nikoways

Analytics and AI/ ML solutions for improving your operating performance and achieve growth & profitability targets using data driven decisioning

About nikoways

- nikoways develops **customized analytics and AI/ ML solutions** that combine latest algorithms with creativity, innovation and technology.
- nikoways has expertise in turning data into **practical insights** and to **implement the recommendations** by developing **customized software code and software integration** for the analytic solutions.
- nikoways works with **a diverse range of customers** globally, from Fortune 100 companies to small and medium businesses, and startups.

Why nikoways

High return on investment
from **20-40% cost savings** compared to on-site costs without reduction or compromise on **quality.**

Best in class quality
from our multi-phase proprietary methodology which ensures a **keen attention to details** and **quality deliverables.**

Fast project turnaround
from **distributed teams** working together using **best delivery practices** and adaptive processes.

Integrated software solutions
from **software** integration and implementation that **puts analytic solutions to work.**

Our offerings

Analytics and AI/ ML solutions
Improve your business performance with **deep insights about customers and industry** using latest and the most appropriate **AI/ ML/ analytics techniques.**

- **Customer analytics**
  Deep data mining and **predictive modelling** of **data** from mobile apps, transactions, CRM systems, telemetry, sales and marketing, web clickstreams, attitudinal surveys.
- **Social media analytics**
  Deep data mining of data from blogs, online forums, twitter to **identify influencers** and influence drivers.
- **Business analytics**
  Deep data mining of primary and secondary data to identify **industry trends** and **opportunities.**

Software integration and implementation
Develop **software** code to integrate and implement AI/ ML/ analytics solutions.

- **Implementing** the of analytics solutions within existing or as necessary new **technology platform.**
- **Developing** web and mobile applications, **on-premise** or **cloud** analytics applications.

Our expertise

nikoways has expertise in many different types of analytics including but not limited to following:

- **Predictive and optimization models** for marketing mix, pricing, demand forecasts, churn prediction, customer life time value, customer segmentation, brand loyalty, and brand equity.
- **Product engineering analytics** for **optimal product feature** discovery and prioritization.
- **Market campaign effectiveness** and **uplift estimates** for campaign **ROI tracking.**
- **Social media data mining** for influencer tracking, and optimization.
- **Global tracking of NPS/ Customer loyalty,** pain points, loyalty drivers.
- **Deep data mining** of a variety of data including **search queries,** device/ PC/ machine **telemetry data,** CRM, text comments, surveys, web clickstreams.

- **Data visualization, dashboards, simulation tools,** and interactive **web apps.**
- Discover **sales/ user growth drivers** using transactional data in a variety of sectors including **software, search engines, banks, telcos, retailers.**
- **Deep mining** of **digital assistant** application adoption, usage.
- **Estimate market size and market growth rates,** and identify specific locations with highest demand potential.
- **Tracking** of worldwide **brand perceptions,** differentiation, awareness, usage, preferences.
- Computer vision **CNN/ DNN deep learning models** for images in a variety of asset inspection cases.

A few of our clients

Microsoft • hp • CHICAGO BOOTH • Parallels • UNIFY SQUARE • Ipsos
ORACLE • Yale • USAID • aviatrix • bigbasket • GoVivace

Case studies

- Built one of the largest **business intelligence AI platform** with Online Analytical Processing layers using AI/ML algorithms.
- Developed **engagement intelligence ML platform** to automate user sentiment analysis and recommend what, where, and when to post.
- Created one of the largest **customer loyalty tracking program** using state-of-the-art data collection and proprietary driver analysis methodologies.

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Contact us

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