

The logo consists of three overlapping triangles. The top triangle is cyan and points downwards. The two bottom triangles are pink and point upwards, overlapping each other and the top triangle.

MYDATAMODELS

AN **EXPLAINABLE** AND **FRUGAL** AI  
TO MEET YOUR **OPERATIONAL** CHALLENGES



# CONTEXT

**In a versatile and complex environment  
it is crucial to provide simple, agile and efficient solutions  
to solve business experts key operational issues.**

- AI for most = Big Data, data that is difficult to collect and standardise
- In reality, only small amounts of data are often available and usable. They represent 80% of all available data



We offer a **proprietary**, sovereign **AI solution that can be integrated** into your systems and services. It is particularly **efficient on small data sets**. We provide operational answers, for example, to the following questions:

- How can I anticipate demand in order to evaluate the temporary resources needed in my warehouses?
- How can I identify the key root causes failure of my machine?
- Why my consumer become my best ambassadors & how can I improve my Net Promoter Score?
- How can I make automatic signal classification at the edge?



## MYDATAMODELS' TECHNOLOGY



- We are able to quickly generate predictive models from small data sets
- Accessible, interpretable and transparent models
- Extremely frugal, it is possible to embed our technology in all types of sensors/systems



## A PROPRIETARY & PATENTED PREDICTIVE MODEL ENGINE: ZGP

### ZGP ENGINE



**INSPIRED BY EVOLUTIONARY AND GENETIC ALGORITHM**



**SCIENTIFICALLY VALIDATED**



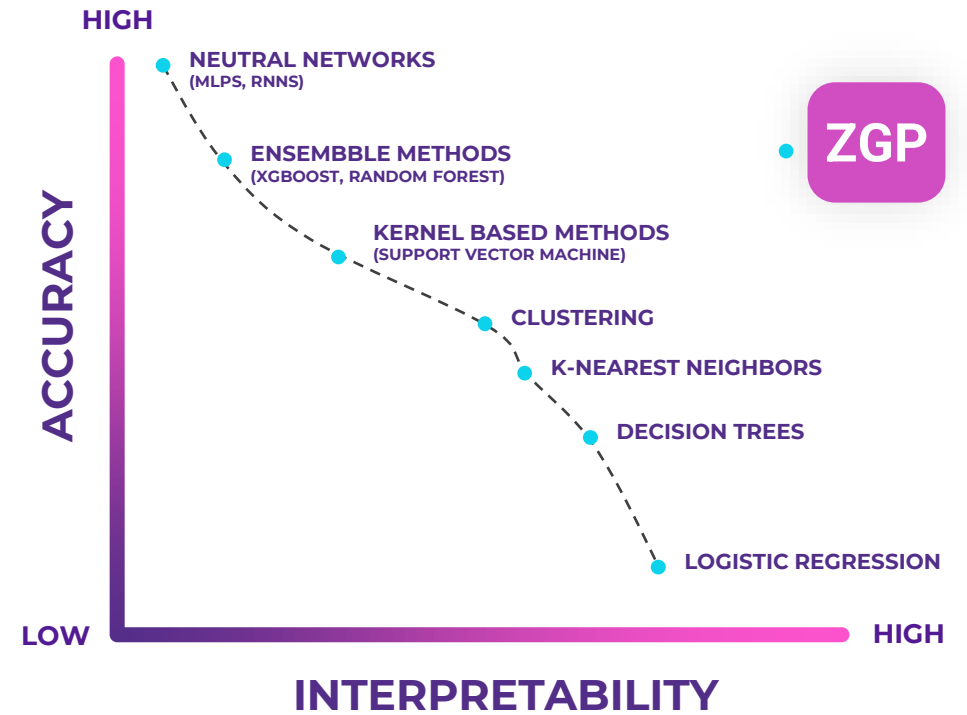
**PATENTED**



**INTERPRETABLE & EASY TO INTEGRATE MODELS**



**PARTICULARLY EFFICIENT ON SMALL DATA SETS**





A UNIQUE AI TECHNOLOGY ACCESSIBLE IN 2 WAYS

ZGP



DEVELOPMENT OF INTEGRABLE  
AI COMPONENTS

**GENERATE** (IMPROVE) **MODELS**

**DEPLOY MODELS**

**INFER** (SCORE) **MODELS**

**MONITOR MODELS**

<mdm-open-model>

TADA

AVAILABLE  
PaaS / SaaS / ON PREMISE

**DATA**

(IMPORT, CHECK, CLEAN, VISUALIZE)

