

# Welcome to **Aria's Science**

Harness the full power of your data and empower  
your business through deep learning and AI.



# Welcome to **Aria's Science Ltd.**

We are a team of machine learning, deep learning and AI experts, empowering organisations by giving them the tools they need to solve business problems by harnessing their data.

We believe in "clear box" science and pride ourselves in building advanced deep learning and machine learning models that not only produces highly accurate results but also explains the levers behind each predicted outcome.





# Integrating with integrity as your data partner

Our machine learning and AI experts have 15-20 years of experience applying advanced data science techniques to real world problems.

## Experience

We have been building & deploying predictive & prescriptive solutions for over a decade using our deep expertise in Machine Learning & Deep Learning techniques. Our solutions are always tailor made to the specific problem and built in a scalable fashion that has always exceeded our client's expectations. Our clients come from varied domains ( eg: retail , CPG , healthcare , ecommerce , Logistics , Fashion and many others ) but our consistent approach towards problem solving helps us in delivering each project highly efficiently with significantly lower turn around time than any of our competitors.

## Insight

This is the core part of our offering. We do not believe in black box models. Over the period of time working with various clients in different problems we have developed an in-house algorithm that can be tuned to specific problems in explaining the drivers of the predictions at a micro level. Our algorithm provides clear indication of the latent factor driving a particular prediction which in turn helps the user to devise a plan of action that is specifically relevant to that particular prediction

## Knowledge

Almost all of our projects end with an empowerment phase where we put our solution into a self-drive mode for our clients. We believe in building a sustainable solution that requires least support or cost for ongoing operations. Almost all of our solutions currently are deployed within our client's infrastructure and maintained by our clients themselves. Our decade long experience in cloud engineering & development helps us package our solutions and automate them end to end.



# Continuous Research **Aria's Science Ltd.**

At Aria's Science, we are passionate about data. The power of data is unlimited, and it really is remarkable how it can be utilised to solve a number of intractable problems. Although we are small and exciting start up, our knowledge is comprehensive. We are constantly reading latest AI literatures to keep ourselves updated with latest techniques and methods. This allows us to deliver projects using best in class techniques with best in class computational efficiencies.

