



CHAPTER DATA



**Data Welding for fast results**

## **Chapter Data uses a unique method called Data Welding, to deliver fast results with real impact. It is our mission to:**

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Help Organizations and Individuals get ahead by building and adopting best-in-class data products.

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Develop our Data Welders to be the best, most versatile Data Expert they can be.



*Act today to secure the future*



CHAPTER DATA

# Introducing Data Welding

Focused on building the best-in-class dataproducts, fast

**Data Welding is a consultancy service** focused on building best-in-class data products, often powered by AI and Machine Learning.

Data Welding combines expertise from multiple data disciplines. Including Analytics, Science, Engineering and AI to form **one powerful, creation block that moves fast.**

Data Welding is a people centric method, executed by our **Data Welders**. With their versatility, they are **faster, more autonomous** and able to bridge the gap between people and technology.

# We work within these domains



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**Machine Learning & AI**  
Building intelligent systems that fuel innovation.



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## Data Analytics

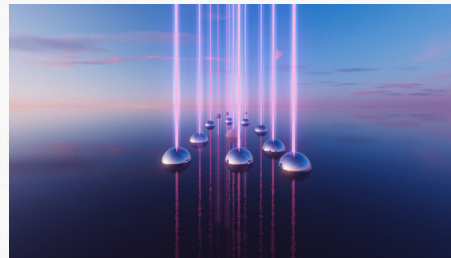
Typically answering *what* happened and *why* it happened.



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## Data Science

Predicting what is *going* to happen and how to *make* it happen.



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## Data Engineering

Robust data infrastructure ensuring scalability and accessibility.

# A glimpse into the data products we build



## Pricing

Crafting the **perfect pricing plan** is an art founded on (big) data analysis. We use the latest tech to efficiently gather and manipulate large data sets, to benchmark against the competition.



## Attribution Models

Attribution Modelling is a slippery science. Our model driven by **Machine Learning**, handles this much more effectively than traditional methods.



## Segmentation

AI enables the killer combination of **group segmentation** with **individual profiling**.



## Scraping

Source, scrape and summarize. **Market research** done in minutes, powered by AI.



## Forecasting

Turn business uncertainties into opportunities for growth and success. Using advanced algorithms to identify **where to play** and **where to invest**.



## Generative AI

Adopt **GenAI** into your workflows to gain efficiency and scalability unheard of before. Have an LLM powered assistant fuel your output any place, any time.

# Data Products part two



## Recommendation Engine

The Chapter Data Recommendation Engine greatly improves your customers user experience. We call this concept **Closing the Loop**.



## Sentiment Analysis

In today's world of emojis and memes it can be hard to know what your **audience thinks of your brand**. We use specialized algorithms to give you a thorough understanding.



## Predictive Maintenance

**Prevention is better than cure**. Building a bridge between hardware and software to reduce cost and increase up-time.



## Supply Chain Optimization

Competing on a global scale means accurately **forecasting demand** and controlling your **inventory days on hand**. Our models help you run a lean operation.



## Marketing Mix Modelling

Make your **marketing spend a data-driven exercise**. Leverage our AI empowered data processing and analysis for maximum effectiveness.

# Data Welding Blueprint

Focused on fast, tangible output by following these steps

Phase	Phase 1   Exploration	Phase 2   Agile scoping process	Phase 3   Solution development	Phase 4   hand-over
When	Week 0-1	Week 1-3	Week 4...	Final project week
What	Problem identification	Translate business goals to technical solution	Solution Development	Hand-over
	Vision & Business Goals/KPI's Stakeholder specifications	Breakdown technical solution into sprints	Continuous implementation (CI/CD)	
Who	Chapter Data & Client (Sr.) Management	Chapter Data & Client Team Management	Chapter Data &, Client team members, Client Management	Chapter Data &, Client team members, Client Management
Deliverable	Problem statement & Current State Analysis	Proof of Concept - check with stakeholders, evaluate and iterate if needed	MVP - build anti-fragile system: improve when subjected to volatility, randomness and disorder. Make "getting to market or production" as simple as possible (CI/CD)	Hand-over the product/solution to the team
	Data Scorecard	Documentation and Kanban overview	Documentation	What's next? Recommendations moving forward
	High level plan, project shedule Sign off to start Agile development phase	Chapter Data Effort vs Reward Matrix		

# Data Welding examples

Successful Data Welding projects



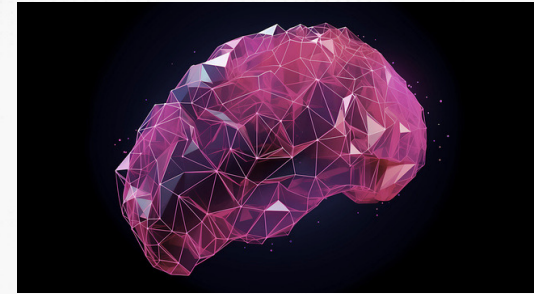
## GA4 Implementation

We've assisted a client transition towards Google Analytics 4 (GA4). Combining data manipulation and data analytics skills. Furthermore, we've provided the client with a road map upon which their team can continue to build.



## Reporting Automation

Our client was manually extracting numerous data sources for a weekly, critical market report. Implementing AI, the reports are now enriched with vastly more data, accurate forecasting methods and more efficient operations.



## Optimized Chatbot

We've developed a chatbot for a recruitment company, designed specifically to handle recruitment workloads efficiently. The chatbot leverages AI for better output in terms of quantity and quality.



# Chapter Data and AI

Future proof your business with AI

- 1 First, we scan your business challenge and find out if AI is the answer.
- 2 Next, we advise you on what type of AI fits your situation. Tailor made.
- 3 Lastly, our Data Welders implement AI, future proofing your business.



Read our [blogs](#) to find out what AI is made of.



# The Role of our Data Welders

This is why they make impact



## Carefully selected

Not everyone is suited to be a Data Welder. We select the best talent the market has to offer. Leveraging years of tech recruitment experience. Curiosity, passion, ability to learn and grit are some key elements we look for.



## Versatile

To create best-in-class data products, you need to have versatile people with a broad set of technical and social skills. Our Data Welders are exposed to many technical problems within Data Science, Data Analytics, Data Engineering and AI. They are educated on how to deal with demanding stakeholders. Making sure we deliver what was promised, always.



## Output driven

Data Welders are output driven. Swiftly working towards a tangible result. They understand that improvement comes in small iterations. Focusing on refinements at the granular level. Increasing complexity and scale as they progress.



# Pricing

Our pricing is transparent and signed off at the start of our assignment. Pricing is tailored to your case and influenced by these four elements:

Level of Seniority & Complexity



Length & Scale of the assignment



Standardized products



Option to retain a Data Welder



# Clients that trust Chapter Data

Trusted by our clients



# Get in touch!



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