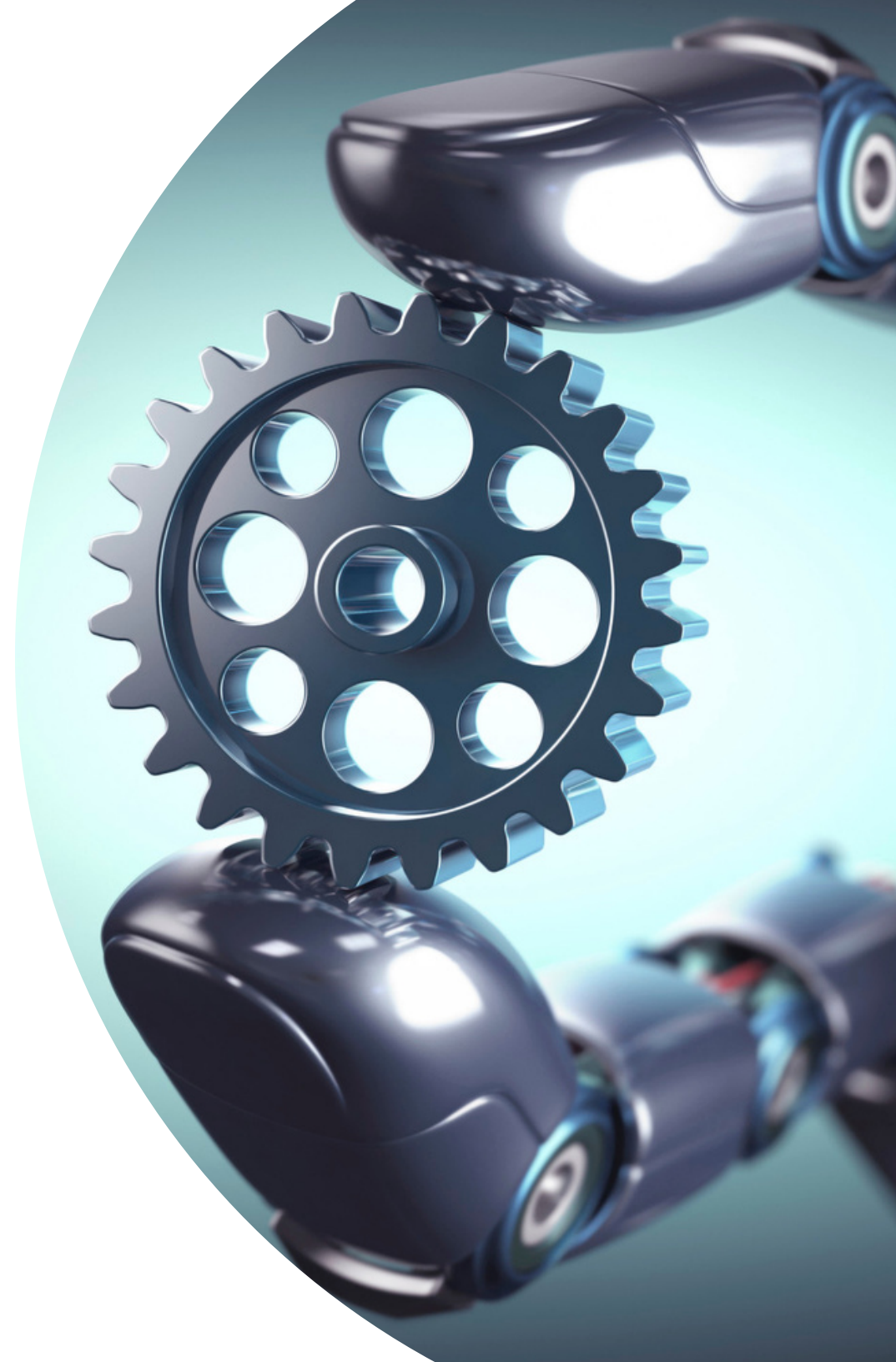




THE AI.MBA PRACTICUM PRESENTATION DAY

PROJECT
SUMMARIES

July 15th 2021



Netafim project

Tom Berkovits
Matan Baruch
Emil Samovsky
Ifat Loya

The problem presented was the ability to predict the demand for Netafim products. The team got a list of customer data and the challenge was to predict the demand for company products.

Netafim is an Israeli irrigation company designed for sustainable agriculture. Since the 'Sales and Operations' influences the production process, inventory maintenance, and the supply chain, defining the process optimally is critical. It produces strategic coordination between all factors in the organization. Therefore, Predicting the demand will enable production regulation between factories and the warehouses.

The team offers a new methodology of prediction by performing feature engineering and adding external features such as weather and currency. They found that using the given data it is difficult to analyze a customer ordering pattern by SKU granularity. Therefore, they decided to focus on predicting orders on more generalized data without reference to the customer.



