



# Data Driven Enterprise

## Unleashing Machine Learning for Superior Cleansing





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# Agenda

- The Challenge
- The Solution
- Client Example
- Demo
- About Us
- Questions



# The Challenge

## Dirty data costs the global economy over \$3 trillion every year

Workers spend 60% of their time cleaning, normalising and organising data

Companies believe, on average, that 26% of their data is corrupt



Human error accounts for more than 60% of all dirty data

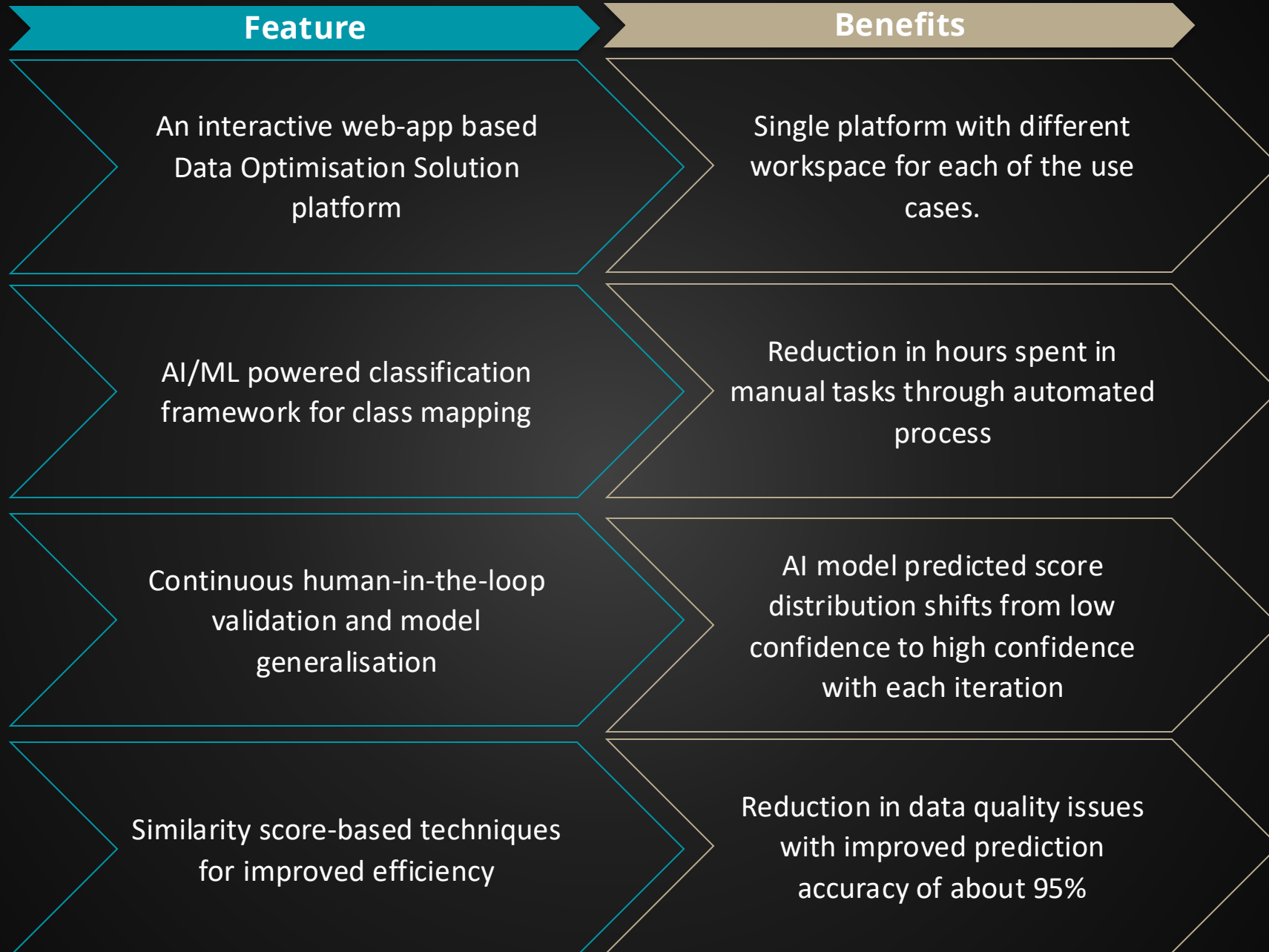
Over 57% companies discover dirty data when it's reported

