Pecan: Business ready predictive analytics

The shortest path to predictive analytics

An AI platform for generating rapid business results

Pecan automates the entire predictive analytics process - enabling **impactful results, in days.**

Zohar Bronfman
- Co-founder & CEO
- PhD in comp. neuroscience
- PhD in philosophy
- 8200 alumni

Noam Brezis
- Co-founder & CTO
- PhD in comp. neuroscience
- CTO Madeira
- 8200 alumni (team-leader)

Global presence NYC, Boston, Tel-Aviv

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Companies we work with

ABInBev   AppsFlyer   PUBLICIS GROUPE   H&M

SIEMENS   PEPSICO   Johnson&Johnson

CAA   1-800-flowers.com   SafeCharge   Nestle

SKYWIND   wework.   fiverr®   Nestle Waters

glispa   ROCKINGHAM INSURANCE

"**Within less than a week** of using the Pecan platform, we deployed a state of the art predictive model"

*Roy Zuaretz, Head of analytics, **Publicis***

Backed by

DELLTechnologies CAPITAL   S CAPITAL VC

Pecan helps financial institutions overcome the challenge of creating rapid value from their data

Financial institutions face an opportunity to improve their performance by leveraging immense data volumes

This data available is seldom fully utilized

The ability to create predictions from massive sets of data are crucial and strategic

Claims data
Traffic data
Prices
Clickstream on and off-line
Recorded customer behavior
Promotion plans
Customer data
Mobile
CRM
Weather
Web usage data
COVID-related data
Credit
Geographical data
Marketing automation tools

How do I increase sales?

How can I identify cross-sell potential?

Better risk scoring and underwriting

How do I identify high value customers?

How can I increase customer loyalty and reduce churn?

Identification of fraudulent claims

Why is it complicated?

