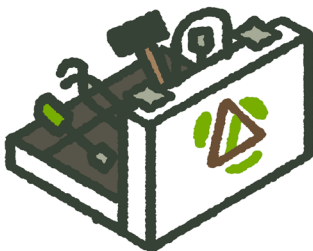# Let's explore the potential of data science together.

Full data speed ahead
Data Science as engine of the digital transformation

Artificial intelligence, neural networks or machine learning: Data science is a highly discussed topic at the moment. It means the ability to extract knowledge from data and has become the focus of attention for companies of all industries as well as universities and the public discourse.

But what are the use cases of data science? Which factors will lead to success? And what does a typical data science project at eoda look like?

Here you will learn more.

With big data to big business
Data Science with conviction

We are data science specialists and with our work we lay the foundation for your success in the age of digital transformation. In order to achieve the maximum benefit for you, we believe in customer-friendly solutions which are flexible, transparent and sustainable.

Therefore, knowledge transfer, completeness and responsible handling of data are the cornerstones of our conviction.

All good things come in threes
Astonishing Data Science moments

For more Success factors visit: www.blog.eoda.de

Our Success factors
of Data Science

In 1854, physician John Snow visualized cases of a cholera epidemic in a map and used statistics to detect existing relations. In this way, he was able to determine the cause of the epidemic: a contaminated water pump.

Automatically recognizing cat pictures? Google researchers and Stanford University scientists fed a neural network with countless screenshots from YouTube videos. The algorithm autonomously identified the characteristics of cats and was then able to reliably recognize them on pictures.

Analysts at Walmart discovered a connection between the sales of beer and diapers. The retailer promptly reacted and placed beer next to diapers for a promotion – successfully.

The Introduction
Bottom-up instead of top-down

The Team
Interdisciplinary and creative

Dealing with different Industries
Transfer of knowledge rather than isolation

The Analytical Methods
Large set of methods instead of "one-algo-fits-all" approach

The Communication
Comprehensible messages and empathy rather than statistical gibberish

The Toolset
Open source at the core with the data science languages R, Julia and Python

We implement Data Science into your business processes

Your digital future in three steps

We take care of our customers: Implementation of ideas or identification of use cases – we accompany you on a journey to a digital future while relying on a three-step-system.

From identifying the right use case for you in our data science use case workshop to the implementation of analytics – for us data science projects are dynamic processes. Always in close cooperation with you.

2 Proof of Concept

Fail fast as a strategy for success

Think big, start small: In the proof of concept phase the most attractive use cases will be implemented prototypically.
We choose the instruments that fit your case best and besides classical statistical methods, we apply data mining and artificial intelligence algorithms.

The results will then be evaluated in order to check model quality and to determine the possible savings potential as well as increases in efficiency or sales.

1 Use Case Identification

Let's define your optimal use case together

There are many possible use cases for data science projects. The trick is to identify yet unknown use cases and then choose the right one.

Data situation, analytic potential, business value and even ethical aspects – various framework conditions need to be considered and a close examination forms the basis for successful data science projects.

3 Data Science Integration

Data Science as daily business

The right use case and a successful prototype have been found. The key to permanently unlock the full potential of data science is a sustainable operationalization of the analytic solution in your company.

By integrating productive analysis projects to your individual business processes, you can make sustainable use of your data – Let's realize your digitalization strategy together.

»We find a suitable solution for your use case.«

Interview with the founders of eoda

40 employees. The trend is upwards.

More then **1500** satisfied participants of the R-Akademie.

We are realizing data science projects together with more then **200** customers. Many of our customers have been with us for years.

