

# DRIBIA

DATA SCIENCE WITHIN YOUR REACH

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# We are data science studio that develops tailored AI solutions

**+8**

years crafting algorithms

**+100**

solutions deployed

**+35**

Data scientists

# +90 clients in many sectors



# Our services

## 1. Data exploitation strategy plan

- › Status quo analysis
- › Identification of projects with evaluation and technical prioritization
- › Co-creative process:
  - + Trainings
  - + Interviews
  - + ½ day design thinking workshop

## 2. Tailored AI solution

- › Pilot testing (PoC) or Solutions in production
- › Projects of 3-6 months with deliverables every 10 days = 1 sprint
- › Team units of 4 people (1.5 FTE)

# We know what to do so the projects are successful



## TEAM

- › Solid background: 60% PhD
- › Private sector experience
- › Creative & Effective



## METHOD

- › Specific and validated
- › *Agile + Workshops*
- › High code standards



## TRANSFER

- › Open source code
- › Documented
- › Without IP restrictions

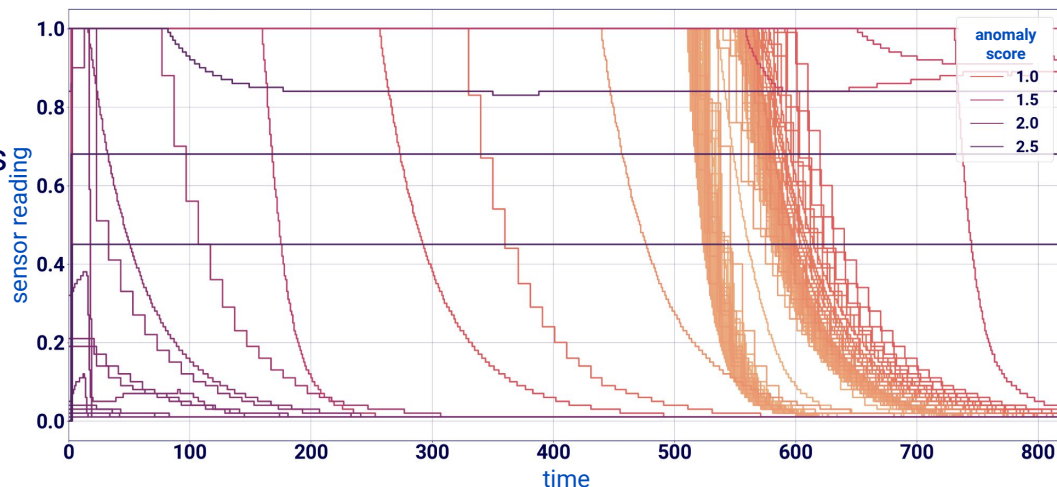
Dribia Data Research



# What can our algorithms do for you

# Automatic anomaly detection in sensor readings

- > **Huge** number of sensors in every machine  $\Rightarrow$  impossible human analysis
- > Sensor readings that depend on the **moment** within the process
- > **Unlabeled** data: abnormal working conditions unknown



- > **Automatic** analysis of the readings  $\Rightarrow$  **anomaly score** assigned to every run for every selected sensor
- > **Normal** behaviour defined by previous runs
- > **Explainability** of the result: moments that contribute the most to the anomaly are identified

# DANONE: dairy products Iberia

## B2B2C

### sales prediction

- > 3,500 points of sale and 300 products
- > **Perishable** product
- > **Exogenous variables** and large casuistry
- > **Heterogeneous** sell-out data
- > 28-day daily **SO forecast**
- > Point of sale/product **segmentation**
- > Automatic **order/alarm management**
- > **90% accuracy** prior to manual modifications (Sales point and SKU)

**DANONE**  
ONE PLANET. ONE HEALTH

Administrador

Perfil

Forecaster

Gestión forecast

KPIs

Reporting

Parametrización

Admin

Gestión usuarios

Cerrar sesión

Colapsar

NewOrder

### Gestión forecast

PROMOCIONES    PDV

nº promociones: 464    nº PDVs:

Uno a uno

PDV-SKU

Datos

- Sell Out
- Forecast
- Forecast Mod.