**FEATURE ENGINEERING**

(DATA AUGMENTATION, DIMENSIONALITY CHANGE)

**MODELISATION**

(ANALYSE, DISCOVER, TEST, INTERPRET)

MODEL OPERATION TOOL

AI AUGMENTED ANALYTICS



## OUR DIFFERENCE IS OUR STRENGTH

**EXPLAINABLE & UNDERSTANDABLE MODELS**

**BUILT IN VARIABLE SELECTION, MAKING MODELS NATIVELY ROBUST**

**COMPACT & TRANSPARENT FORMULA, FOSTERING AI ADOPTION**

**EFFICIENT ON SMALL DATASETS**

**WE DEVELOP SPECIFIC AI COMPONENTS (BASED ON OUR TECHNOLOGY) ANSWERING YOUR NEEDS :**

- DELIVERED AS TOOLS & COMPONENTS
- BRINGING ECONOMIC AND MEDICAL ADDED VALUE



## AN OPERATIONAL & SCIENTIFICALLY VALIDATED AI

### ACADEMIC VALIDATIONS

**INRIA**

*(M.SCHOENAEUR BOARD MEMBER)*

**3IA CÔTE D'AZUR**

### LABELS

**SAMPLE VENDOR GARTNER HYPE CYCLE  
EMERGING TECHNOLOGIES 2020**

**THALES GROUP AI STRATEGIC PARTNER**

### MAJOR PROJECTS

**THALES DMS : BLUEGUARD**

**EUOPEAN UNION: EUREKA\_CARES**

**Scientific Publications**

[ [See here](#) ]





## COLLABORATION MODES FOR INTEGRATING MyDataModels' AI



### VALIDATION OF YOUR ASSUMPTIONS

Test on existing data sets



### EXPLORATION

Proof of Concept



### DEVELOPMENT OF SPECIFIC PROTOTYPES

Development of specific AI components on your customer data



### DEPLOYMENT WITHIN YOU OFFERS

Support for integration into your products and services

Specific, long-term support, adapted to each stage of your projects





## KEY ACCOUNT REFERENCES



SANOFI

LVMH RECHERCHE  
PARFUMS & COSMETIQUES



THALES





MYDATAMODELS was founded in **March 2018**



It is a **team of 35 people**, with different skills and continents, based in Sophia Antipolis & Nice...



#### **Awards**

2020 - Eureka for COVID-19 by BPI France

2020 - BlueGuard avec Thales DMS

2019 – 21st edition of the i-Lab competition



National and European **investment funds**  
EarlyBird – SpeedInvest – Région Sud Investissement.



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The background of the slide features a hand in a white glove pointing towards a line graph. The graph is overlaid on a teal background and shows a fluctuating line with an upward-trending trend line. The y-axis on the right side of the graph has numerical values: 25,714, 26,190, 26,718, and 27,410. The overall aesthetic is clean and professional, with a focus on data and technology.

**FOCUS ON TADA®**  
our **PREDICTIVE ANALYTICS**  
SaaS PLATFORM  
**FOR DOMAIN EXPERTS**



## WHAT IS TADA®?

TADA® is a SaaS PLATFORM FOR PREDICTIVE ANALYSIS using the latest Artificial Intelligence and Machine Learning technologies. It helps domain experts to understand and interpret their data to make better decisions.



# WHAT IS TADA<sup>®</sup> DOING?

**TADA**  
-MYDATAMODELS

1

## PROCESSES

your data from small datasets, called Small Data, and extracts all the value out of it.