Only 16% executives are confident in the accuracy of their data

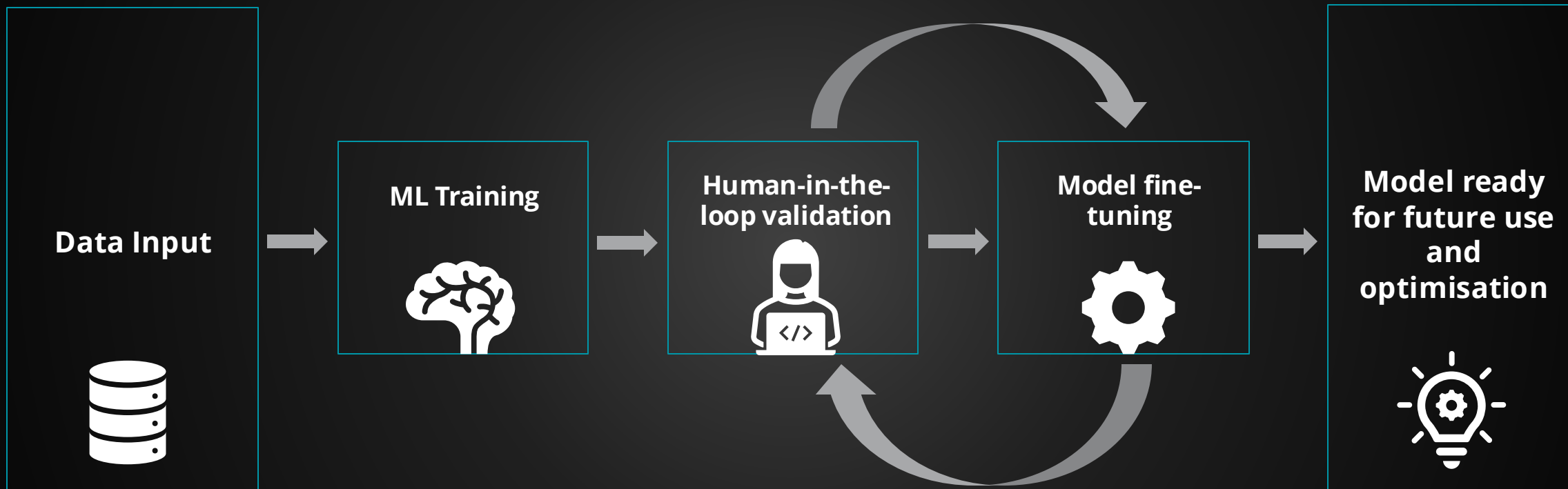
# The Solution

# Data Optimisation Solution



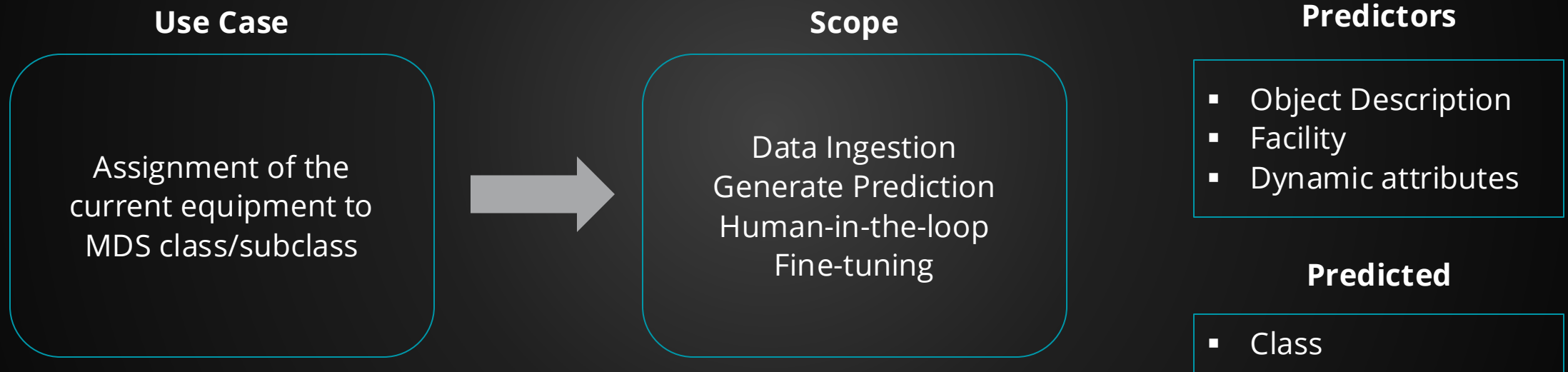






# Client Example

# Asset Class/Subclass Mapping



## ML Training



A	B	C
a1	b1	c1
a2	b2	c2
a3	b3	?
a4	b4	c4
a5	b5	?

Training Dataset

A	B	C
a1	b1	c1
a2	b2	c2
a4	b4	c4

Test Dataset

A	B	C
a3	b3	?
a5	b5	?

## ML Training



Training Dataset

A	B	C
a1	b1	c1
a2	b2	c2
a4	b4	c4

A

B

Input Layer

Hidden Layer

Output Layer

C

A	B	C
a1	b1	c1
a2	b2	c2
a3	b3	?
a4	b4	c4
a5	b5	?

Test Dataset

A	B	C
a3	b3	?
a5	b5	?

## ML Training



Training Dataset

A	B	C
a1	b1	c1
a2	b2	c2
a4	b4	c4

A	B	C
a1	b1	c1
a2	b2	c2
a3	b3	?
a4	b4	c4
a5	b5	?

Test Dataset

A	B	C
a3	b3	?
a5	b5	?