Oliver Bracht and Heiko Miertzsch, what was your motivation for the foundation of eoda?
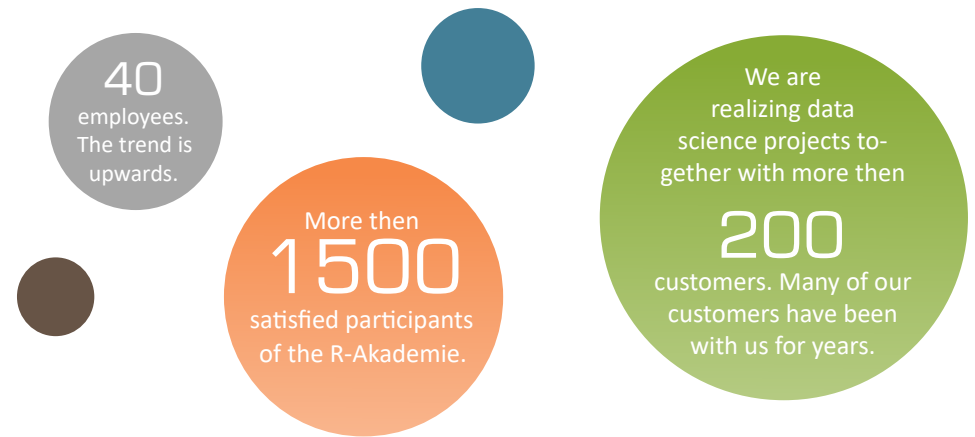
Bracht: We are firmly convinced that companies are not making the most of their data. For many companies, data serves a primary purpose such as maintaining contact with customers or quality assurance. Apart from this – and that's the interesting part for us – data also provides a secondary benefit which has strategic value and great business potential. Many firms hardly make use of that, even today. This was the founding spark of eoda: the idea to use data analyses for deriving knowledge that the customer can exploit.

Miertzsch: Today this is called data science, but at the time of our foundation in 2010 this term was still widely unknown. When we discussed the technical realization of our business idea, it quickly became clear that we didn't want to go for conventional statistical software but for open source technology such as R.

For what reasons?

Bracht: We are not very fond of incomprehensible black box solutions. Instead, we want to enable our clients to master data science themselves – at least at its core.

Miertzsch: Many fears and prejudices related to big data and artificial intelligence only arise because people can't really grasp the underlying technology. The possibilities of data analyses should not be reserved for enterprises which are able to raise the necessary capital for developing the technology and know-how. Every company should understand and use their own data potential – open source is particularly suited for this.

Bracht: And this is where we set in: Not without reason our portfolio covers trainings of the eoda R-Academie as well as a use case workshop and also our data science environment. We keep noticing a broad differentiation between the various industries regarding the level of analytics maturity in companies. Therefore, we are offering an appropriate digitalization strategy for any maturity level. In this way, we can support our customers completely.

Where will eoda go from here?

Miertzsch: The balance between individual projects and innovative products plays an essential role for us. The combination of both enables our clients to reach an even higher level of analytics maturity. Apart from that, we are heading for corporate growth and an interdisciplinary team: from forestry scientists to sociologists.

Bracht: We are currently experiencing an epochal change due to the ongoing digitalization and eoda is seeing these changes, too. This is why we are glad that we can help shape data science for our customers every day in these exciting times. Especially with so many different use cases: From predictive maintenance to customer analysis – data is the key to tomorrow's success.
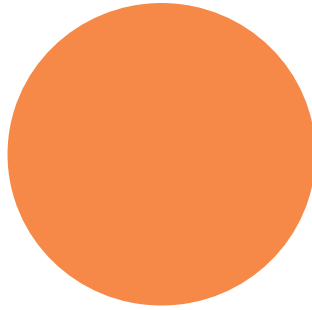
eoda – **Die Data Science Spezialisten.**
We at eoda have a passion for data and analysis: We are data scientists, software developers, management consultants and trainers. Since our foundation in 2010, we believe in the power of R and its global community.

Our services cover the entire workflow from data acquisition to analysis to the interpretation of results and the integration of analysis workflows into existing processes and applications.

The interdisciplinary team of eoda combines a profound knowledge of business processes with a competent usage of suitable methods for statistical analysis.

eoda

daten ▸ wissen ▸ nutzen