2

## GENERATES

automatically predictive models.  
Build your first predictive model in a few minutes.

3

## INTERPRETS

your results and identifies unexpected correlations within your data. Simple plots and metrics help you understand the results.

4

## PREDICTS

the evolutions of your observations. TADA<sup>®</sup> analyzes past events and predicts the future trends.

**We designed TADA<sup>®</sup> to solve a wide range of problems**



## HOW IS TADA UNIQUE?

**TADA**  
-MYDATAMODELS

Easy-to-use by business experts

Interpretable

Compact

Operational on small Data sets



Autonomy

Speed of execution

Ideation - Exploration -

Design

Hypothesis validation

Decision making

**TADA® : Augmented Analytics for Every Professional**





## WHAT BENEFITS?



### INSURANCE

#### CONTEXT

Risk analysis and optimization

#### TADA® USE CASES

- Pricing optimization
- Profiling – incoming queries qualification
- Fraud detection
- Up-selling
- Churn





# WHAT BENEFITS?



## BANKING & FINANCE

### CONTEXT

Operational risks assessment

### TADA® USE CASES

- Optimization of calculations and pricing
- Evaluation of high-potential / high-risk customers
- Prediction of payment failures





# WHAT BENEFITS?



## RETAIL / MARKETPLACES

### CONTEXT

Analysis and optimization of sales / marketing

### TADA® USE CASES

- Definition of shelf assortment
- Price adjustment & promotion optimization
- Customer profiling
- Churn

**TADA**  
-MYDATAMODELS





## WHAT BENEFITS?



### CONSUMER GOODS / FMGC

#### CONTEXT

Analysis and optimization of sales / marketing

#### TADA® USE CASES

- Understand and improve customer satisfaction
- Customer / segment profiling
- Optimize costs (media-marketing mix)
- Understand loyalty factors, build efficient product offers





## WHAT BENEFITS?



## DIGITAL MARKETING

### CONTEXT

Behaviour analysis and conversion optimization

### TADA<sup>®</sup> USE CASES

- Lead scoring
- Estimation of Customer Life Time Value
- Identification of conversion factors
- Next best action vs on-site behaviour





## WHAT BENEFITS?

**TADA**  
-MY DATA MODELS



### TELECOM

#### CONTEXT

Improve loyalty

#### TADA® USE CASES

- Analysis of customer satisfaction factors
- Creation of relevant commercial offers
- Identify the reasons for the end of a subscription





## WHAT BENEFITS?



### SALES OPTIMIZATION

#### CONTEXT

Identification of customers about to subscribe to a new contract

#### TADA® USE CASES

- Detection of the key factors leading to a new subscription
- Qualification of potential prospects
- Identify the most efficient sales methods





## WHAT BENEFITS?



## CUSTOMER RELATIONSHIP

### CONTEXT

Identify the causes of customer disengagement in order to solve them

### TADA® USE CASES

- Detection of disengagement criteria
- Creation of efficient recruitment and loyalty programs
- Creation of upsell programs







## WHAT BENEFITS?



### INDUSTRY

#### CONTEXT

Go to market acceleration

#### TADA® USE CASES

- Modeling of physical phenomena
- Testing and optimization of chemical formulas (paints, creams, etc.)
- Predictive quality to reduce the scraping rate
- Anomaly Detection





## WHAT BENEFITS?



## RESEARCH & HEALTH

### CONTEXT

Phenomena understanding and means optimization

### TADA® USES CASES

- Validation of hypotheses on small data samples
- Disease prediction
- Identification of the crucial genes triggering a pathology
- Identification of key diagnosis criteria
- Prediction of transfer to ICU





## WHAT BENEFITS?



### SUPPLY CHAIN

#### CONTEXT

Establish efficient supply chain forecasts

#### TADA® USE CASES

- Optimized management of volatile demands
- Minimization of manufacturing supply constraints
- Prevention of transport risks
- Modeling of freight rate évolutions
- Modeling demand to anticipate workforce requirements