A

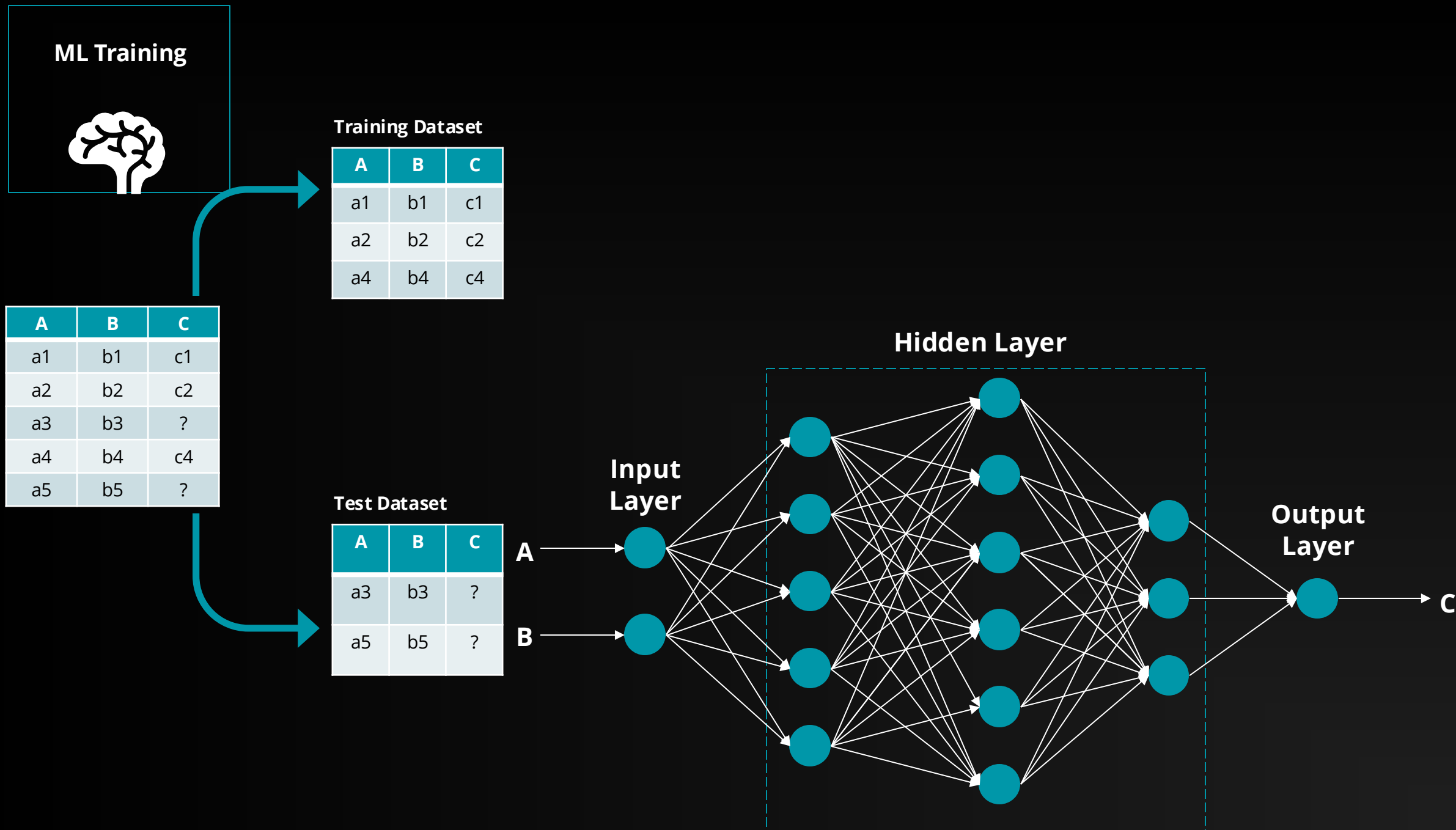
B

Input  
Layer

Hidden Layer

Output  
Layer

