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About DFA

DataFluent Analytics provides AI & ML based end-to-end data driven business solutions and services covering System Infrastructure, Rapid Application Development, Data Analytics and Cloud Integration based on relational and Big Data platforms in Multi-cloud and On-premise environments.

Our solutions provide business improvement by implementing Machine Learning, Predictive Analytics and other cutting-edge technologies turning new technologies into real business value. Besides technology excellence, we have deep business expertise in Financial Services, Telco and Utility industries, and public sector, which we successfully use in enabling business agility of our clients.

Expertise

Business

We have intimate knowledge of business requirements of companies operating in financial and telecommunication industries, as well as public sector regarding tax and finance. Specifically, we cover:

- profitability analysis
- Risk management
- Tax and focalization (B2C and B2B)
- Business process management
- Case management
- Fraud management.

Technology

Technology is in direct relation to business. We are experts in supporting requirements of modern and agile business processes. We bridge technology and business in our line of business:

Advanced Analysis

- Business Intelligence
- Predictive analytics and Machine learning
- Data Integration and Data Warehousing
- Application Development

DevOps/SecOps

- Project management
- Enterprise solutions

Cloud and Systems

- Engineered systems
- Multi-cloud solutions
- Data management

DataFluent Analytics

DataFluent Analytics employs highly skilled experts with formal certificates and, even more importantly, extensive experience in working on local, regional and international projects in large enterprises.

We have successfully carried out a multitude of complex projects for various clients and industries. Among them are some of the largest Croatian and European banks, telecommunication and other major international

Technologies

Domain	Name	Where & why we use it?
Programing Language	PHP	○ Script to server ○ Making interactive and dynamic web pages ○ Making Reporting Visuals
	Python	○ Data Analysis (both statistical and business) ○ Machine Learning ○ Business Intelligence ○ Web API development ○ Server scripting ○ Data Visualization
	JavaScript	○ Mobile App development ○ Web Frontend ○ Data Visualization
	R	○ Data Analysis (statistical) ○ Data Visualization ○ Machine Learning
	C#	○ Web API building ○ Web Backend ○ Server Scripting
Framework	Laravel (PHP)	○ Web App ○ Server Scripting
	CodeIgniter (PHP)	○ Web Programing ○ Server Scripting
	Bootstrap (HTML, CSS & JS)	○ Web Frontend ○ UI UX
	React JS (JavaScript)	○ Web App Frontend ○ UI UX
	React Native (JavaScript)	○ Mobile App Building ○ Cross platform UI UX

Framework	Django (Python)	○ Full Stack Web Development Tool ○ Server Scripting
	Django Rest Framework (Python)	○ Building Backend API
	.NET (C#)	○ Web Backend ○ Server Scripting ○ Web API building
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ETL	Apache Hadoop	In “ETL pipeline” we use some libraries from different programming languages like: ○ Scrapy, Selenium, BeautifulSoup, Pandas, Dask etc. in Python ○ Tidyverse, Dplyr, pdftools, Rvest etc. in R
	AWS Glue	
	Pentaho Data Integration	
ML	TensorFlow	Deep Learning library of Python developed by Google.
	Keras	Deep Learning library of Python
	Hugging Face	Open-source provider of NLP technologies
	Open CV	For Real-Time implementation of Computer Vision.
	Scikit-Learn	For implementation of ML Algorithms in the case of Clustering and Classification.
Business Intelligence	Tableau	Visualization and Reporting tool for generating insights for business application.
	Power BI	Visualization and Reporting tool for generating insights for business application.
	Plotly Dash	Visualization and UI tools for ML, data science, engineering, and the sciences with language support for Python, R, Julia, and JS.
Cloud	AWS	Amazon EC2 for Deployment. Amazon SageMaker for cloud computing in ML.

Data Analytics Services

Data Warehouse

- Complex, Enterprise-Level DWH systems design and development
- Data Integration implementation services
- Industry-specific data models
- Data Governance, Data Quality
- Assessment/Health-check of existing DWH systems
- DI tool & repository migration services

Advanced Analytics solutions

- Predictive systems based on machine learning (ML & AI)
- Graph based solutions
- Social Network Analysis (SNA)
- Business solutions based on Big Data technologies
- Customer insight, Marketing, Risk, Fraud, etc.
- Integration to Enterprise IT landscape (security, separate environments, Data integration, etc.)

Business Intelligence Solution

- Enterprise reporting including predefined dashboards
- Self-service data analysis
- Data visualization

Education

- Data Warehousing Concepts
- Oracle Data Integrator 12c for developers
- SQL and ETL optimization for DWH Developer

Customer Segmentation & Loyalty Analytics

- AI based Automatic customer segmentation
- Customer loyalty analytics & reward distribution

Distributor Management & Campaign Analytics

- Micro campaign profiling
- Pre and post Campaign Analysis

Customer Analytics

- Customer segmentation model (Subscription Age vs. Transaction volume)
- Churn, re-activation and silent subscriber analysis
- Customer transactional behavior analysis

Customer Life Time Value (LTV)

- Network Age, Cumulative cash flow, Cumulative revenue, Cost Customer profitability analysis
- Identify valued customers and set retention strategy

Software Development Services

Project Management

- PMI methodology
- PMI certified experts

Software Architecture and Dev.

