BITYNAMICS

AI MADE SIMPLE
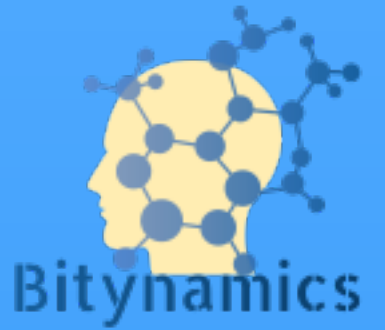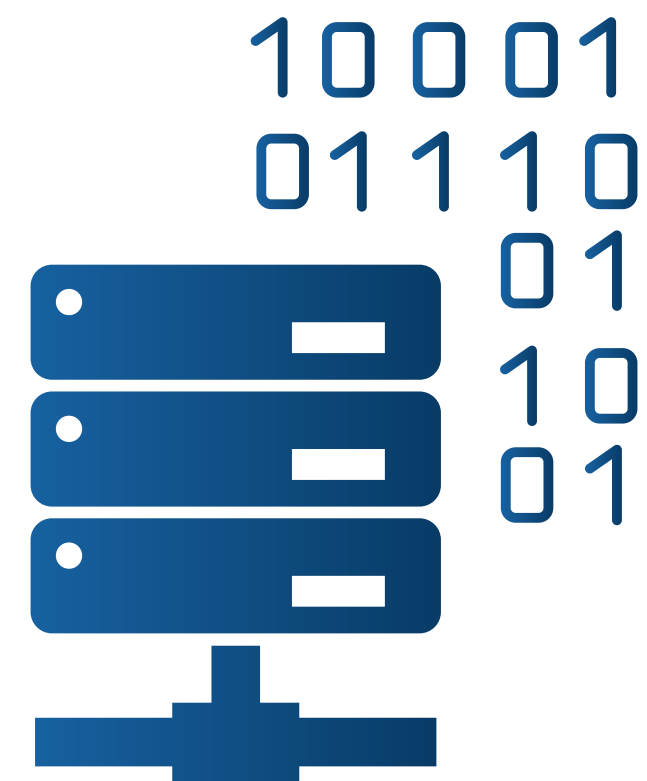
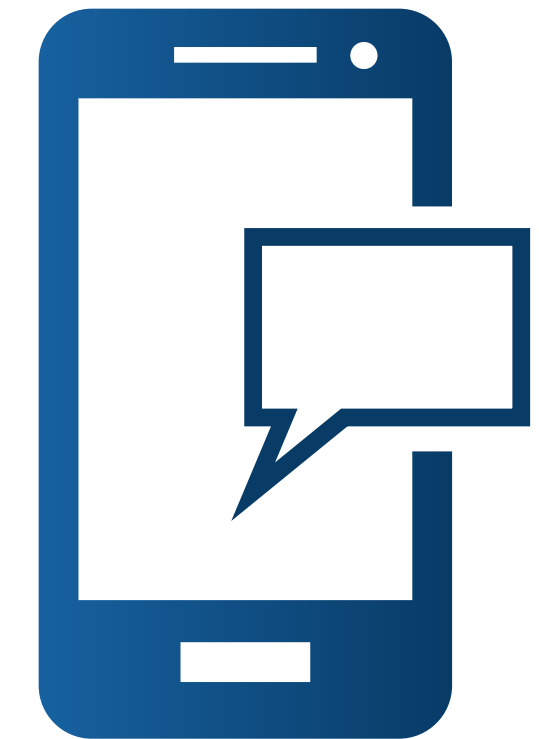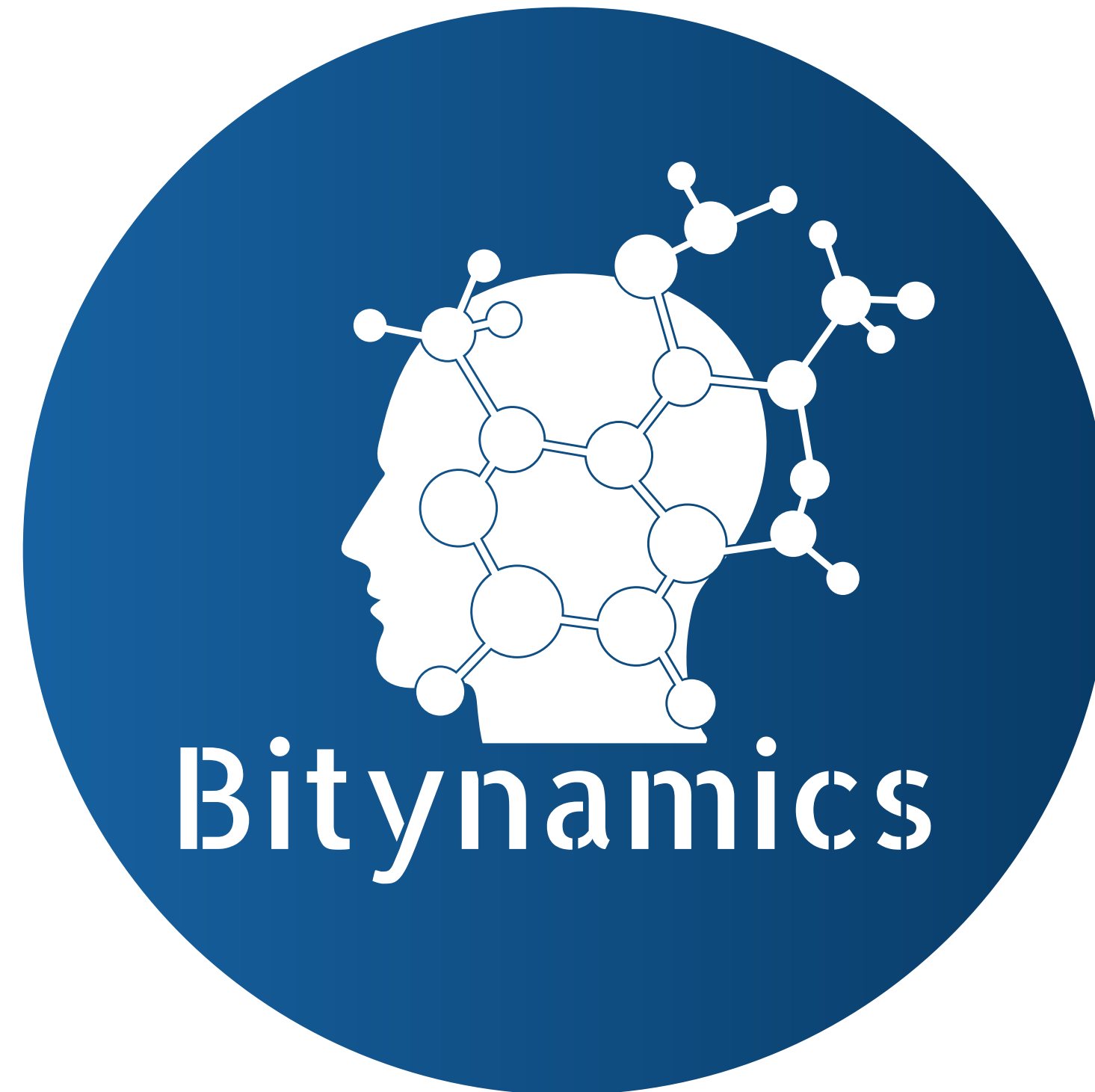Bitynamics