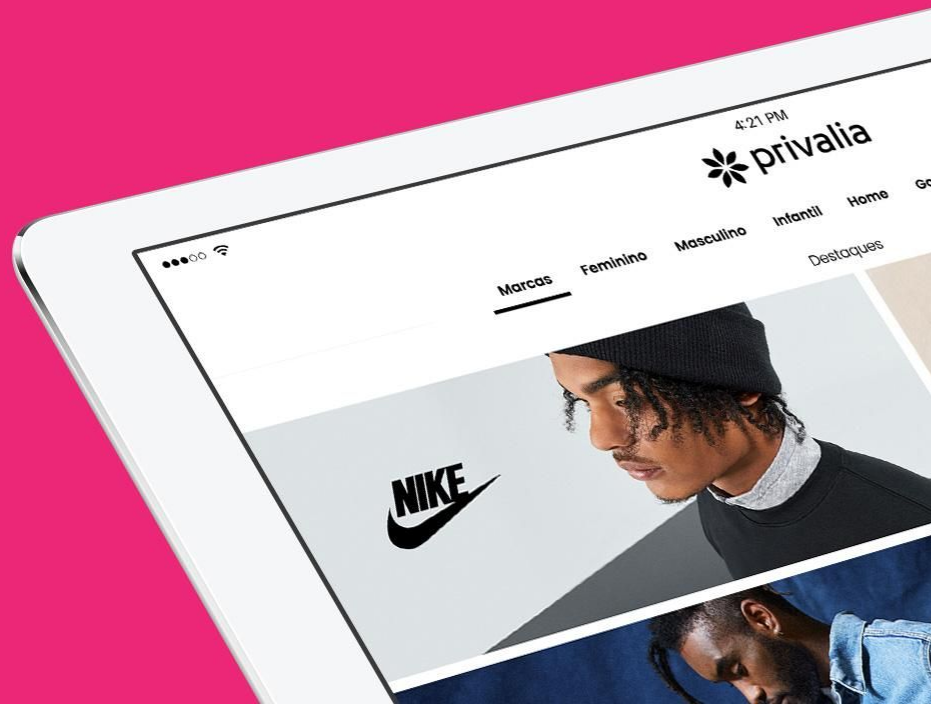
Fecha	19/12/2022	20/12/2022	21/12/2022	22/12/2022	23/12/2022
Sell Out	██████████	██████████	██████████	██████████	██████████
Forecast	██████████	██████████	██████████	██████████	██████████
Mod. Abs.	██████████	██████████	██████████	██████████	██████████
Mod. %	0,00 %	0,00 %	0,00 %	0,00 %	0,00 %

PRIVALIA: E-commerce

# Personalized newsletter

- > Many campaigns (~100) and clients (~1M)
- > Daily newsletter with max 20 campaigns
- > Manual creation by experts and 2 segments
- > **Tailored email for each client** ordering the campaigns according to client's affinity
- > **Automated** and integrated tool
- > **+15% increase in revenue**
- > Investment recovered in 1 month

O maior outlet online  
com as melhores marcas  
e menores preços



## CASE: Alliance Vending

# Stock optimization in vending machines

- > **1500 snack vending** machines with different types: Public, offer and rotation.
- > Products with **heterogeneous** sales cycles: Some products with very little sales, some with a lot!
- > **Manual preparation** of the offer on each machine.
- > **Automation** of the offer by machine structuring existing business knowledge and codifying existing restrictions (from hours to seconds).
- > **Optimization** of the mix by product margin prediction (x5 causal increase in sales fraction per item changed and +2-5% sales per machine).



# DRIBIA

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within your reach**

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