# TADA® IN PRACTICE

**TADA**  
-MYDATAMODELS

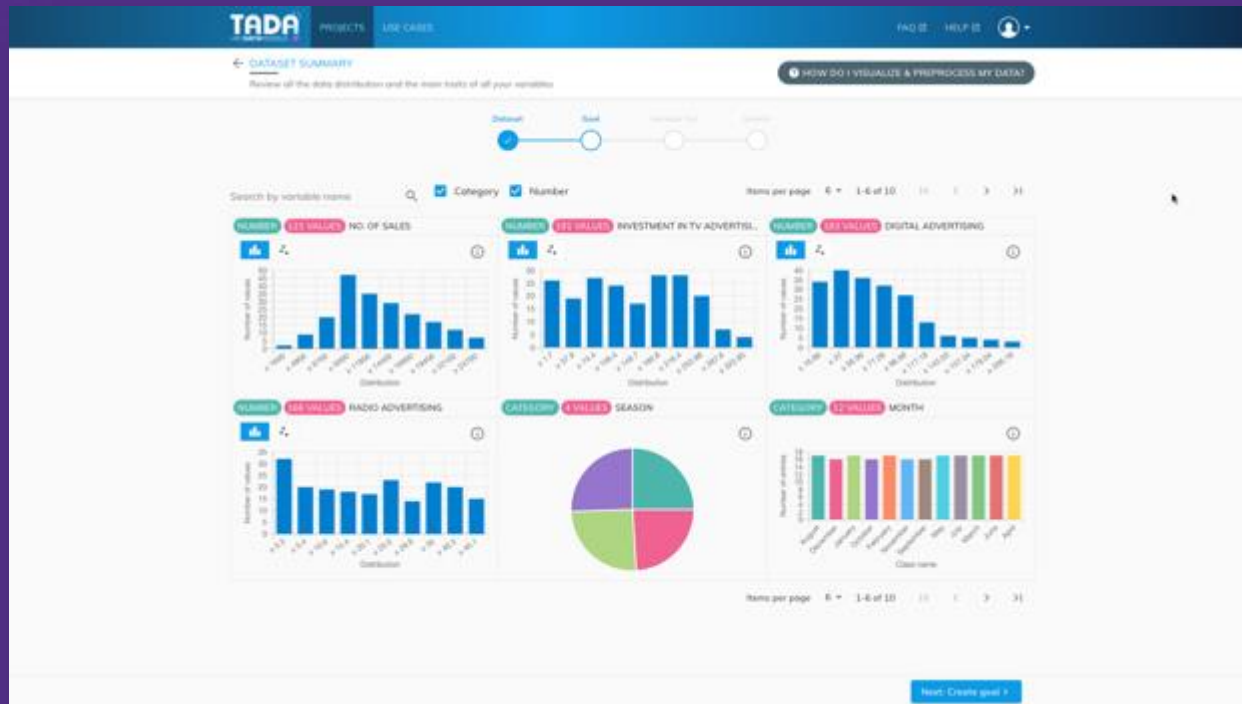
- 1 DATA IMPORT FROM EXCEL, CSV, ...**
- 2 VISUALIZATION OF THE IMPORTED DATA IN 1 CLICK**
- 3 GENERATION OF RELEVANT PREDICTIVE MODELS**