What we do

- **Consulting in AI/ML/Analytics**

- **We solve problems in various applications, ranging from**

  - **Banking and finance**
  - **Energy sector**
  - **Retail**
  - **Marketing Tech**
  - **And much more…**

- **We set up architectures for AI driven products**
- **We have extensive experience in working with boards and management in shaping their AI strategy**

Plug & Play

Your data → Bitynamics → Your system

Advanced Analytics

Bitynamics

Data-driven information extraction. Provide tools that find relevant segmentations and correlations of

- **markets** / **products** / **services**

- **customers**

- communication **channels**

Find correlation between **markets**, **products**, **services**, **channels**, and **customers** to build insights.

markets / products / services

customers

channels

adform

Google Ads

Recommendation System

Build recommendation engines based on the segmentation of markets, products, services, and user profiles.
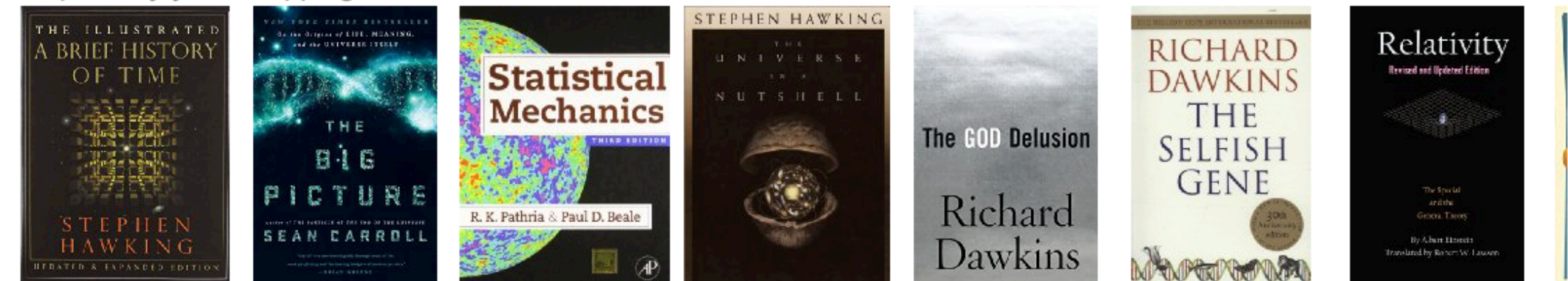
The recommendation engines are based on Deep Learning, the most advanced AI tool in the industry.