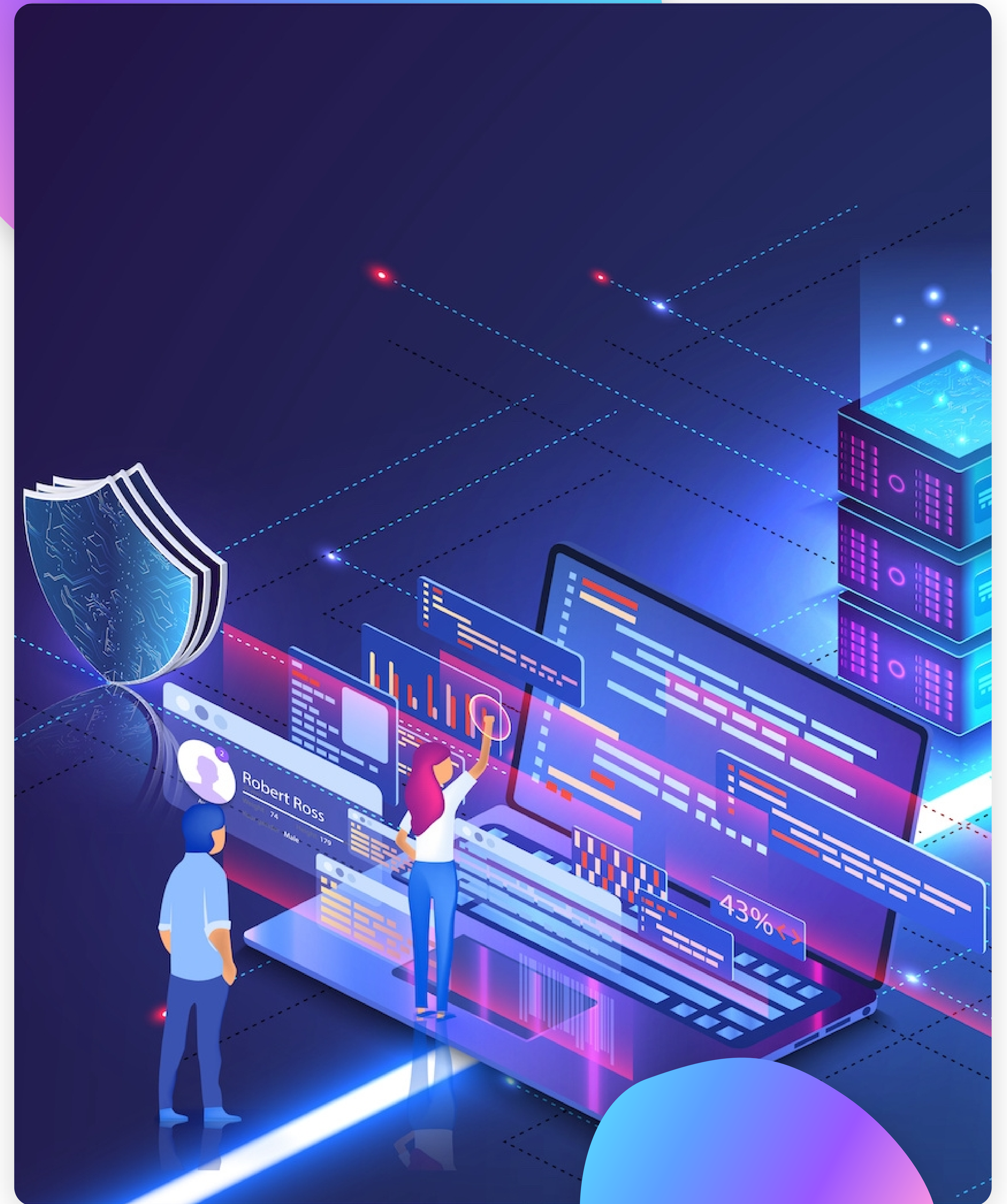
All our machine learning, data analytics and AI experts have 15-20 years of experience in building advanced data science solutions to real world problems. At heart, we are problem solvers, and we are here to help your business or organisation get to the root of your issue and help you discover a solution using state-of-art techniques to supercharge your business.





## Step 01. **Discovery**

We need to carefully examine the data that your organisation has, in order to determine if there is enough to build a workable solution. As such we conduct a comprehensive investigation of your business and the data you have collected to then map that back to your business goals.