C



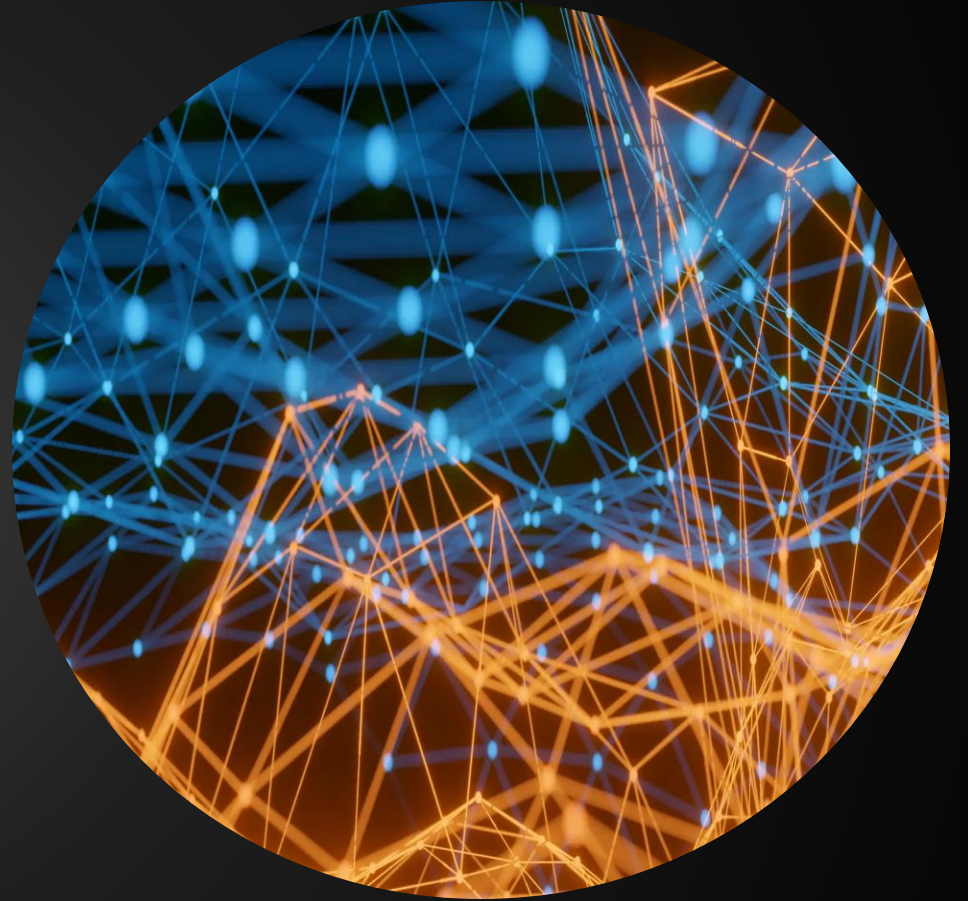
# Demo







# Questions?



**Thank you**

