to data, *Predictive Analytics* requires quality over quantity. Good quality granular or transactional data is ideal for *Predictive Analysis* as it makes it possible to find lost value in the aggregation process. Although transactional data can get big, huge volumes aren't required to take advantage of *Predictive Analytics*.

Why PicNet?

PicNet's experience in data systems development spans over 10 years. Our *Predictive Analytics* team is led by Guido Tapia, a world class machine learning practitioner with over 20 years of development and artificial intelligence experience.

Guido heads up the *Predictive Analytics* team that can help you develop a proof of concept or an ongoing solution to realise value out of your business investments.

Shifting decision making from Sense & Respond to Predict & Act