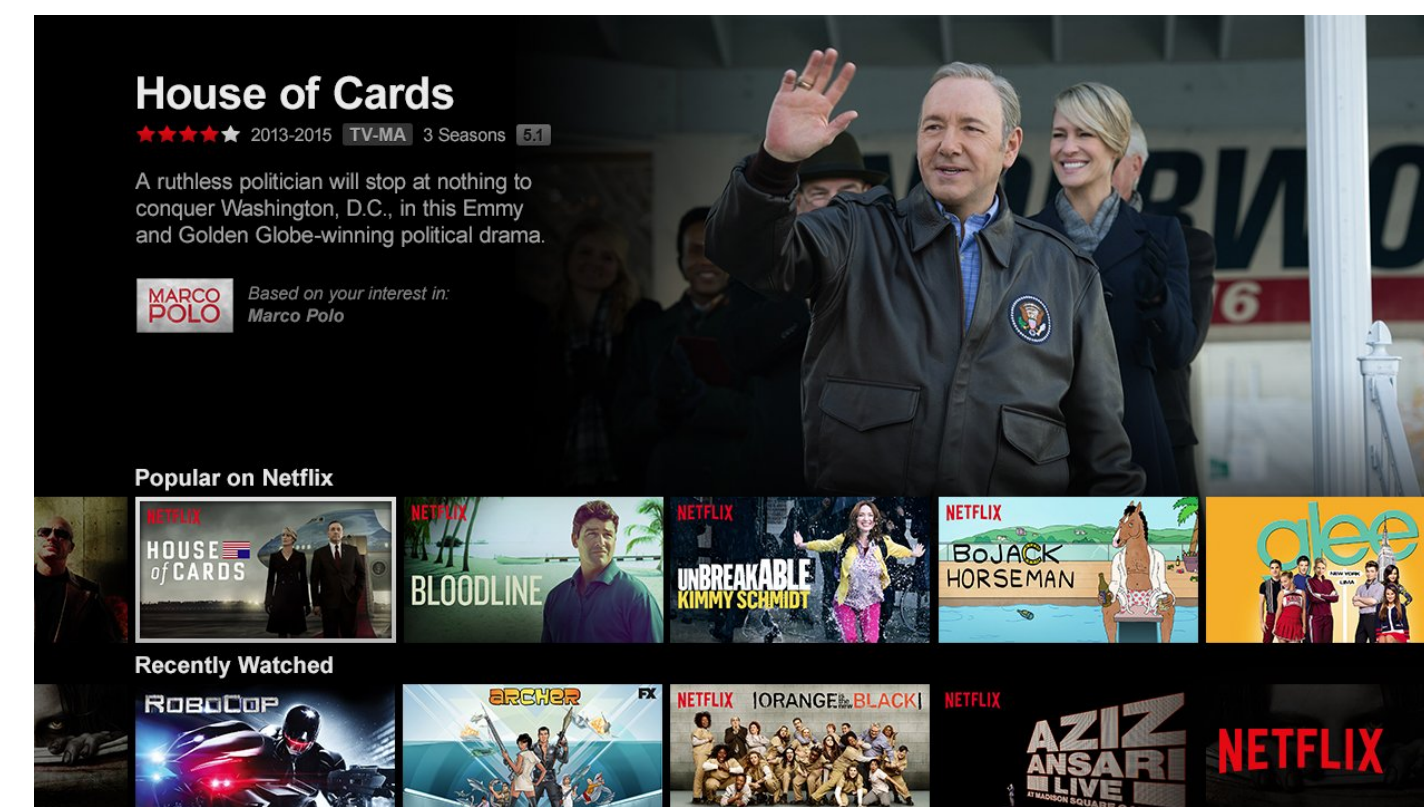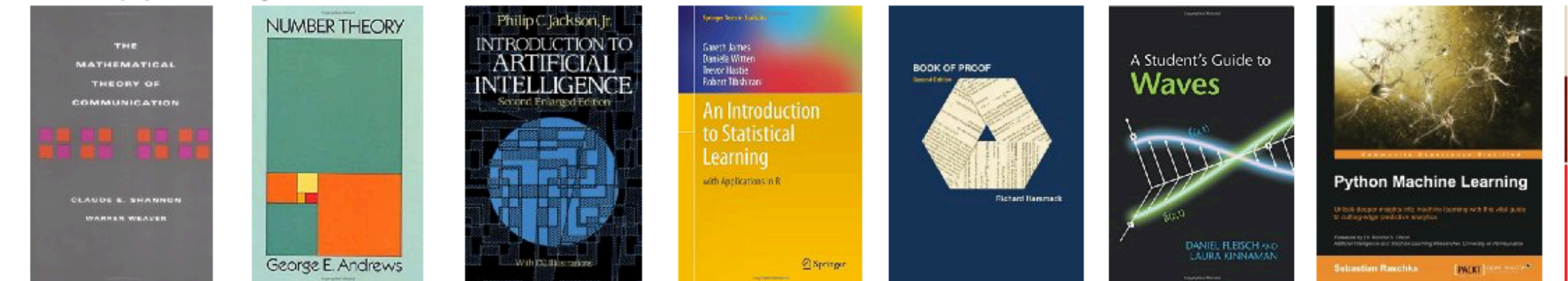The AI based engine can provide recommendation on