Gong Project

Udi Sherel
Gal Porat
Uri Shmueli

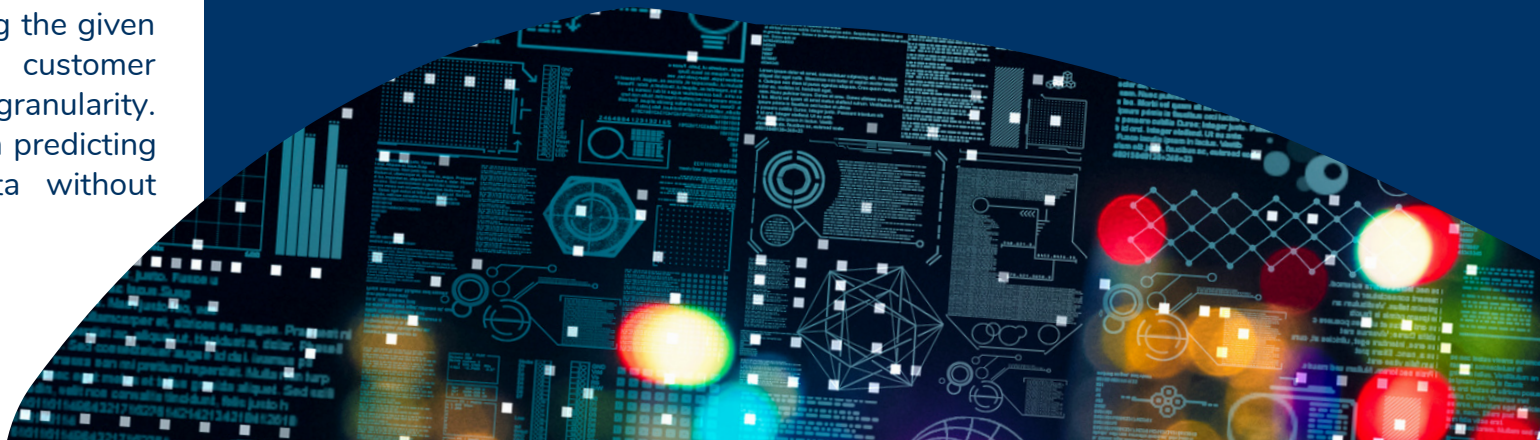
Small/Medium Business (SMB) companies are the fastest growing business segment in the CRM domain, valued at ~50B\$ by the year 2027. These companies do not have the capabilities to generate valuable business insights to extend their growth, due to insufficient data.

After interviewing the potential customers, learning their business insights, their needs and sales cycles, the team used Gong.io customer data and built a new product that uses CRM data from SMB companies. This platform is also able to predict which deals have higher chances to be won, a tool that can increase SMB companies' revenues by up to 25%.



The solution takes standard company CRM data and based on the deal type, lead source, the customer profile, deal amount and other deal features, it is able to provide business insights.

The team found that for SMB companies the sales persona cannot predict well their probability for deal success and predict default values. However, the sales team use this data for strategic sales process decisions. The teams' gradient boost model is scalable, and can be adapted easily to any clean dataset with different features, providing 85% accuracy prediction and showing clear decision tree breakpoints which can be explained to the customer, while answering the question: "what do I need to do to win the deal?".



Deloitte Project

Moshe Apple
Omer Mindel

The team was assigned to the division “Deloitte Analytics” that provides consulting to companies in different types of data issues.

Each member was assigned to a different project.

The first project included creating for a big Israeli company its data strategy, from analyzing its status today to providing recommendations for the future on subjects like which data to collect, how to use the data and set different targets for the future that should be accomplished with data in order to move the organization to be data driven.

The second project focused on helping a health institute improve their processes and procedures using data.

Deloitte.

Belong.Life Project

Barak Shukrun
Sam Blakey
Tomer Saban
Einav Ram
Rotem Eisenkot
Roni Ben-Oz



Belong.Life is a social and professional network for managing and navigating treatment for improving the quality of life and the quality of care worldwide using technology, services, data and AI.

MS patients change or stop their medication prematurely for various reasons. The teams' solution is an integrated engine that supports patients by guiding them to take the best course of action powered by AI models trained to identify “deliberating” users.

Based on research into MS, patients, and treatment plans, the team extracted features using NLP techniques (Sentiment Analysis and LDA Topic Modelling), RFM methodology, and app specific parameters.

While the dataset inherently assumes that patients deliberate due to adverse side-effects, the model created provides deeper insight into their considerations.

The teams' engine enables Belong.Life to improve patient treatment and quality of life, while also enabling the pharma companies to understand more about their products and how to improve them.

