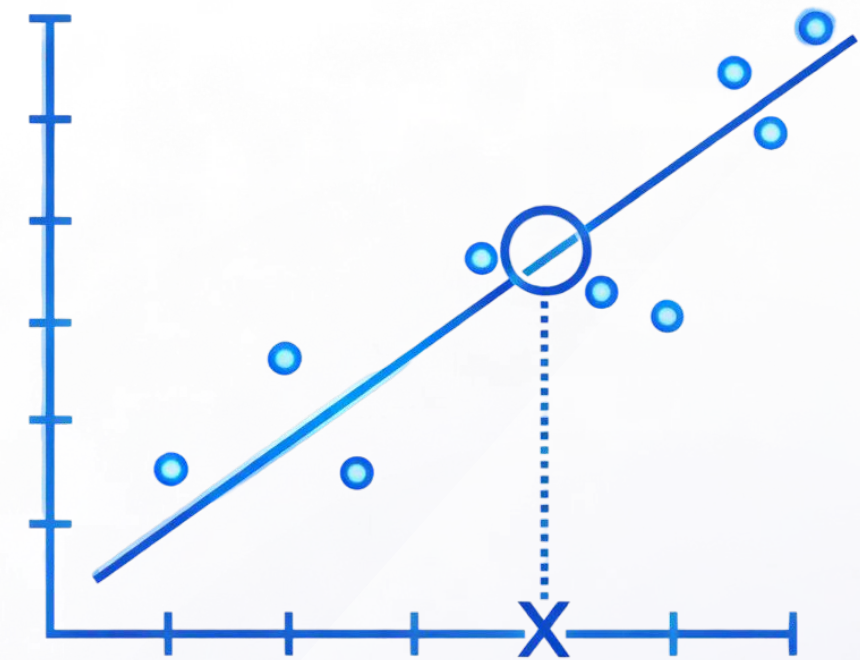


Partnering for data science success

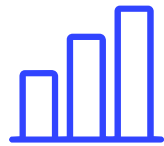
Robust models, advanced AI, real-world results

Qubika has extensive experience in delivering end-to-end Data Science solutions

Our work ranges from framing business problems to deploying and monitoring models in production.

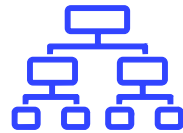


From descriptive to predictive: Qubika capabilities span the spectrum



Descriptive & Diagnostic Analytics

Data aggregation, visualization, and root-cause analysis.



Predictive & Prescriptive Analytics

Statistical and machine learning models for forecasting and optimization.



Cognitive Analytics

Advanced AI, generative models, and intelligent automation.

Our work in action: Using data science for AI-powered recommendations

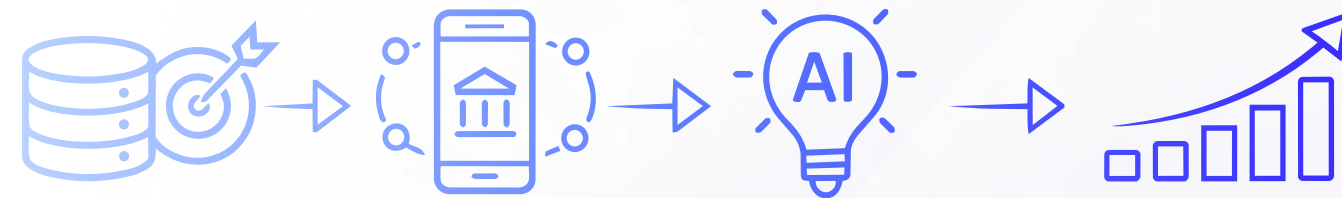
A leading financial services organization sought to enhance service personalization.

Our challenge was to use extensive customer data to recommend the right products at the right time, at scale.

Qubika's data scientists developed predictive models. We used a **OneVsRestClassifier** approach with **XGBoost as the base estimator** to predict the likelihood of acquiring each product.

Business impact

The model outperformed random recommendations by **740%** – driving significant revenue growth and customer satisfaction.



Our work in action: Accurately predicting customer churn

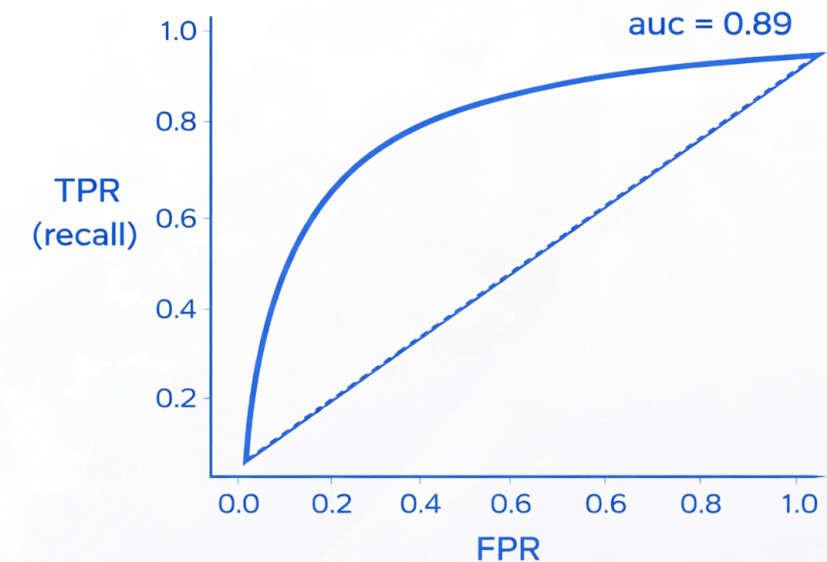
For a data and marketing automation solution provider, our team built models to predict the likelihood of client attrition from the platform.

The predictive model was based on historical behavior and customer characteristics.

The churn prediction model achieved an AUC (“area under the curve”) score of 0.89, reflecting strong accuracy in identifying customers likely to churn.

Business impact

The model identified **\$1.2 million in at-risk accounts** – enabling the company to take preventative action.



Learn more about our
data science capabilities

qubika.com