- what profiles should be targeted for certain products or services

- what channels should be used for marketing by predicting marketing channel cost and ROI.

Amazon

Spotify

GDPR and Data Aggregation

Bitynamics

We help companies to aggregate data in an anonymized fashion in order to satisfies the new EU directions, GDPR.

The smart aggregation preserves valuable information and allows for future processing for purposes such as

- analytics

- insights

- optimization

- artificial intelligence

Activate - Engage - Retain

Bitynamics

We provide solutions that can help with answering questions like

Who did check out the website but did not purchase anything and why?

What customers have not been active and why?

What customers are about to leave and why? Churn prediction and identification of parameters that can minimize the risk for churn.

Anomaly Detection

Detecting unusual/unlikely events such as

- illegal transactions

- intrusions

- faults in machines and manufacturing (Predictive maintenance)

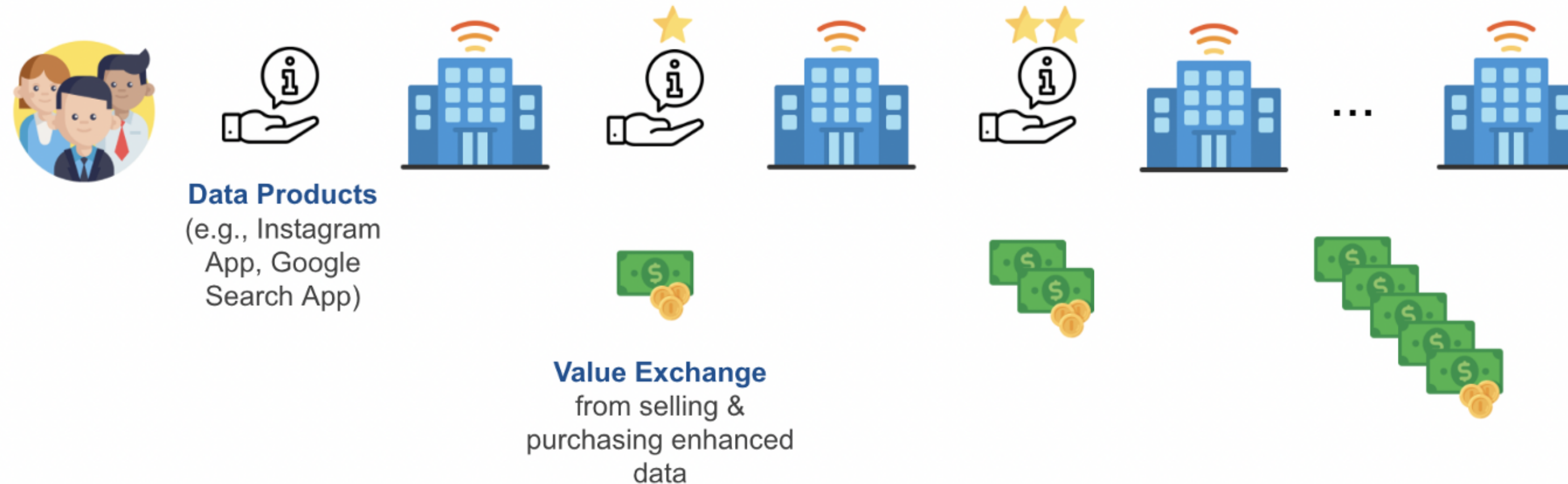- order overload

Product data design

We have long experience co-designing products and AI applications to obtain important and competitive data.

Architecture Design
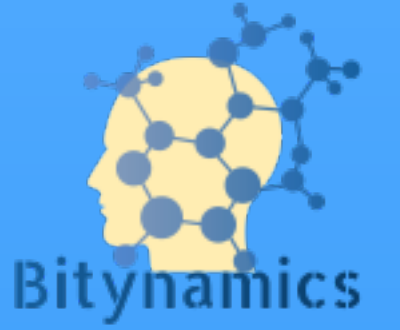
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