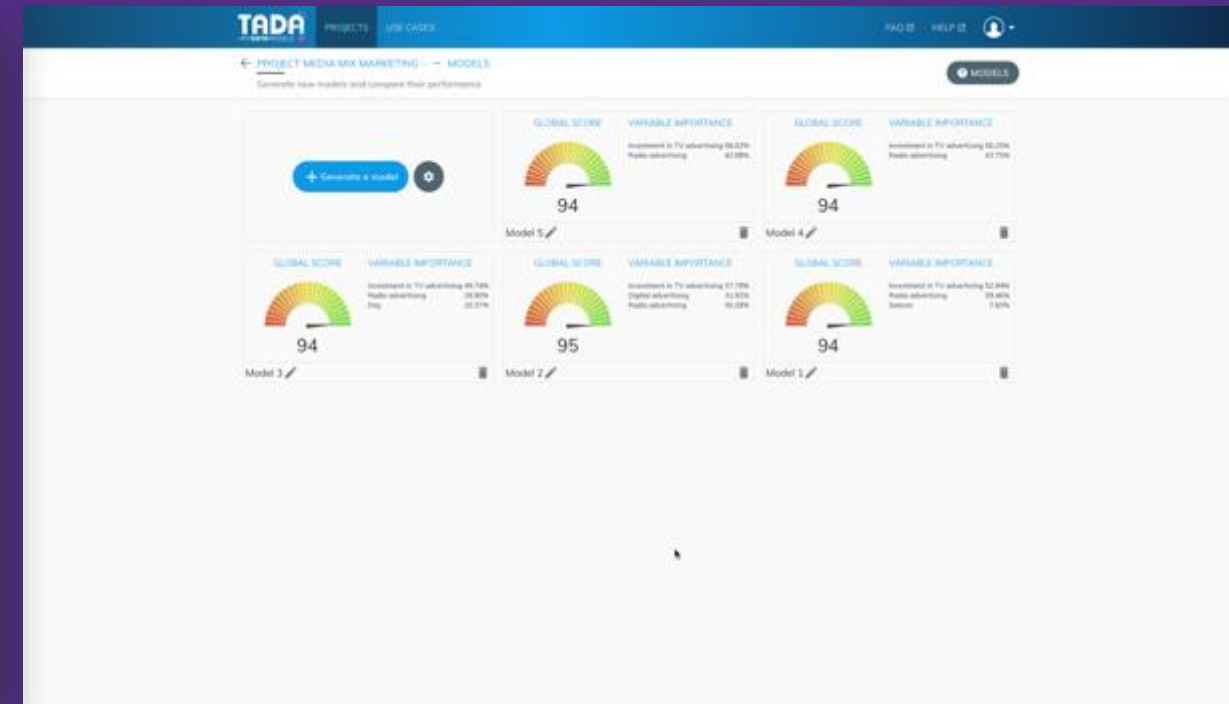
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# TADA® IN PRACTICE