- Consulting
- Enterprise solutions

BA Analytics Platform

- Industry-specific expertise (Finance, Telco, Energy, FMCG, Govt., NGO, etc.)
- Horizontal market expertise (Order Management, Tax Enforcement and focalization, CRM, HCM, Registry-Case management, etc.)
- BA Analytics - Survey
- BA Analytics - Retail Audit
- BA Analytics - Field Intelligence

Dev Ops

- Cloud-native solutions
- Dev platform establishment
- Environment implementation and configuration
- Worry-free deployment

Enterprise Performance

- Secondary Sales Automation (Both SMS & Apps Base)
- Face Recognition Attendance and
- Field Force Activity Tracking - Business Intelligence (BI)

ERP Solution

- ERP architecture design based on customer business model
- Comprehensive ERP solution development
- Managed services for ERP solution /operation
- Human Resources Management
- CRM
- Sales, Purchase and Warehouse Management
- Accounting
- Manufacturing
- LC Management
- Vehicle Management System (Tracking)
- Hierarchical Document Management

Domain Specific Services

Area/Domain	Example areas of Works
Finance	○ Financial assets return forecasting ○ Credit Card Fraud detection ○ Credit risk scoring & loan recommendation model ○ Customer churn prevention ○ Portfolio Management ○ HR optimization
Telecom	○ Predictive analytics ○ Customer segmentation ○ Lifetime value (LTV) prediction ○ Customer sentiment analysis ○ Loyalty Aggregator
Sales & Marketing	○ Statistical analysis of sales data ○ Customer propensity modeling ○ Customer segmentation ○ Market basket analysis ○ Sales forecasting
Logistics & Supply Chain	○ Customer demand forecasting ○ Intermittent demand forecasting ○ Inventory level optimization ○ Logistics network optimization ○ Optimization of supply chain management
Statistical Data Analysis & Auditing (Government Depts, NGO, Banks, Insurance, RMG & Large corporates)	○ Feature wise statistical analysis ○ KPI analysis ○ Auditing & audit report analysis ○ Time-series Forecasting, etc.

Managed Services

We have an in-house team of highly skilled, experienced technical and financial experts. Our Support team is committed to remotely provide timely, accurate responses to fit with your reporting timetable, ensuring that your business-critical applications remain fully operational.

Our methodology is to dedicate a specific resource to each client account. In that way, we quickly familiarize ourselves with your specific application. We understand that there is nothing more important to you than being able to get the right advice and support. Use our team's expertise to help manage and support your EPM environment to address user queries, change requests, enhancements, training, and process control.

Flagship Projects

Data Analytics Projects with Government

Different Government Agencies have developed several digital platforms which are producing huge volume of data every day. DFA has been building Analytical Models and Business Intelligence (BI) Reporting Dashboard for the relevant Government Departments using those data. These Data Analytical Models and BI reports are helping relevant officials and department to get the followings:

- Insights of the data
- Working processes/Service optimization
- Future scopes identification
- Forecasting

Fin-tech Analytics

DFA has developed a data analytic solution for Micro-finance services (MFS). Following are some services provided by our data analytic solution:

- Day-to-day business monitoring Dashboard
- Sales performance analytics (Descriptive analytics, trend analysis, white spot analysis, opportunity maximization, etc.)
- Campaign Analytics (Campaign performance report, suggestion & recommendation for further improvement, customer segmentation, etc.)

Currently, one of the MFS has been using our Data Analytic Reporting Tool.

Central Health Analytics Platform (CHAP)

DFA has started working to develop an NID based central health analytic platform. Followings are some of the scopes of the platform:

- Statistical analysis of the National level health conditions
- Trend analysis on diseases,
- Faster & more accurate diagnosis
- Disease forecasting
- Central
- Health Archive for research & development on diseases, medicine, treatment methods
- Budget prediction for health sector
- More accurate decision making on health sector

A Commodity Trading Platform

It is an alternative distribution channel that connects backyard linkage with the forward market. It is a data-driven commodity trading platform. Following are some major scopes of it:

- Real-time commodity trading
- Day-to-day commodity price prediction
- Agro product harvest forecasting
- Recommendation engine for buyers-sellers
- Sales analytics, etc.

Loyalty Aggregator

This platform is actually a cross-industry Loyalty management platform. This platform has been designed and developed by DFA.

- DFA Aggregator will act as a middleware
- Calculate customer's loyalty status/customer segmentation
- This module shall distribute points to customers based on loyalty status and usage
- Point redemption will be performed automatically