

# BEAT Custom Solutions

## Machine Learning for a Global Consulting Firm

Scalable ML  
platform

70%  
reduction in  
overall effort

Provisioning  
custom API's

### CLIENT CHALLENGES

- » A US-based leading financial consultancy firm needed to link disparate and unstructured data to output formats that provide insight into sentiment across the board, such as trends, bottlenecks, and technological demands.
- » The client needed to provide weighted recommendations and reduce the use of manual and errorprone methods of traditional data collection by involving machine learning-based input processing.

### OUR APPROACH

**Data Ingest and Integration:**  
Utilizing tools and services to improve data capability, and identify dark data or missing data

**Big Data and Machine Learning:**  
Applying machine learning (ML) methodologies to develop accurate models that increase the hit rate and reduce false positives for better customer experience

**Predictive Analytics:** Applying models using existing data to develop predictive analytics with higher accuracy, which increase the probability of success of client decision

**Maths and Stats Analytics:**  
Creating highly customized statistical models/reports precisely to meet customers bespoke requirements

**Business Insights:** Applying advanced analytics on structured and unstructured data to optimize client operations during changing business environment, such as MFID 2, etc.

### IMPACT DELIVERED

- » A scalable ML platform that can co-exist with the existing technology landscape (platform built over R/Python and related ML libraries)
- » An overall effort reduction of over 70% on manual data collection from various input sources (email, site usage, etc.)
- » Provisioning Application Programming Interfaces (APIs) for data visualization and business intelligence

### About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector.

Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines.

These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.