VISUALIZATION



MODELS GENERATION



# TADA® IN PRACTICE

**TADA**  
-MYDATAMODELS

4

**DATA ANALYSIS**

5

**LIVE PREDICTION, SAVE AND SHARE HYPOTHESIS TESTING**

6

**MODELS EXPORT**



C++

| PYTHON

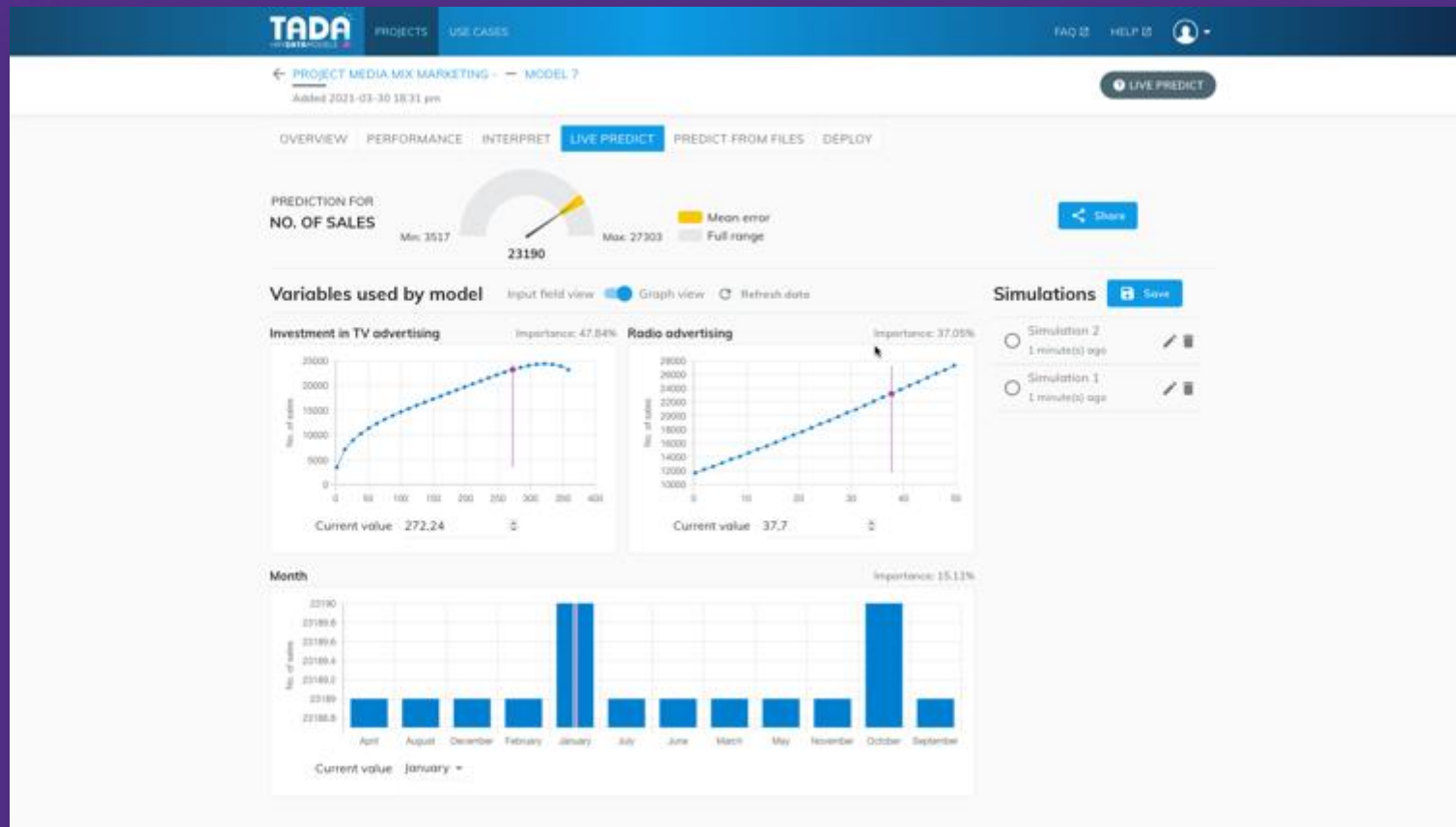
| JS



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# TADA<sup>®</sup> IN PRACTICE



LIVE PREDICTION , SAVE AND SHARE



[www.mydatamodels.com](http://www.mydatamodels.com)



## IN SUMMARY

### WHY TADA®?

To simply enhance your data and improve your performance.

Easily import your Excel data. TADA® identifies the most critical data in a couple of minutes and builds a predictive model easy to understand and interpret.

TADA® helps you make better business decisions.

**«TADA® contributes to optimized decision making and this on Small data which makes it unique ».**

Prof. David DARMON – Vice-president Health University of Côte d'Azur





# VALIDATED AND PATENTED TADA®

## Academies

- INRIA
- Interdisciplinary Institutes of Artificial Intelligence (3IA - Côte d'Azur)

## Labelling

- Gartner – Sample Vendor Inprogress : Cool Vendor
- THALES Expert AI

## Accelerators

- THALES AI@CENTECH
- ALLIANZ
- EUROBIOMED
- LVMH

## Major projects

- CARES \_ European Union\_ EUREKA
- BLUEGUARD THALES



# KEY ACCOUNT REFERENCES



**THALES**



LVMH RECHERCHE  
PARFUMS & COSMETIQUES

**THALES**

**François DUPRÉ** - Digital Identity & Security Global Business Unit - Suppliers Quality, Procurement Processes & Tools - THALES

"TADA® has given us very accurate results, even using small data sets. The solution matches our needs in predictive modeling and decision support, for our engineering and quality control activities, but also for the control of components and materials from our suppliers. »