## Step 02.

# Proof of Concept

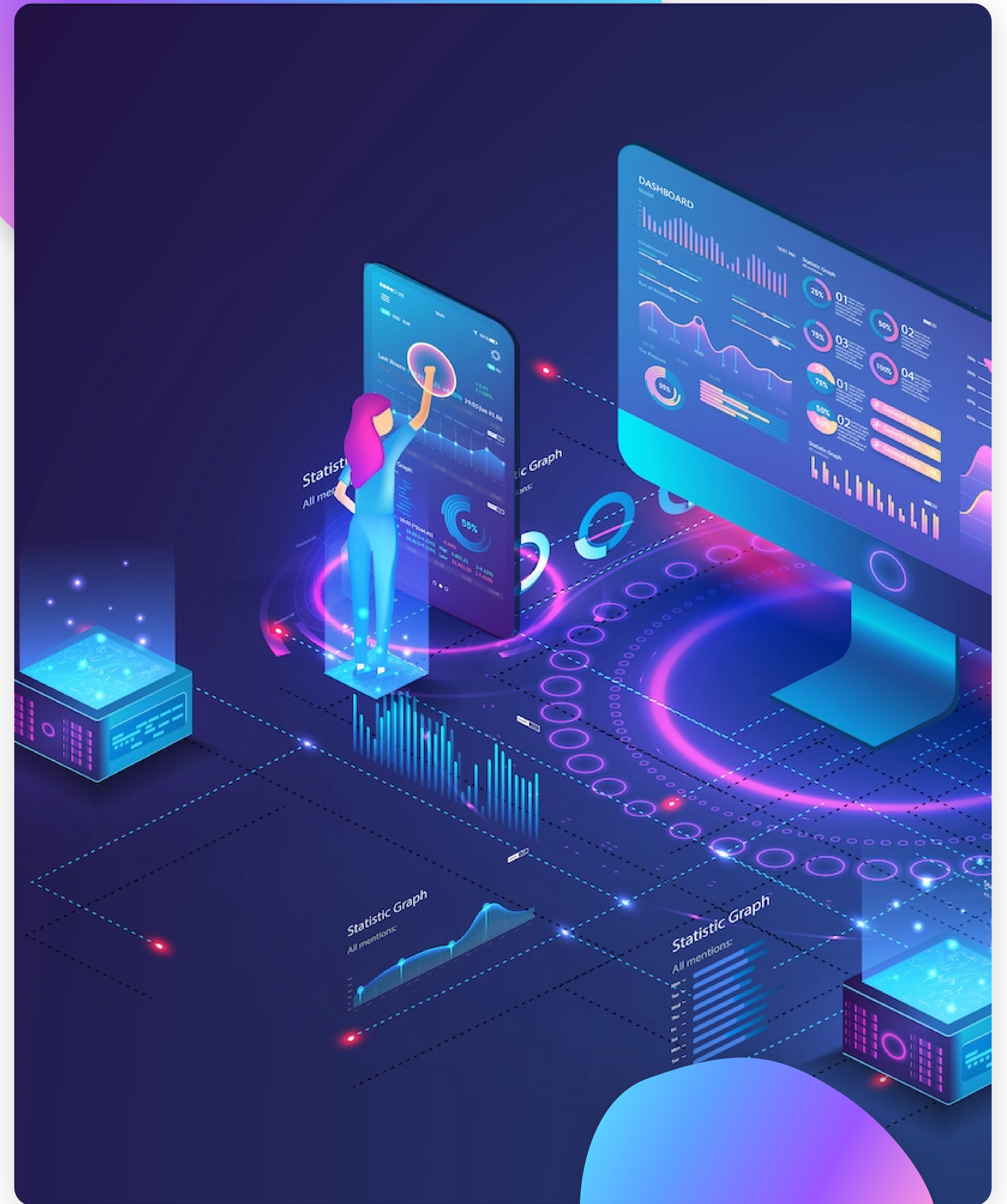
We can then move to identify the source of the problem and recognise the underlying patterns that attribute to it. We'll build data insights which will allow us to understand the framework of the solution and then build the AI solution at a smaller scale as a proof of concept to make sure we are building something that is actionable and aligned with the business objective.





## Step 03. Scale

Once the proof of concept is successful and signed off by the business we then build the grand architecture to scale this to the entire business. Again, we do not do this in one iteration but over several iterations expanding the scope little by little and adapting our approach as we go along. We do this in a fast and efficient manner, so that our overall solution never drifts away from the ultimate business goal.





## Step 04.

# Empower

Once we have scaled this to the extent required, we then convert this solution into either a self-serve tool or a self-serve service that hosts within the clients internal infrastructure and run by clients internal team if they have the resource to do that. We pride ourselves in building robust solutions that reduces ongoing support costs for the business and helps them to focus on utilizing the output from the solution to optimize their business.



Google Cloud Platform





## Step 05. Support

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# Working with businesses at every scale

Each client poses their own challenge and unique data for compiling. We enjoy working with business of all sizes to help them harness their data.



Department  
for Work &  
Pensions



AVON

THE MIX



# Clear, concise and **actionable data**

Put your data to work for predicting future trends, understanding your customer dynamics, optimising your marketing budgets to name just a few applications.



Visit us at [datascienceconsultancy.co.uk](https://datascienceconsultancy.co.uk) today