Variety of Sources type

Massive Volumes

Different Sizes

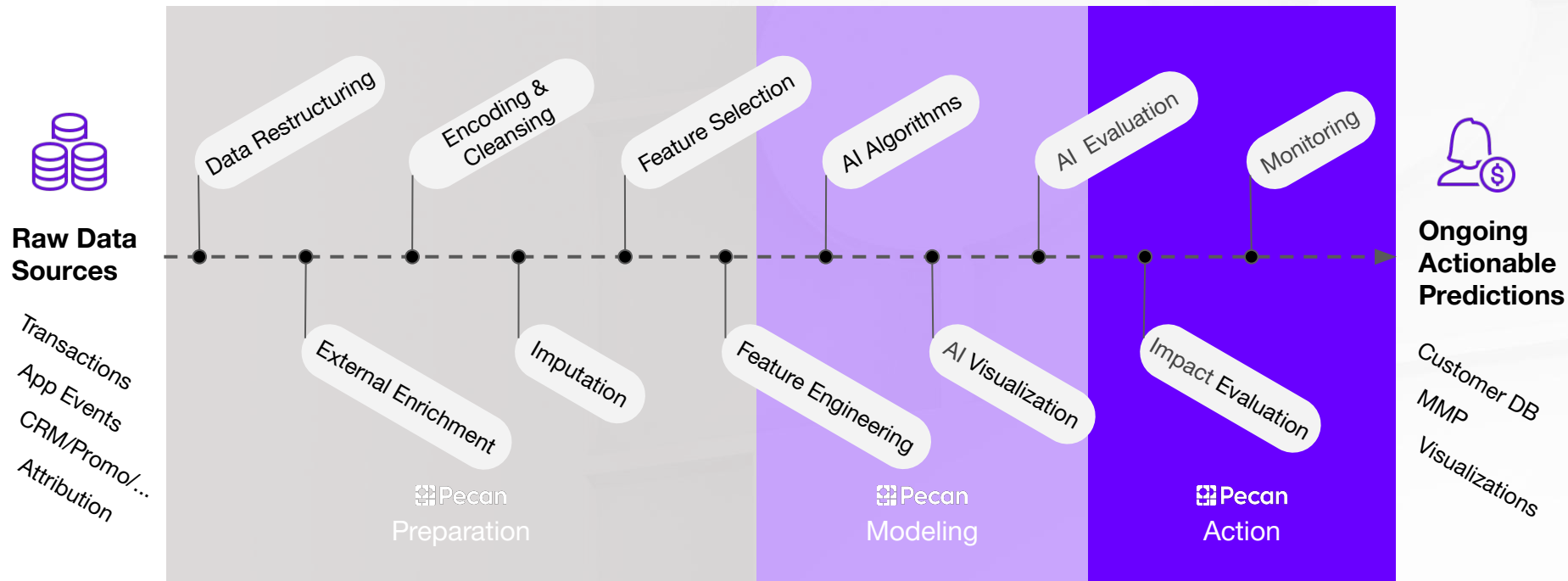Complex Data Relations

Messy Data

Varied Data Types

The Pecan AI platform is the fastest and simplest way to build and deploy Predictive Analytics solutions for Risk and Customer analytics

Warehouse
Customers, transactions

CRM, Sales and Ops
Sales, Prices & promos

Claims data

External Data
Enrichment per use case

...

Pecan's computational engine **ingests and stitches any type of data**

Pecan Platform
Data stitching
Model building

and delivers **predictions, insights and optimizations** in days

Churn, lifetime value, NPS

Upsell opportunities

Risk and credit scoring

Fraud detection

...

Pecan's end-to-end solution

Pecan's platform enables companies to reach value in a matter of **weeks**, and analysts to create and deploy predictive models in a matter of **days**.

Raw Data Sources

Transactions
App Events
CRM/Promo/...
Attribution

Data Restructuring
Encoding & Cleansing
Feature Selection
AI Algorithms
AI Evaluation
Monitoring

External Enrichment
Imputation
Feature Engineering
AI Visualization
Impact Evaluation

Pecan
Preparation

Pecan
Modeling

Pecan
Action

Ongoing Actionable Predictions

Customer DB
MMP
Visualizations

Examples of featured insurance and banking use cases

Customer analytics

- Churn prediction
- Lifetime value prediction
- Upsell / Next-best-offer potential
- Marketing campaign optimization
- Optimization of call-center operations

Risk & credit

- Enabler of extending insurance portfolios with better underwriting (Health, P&C, Auto)
- Improved credit scoring capabilities

Rapid
time-to-value

Cost
efficient

Integration and usage of
more data sources for
improved underwriting

Easy
integration

Case Studies

Improvement of underwriting capacity and enablement of a customer 360 approach - Israeli Tier 1 insurer

Challenge

The company was looking to improve their underwriting capabilities and holistic approach to their customer journey. Challenges included:

Siloed data within the company

High volumes of available external data were unutilized

Painful processes of integrating and leveraging multiple data sources

Solution

Pecan enabled the company to leverage all available internal and external data in order to identify nuanced risk factors and provide personalized offerings

Methodology

Data Collection

Claims data

Customer interactions

Marketing automation tools

External data enrichments

Data pre-processing and modeling

Personalized risk scores and recommendations

Effect

Increased personalization of risk assessment and pricing

Improved offerings and higher acceptance of personalized offerings

Revenue Increase by Personalized Upsell – Online Retailer

Challenge

The company was looking to improve top line numbers by expanding via:
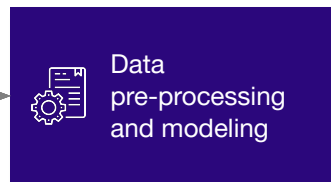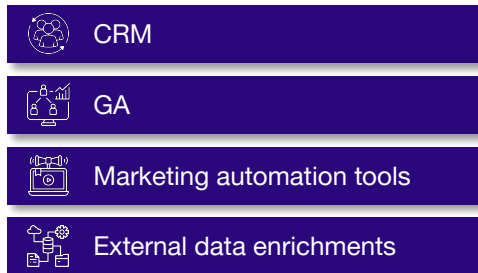
Cross-sale to new brands

