Data Innovation Strategy
With a Data Innovation Strategy, you continuously improve the updateness and level of detail of the existing database. Complementary analysis methods increase quality, contribute to the cost efficiency of data analysis and at the same time reduce your overall analysis effort.

It goes without saying that when we implement your data innovation strategy, we take into account important regulations on data protection, data security and data governance.

Our philosophy
StatSoft has been implementing data innovation projects and introducing analytical platforms for many years. The data mining project method CRISP-DM provides the basis for our data innovation projects.

The method describes the six project phases: Business understanding, data comprehension, data preparation, modelling, evaluation and provision.

Project case: EU-GDPR-compliant data in customer communication

Business understanding:
The evaluation and processing of available data for overarching marketing campaigns in enterprise groups is made more difficult and, in some cases, even prevented by the EU-GDPR regulations.

Data comprehension:
In order to continue to carry out group-wide activities, it is necessary to be able to process data without identifying characteristics. This is achieved by a strict isolation of the real data from all accesses and a pure modelling on synthetically generated data (according to the model of the real data).

Data preparation:
Synthesizing the data requires a randomization process that tries to preserve some selected relationships (e.g. city and postal code).

Modelling:
Selections and models created on the synthetic data are validated by a testing process and then applied to the real data. Access to the results is only possible via a precisely defined interface that prevents any extraction of personal data.

Evaluation:
The modelling and data selection processes on synthetic data require profound expertise supported by our training and best practice collections.

Provision:
Finished selection processes are regularly executed on the server and automatically save score values to control campaigns based on them.

We will be happy to advise you on the implementation of your data innovation project - please contact us.