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.

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

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 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 lifetime 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

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.

Contact us
Kush Jain
MS (Computer Science), MBA
kush.jain@nikoways.com
+1 (650) 285-1473
info@nikoways.com
www.nikoways.com
Deepak Agrawal
PhD
deeapk.agrawal@nikoways.com

A few of our clients
Microsoft
HP
Oracle
Yale
USAID
Parallels
UNIFY SQUARE
aviatrix
bigbasket
ibm
Meca

Scan this QR code or Visit here to see our work