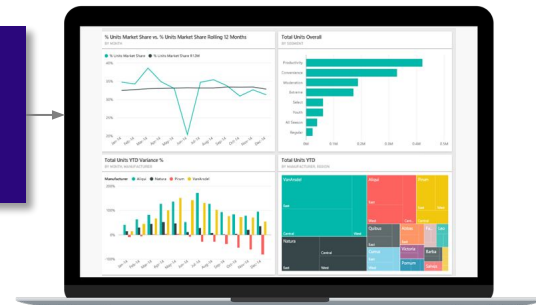Predict the best personalized offer per customer

Solution

Pecan created predictive models providing transparency on upsell opportunities and the factors leading to them, on an aggregate and customer level – enabling the company to increase success rates in up-sell

Methodology

Data Collection

- CRM
- GA
- Marketing automation tools
- External data enrichments

Data pre-processing and modeling

Personalized predictions and recommendations

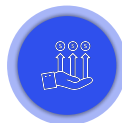**Effect**

13 days → model

23.6% + in cross-sell

Customer Predictive Analytics – Beverage Manufacturer

Challenge

The company was experiencing

**Declining retention**

Stagnant revenue growth

**Lost revenue due to collection challenges**

Solution

Pecan created predictive models enabling the company's sales team to have a clear view of which customers are likely to churn, overdue and susceptible to upsell – in order to take personalized actions

Methodology

Data Collection

- CRM
- ERP
- Warehouse
- External data enrichments

Data pre-processing and modeling
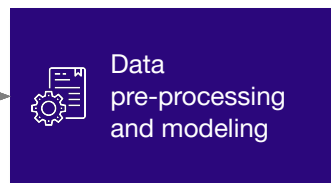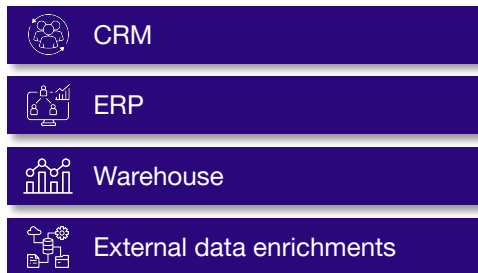
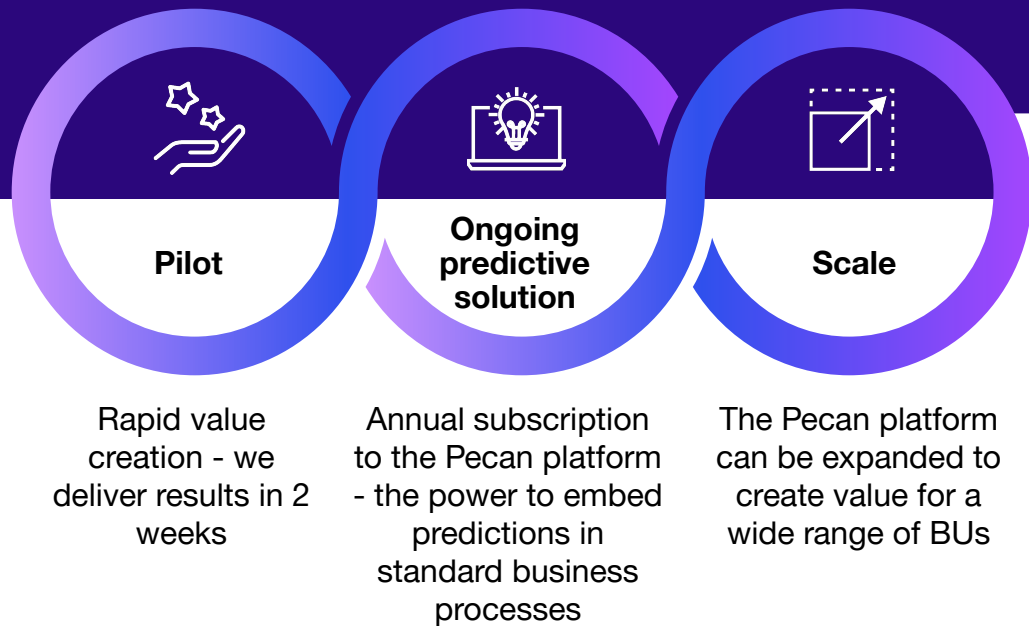Actionable predictions
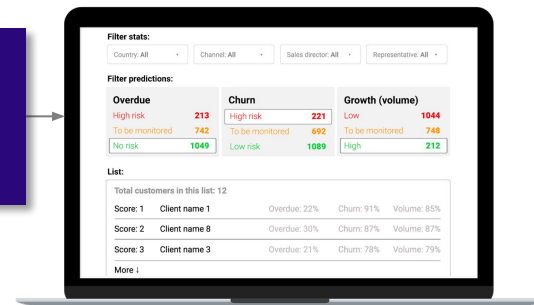
Effect

