



**PYTHON**  
P R E D I C T I O N S  
A TOBANIA COMPANY

**Data Foundations**



**Ensure your company's  
backbone.**

**The right data, at the right time,  
at the right place.**





### Data Foundations, tell me more?

Data Foundations are the building blocks that make any kind of data application feasible. These data products can range from AI and Data Science, to IoT, Data Warehousing and Business Analytics. What they all have in common is the need to store and process data in a scalable, secure and reliable manner.

By using Data Foundations, you can not only enable these applications, but also address issues such as the lack of a single source of truth, changing data structures that break reports, the struggle to get data products into production, poorly performing BI queries and much more.

### The building blocks of your analytical journey

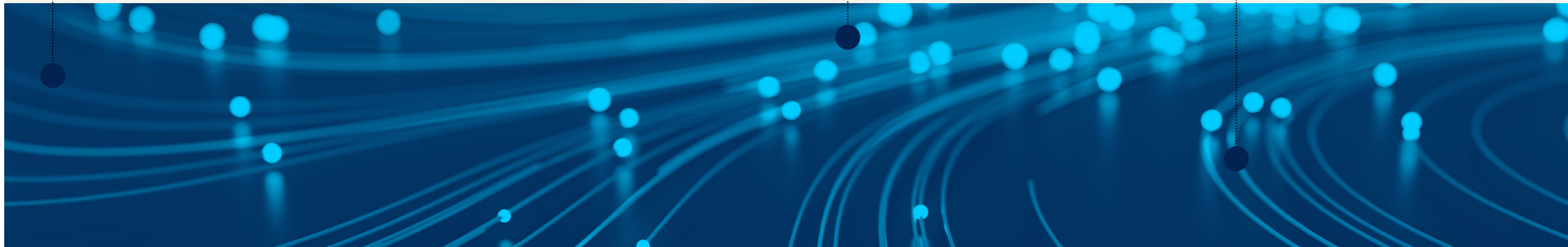
Your Data Foundations journey starts with ingesting and storing your data. Together, we build reliable data pipelines with the best engineering practices in mind and find the right storage which fits your needs.

Once the data is in place, it's time to create analytical workspaces for your analysts and Data Scientists. Allowing them to discover actionable insights and build predictive models directly adds value to your business without spending unnecessary time on data wrangling.

Together, we go even one step further. Every modern data platform needs monitoring, automation, tools for continuous integration, deployment and reproducibility. Benefit from our expertise and experience to reduce time-to-action, lower costs and build user-friendly environments.

### Data Foundations, who's it for?

Our Data Foundations solution is rock-solid gold for any company that wants to use data products and become data-driven. A good data infrastructure can support a wide range of departments, from finance and HR to marketing and operations. Moreover, management dashboards can benefit greatly from a data warehouse as all data is available from a single location.





#### 4 problems Data Foundations can tackle

By using Data Foundations, you can address the following four challenges:



##### Disparity in source data

Connecting BI tools to a multitude of data sources, each with their own data structure, can be tedious or even impossible if the structure is not interpretable by your BI tool. A data warehouse makes the data from all sources available to your BI tools as one well-structured source. Changes to the source data structures are also processed centrally.



##### One version of the truth

When data are reported by different departments, or even by different persons within one department, there may be a difference in the definitions used for certain calculated data fields. Such a field must be consolidated in a centrally provided report table. In this way, all reports can use the same definition, which will improve the overall quality.



##### Poor execution of analytical queries

Data sources usually originate from transactional systems that are not optimised for the execution of complex queries. The data in a data warehouse is stored and structured in such a way that it easily supports complex aggregation, summarisation and drill-down queries.



##### Access to historical data

A data warehouse has the ability to retain historical data, even if the data sources only provide current data. This makes it perfect to perform a historical analysis or to create a state-of-the-art AI product.



#### When Python Predictions gives you Data Foundations ... start using personalised marketing.

##### Like Brico does.

Did you know that Python Predictions helped Brico become data-driven to target its customers via personalised marketing? More specifically, we developed a solution to enter, process and serve data for their basic analytical table, score analytical models to target the right customers, prepare required views for Power BI dashboards as well as automate all data pipelines.

In doing so, we ensured that the solution remained cost-effective and tailored to the needs of Brico's marketing and CRM teams. It was built to quickly redeploy when data sources changed or analytical models were updated with any new data.



## Data Foundations, a solution to consider?

Would you like to know all about our solutions?

Just get in touch with us! We look forward to getting to know your business.

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These happy customers like to work with Python Predictions as well.



## Can't get enough of our Python Predictions crew?

We deliver great value to our customers, but you don't have to take our word for it.

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