Anodot Project

Ohad Perry
Rotem Regev
Tomer Amsalem
Niv Eini
Tal Arnon

Anodot provides a world class anomaly detection product for various industries. They have established themselves as a valuable product in 3 verticals.

The team operated in 2 groups and were faced with the challenge to find strong and valid use cases for anodot's elite technology in two additional verticals - Tourism and Supply Chain.

The teams operated as a strategic consultancy to the company and worked closely with the company's co-founder and chief data officer.

The teams

- Mapped the potential new verticals to explore potential growth opportunities for the company.
- Ran a pilot with a potential new business client to test company value in the new verticals.
- Presented conclusions and recommendations to Anodot's team.



Mor Spyer
Kfir Saban
Yair Yonas
Naama Matarasso
Ariel Nahum

Cybint project

Cybint is a global cyber education company with a commitment to reskilling the workforce and upskilling the industry in cybersecurity. With innovative and leading-edge education and training solutions, Cybint tackles cybersecurity's two greatest threats: the talent shortage and the skills gap.

The team's challenge was to create the ability to identify the distress of a student / course, alert the company and prevent customer dissatisfaction.

The team created two products: the first is based on the individual (the student) and the second analyzes the whole group (supervision of the course).

Each product combines three types of data: test scores, emotional feedback, and lab coping.

At the individual level- the information serves as a kind of smart certificate/monitoring for the student.

At the group level, the solution identifies any anomaly that has occurred.

If the model detects an anomaly, it warns and recommends the company to examine the case in depth, thus helping to investigate and improve the pedagogical set-up of the courses.

Anom Venture

Or Casif

If you are a financial institute how can you control millions of transactions per month?

Maybe there was a clerk mistake? Maybe a system error? Maybe fraud? We can implement analytical business rules (if bigger \ smaller than) to alert on irregular activity but can we think all the possibilities that can alert a problem?

Anom Creates business rules based on business knowledge and combines it with AI so it can look for anomalies that a business does not know are possible.

While business rules are subjective, AI maintains objectivity and identifies anomalies even if the data changes over time.

The solution is flexible and allows the end user control on the business rules along with AI that is constantly changing and learning.



Anom

AI4IVF Venture

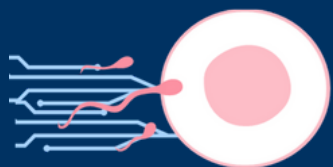
Andres Bieber
Mor Shamir

About 10% of women of reproductive age (15-44) have experienced fertility problems. Infertility procedures can be time-consuming, expensive, and invasive. To reduce the patients' stress and elevated costs, the company believes it is possible to use AI and Big Data to predict the most accurate protocol for each patient.

The primary aim of AI4IVF is to create a Decision Support System (DSS) for IVF doctors and fertility clinics, providing relevant insights for each patient, based on its own unique data.

AI4IVF, powered by Machine Learning algorithms, will process vast amounts of historical data, and compare it to the patients' data and daily tests (blood and ultrasound). This process will support doctors in daily decisions for selecting between different alternatives such as change in medication and/or doses and/or frequency.

AI4IVF will fulfill the dreams of millions, and fertility clinics will improve their success rates.



AI 4 IVF
DSS for doctors

MDcide Venture

Shirley Keren-Blitman
Talia Friedman
Gil Tomer

MDcide strives to save lives and improve the health trajectory for millions by harnessing the power of machine learning for early detection of health conditions at their asymptomatic phase.

Late detection is often associated with poor outcome and high healthcare expenses. MDcide addresses this need for timely intervention by large-scale, real time screening.

MDcide has developed an AI based tool which will alert primary care physicians when their patients are found to be at high risk for an included health condition, and can also recommend additional tests and treatments predicted to be effective based on the patient's unique profile. This proprietary tool is widely applicable as the algorithm is based on readily available medical records and routine lab test.

MDcide's powerful platform will be marketed to HMOs and health insurers, and the company has also signed a commercial agreement with Maccabi and received funds from the Israeli innovation authority.



Salesforce Project

Itay Oren

Einstein conversation insights allows customers to analyze their sales/ service calls with their customers. The product was launched recently and is now facing a massive growth in its customer base.

In order to support this upcoming scale, an automatic alerting system is needed to help controlling and understanding customer behavior and to predict churn in advance, so a customer reach out will be done to prevent churn, increase engagement and to pin down unexpected issues customers are facing.

By using customer's activity data, Itay created an ML model that runs on a weekly basis, producing a list of currently active customers who are most likely to churn at a high probability. The code creates a CTA (call to action) by automating custom email templates and sends them to the relevant stakeholder for customer reach out, encouraging them to engage with the product or feedback their pain points.



salesforce



★ ★ ★
IDC
HERZLIYA
★ ★ ★