11 days → model

9%+ in retention

7%+ in upsell

Pecan enables you to deliver predictive-analytics solutions with the fastest path to value

Working with Pecan

Pilot

Rapid value creation - we deliver results in 2 weeks

Ongoing predictive solution

Annual subscription to the Pecan platform - the power to embed predictions in standard business processes

Scale

The Pecan platform can be expanded to create value for a wide range of BUs

Complementary to analytics and BI solutions

- -

Can be used for numerous additional use-cases

THANK YOU

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Pecan

Security

- Soc2 Certification

- Running penetration tests every 6 months (x2 the requirement)

- Our SDLC software development lifecycle process is security aware. Every line is inspected by peers and trained on security vulnerabilities. Security is extremely high priority

- Governance - encrypted S3 buckets are only available to customer

- VP R&D Ben Arbel came from PCIDSS company

POC: What to expect
14 days for your first prediction

Dedicated team of Pecan experts

During the POC you will be supported by our best in class AI experts:

1. Customer Success Manager
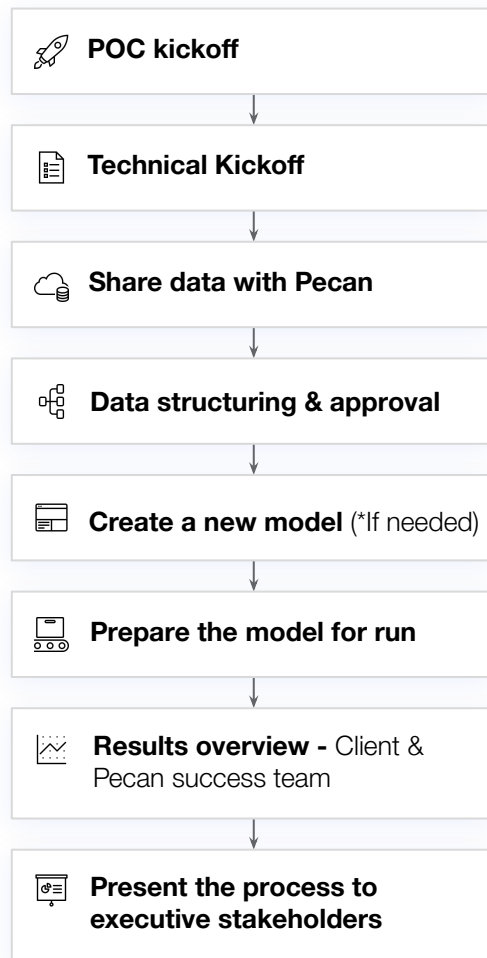2. Customer Success Scientist

How to share data with Pecan

1. Data sharing options:
   - Direct data source connectors (BigQuery / Redshift / etc.)
   - S3 bucket/SFTP
2. Database granularity - Hourly aggregated (preferred)

Expected data

1. Transactions
2. Orders/Purchases/Deposits
3. Users (Including acquisition channel)

4. Promotions
5. CRM

POC flow

🚀	**POC kickoff**
📑	**Technical Kickoff**
☁️	**Share data with Pecan**
🔧	**Data structuring & approval**
🖥️	**Create a new model** (*If needed)
🖲️	**Prepare the model for run**
📈	**Results overview -** Client & Pecan success team
📽️	**Present the process to executive stakeholders**

Data Integration

Supported Servers

Servers:

SQL Server | Amazon Redshift | MySql | Oracle | Postgresql | BigQuery | Salesforce | Snowflake | GoogleAdsAPI

Supported File Types

Files:

CSV File | Parquet File | ORC File

For everything else, there's .CSV