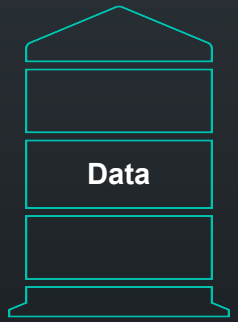
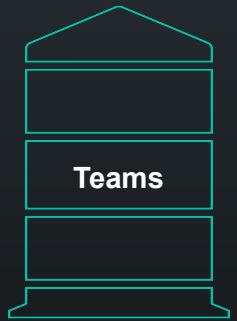

LIBERATE YOUR DATA
[SCIENTIST]
ATSCALE

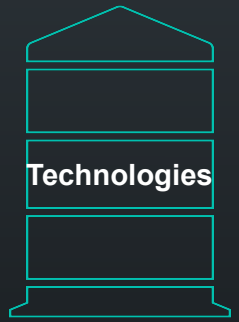
The Challenge of Bridging Silos



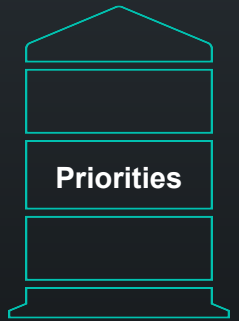
Data Warehouses, Data Lakes, Apps, Feature Stores, 3rd party Data, etc…



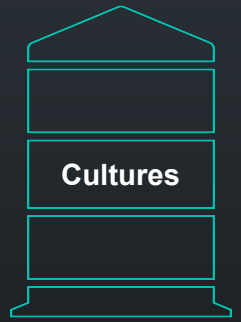
BI, Data Science, IT, Line of Business, etc…



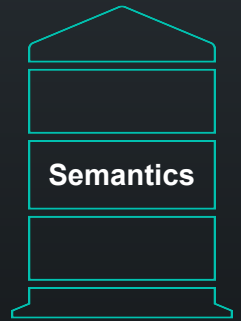
BI Platforms v. AutoML Platforms, SQL v. Python, etc…



Where to invest limited resources? Budget, resources, cycles, attention, etc…



IT Pros v. Business Operators v. Data Scientists, etc…



Descriptive v. Predictive v. Prescriptive, Dimensions v. Features, etc…

What we do

AtScale is a **semantic layer** for business intelligence and data science programs built on cloud data platforms

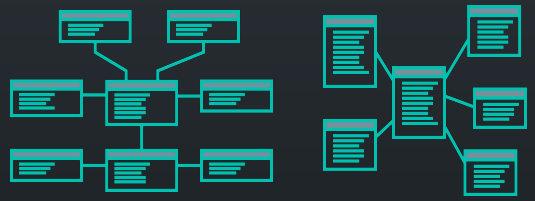
Presents a **consistent set of business metrics** for BI and Data Science teams to consume from with **tools of their choice**.

Establishes an integration layer within the enterprise data fabric to support **analytics discoverability, governance, and security**.

Accelerates end-to-end query **performance** while **optimizing cloud resources.**

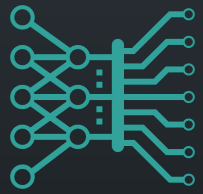
Bringing Structure to Data Science Programs

SEMANTIC MODEL



- Relationships between Data
- Business Metric Definitions
- Conforming Dimensions and Reusability
- Centralized Metric Repository
- Model Library for well-known data sets
- Self-optimizing

ML MODELS



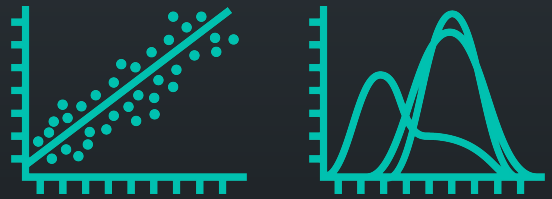
- Feature Engineering
- Training
- Supervised and Unsupervised
- Explainability
- Monitoring
- Deployment

BI vs AI Style of Analysis

BI Style Analysis

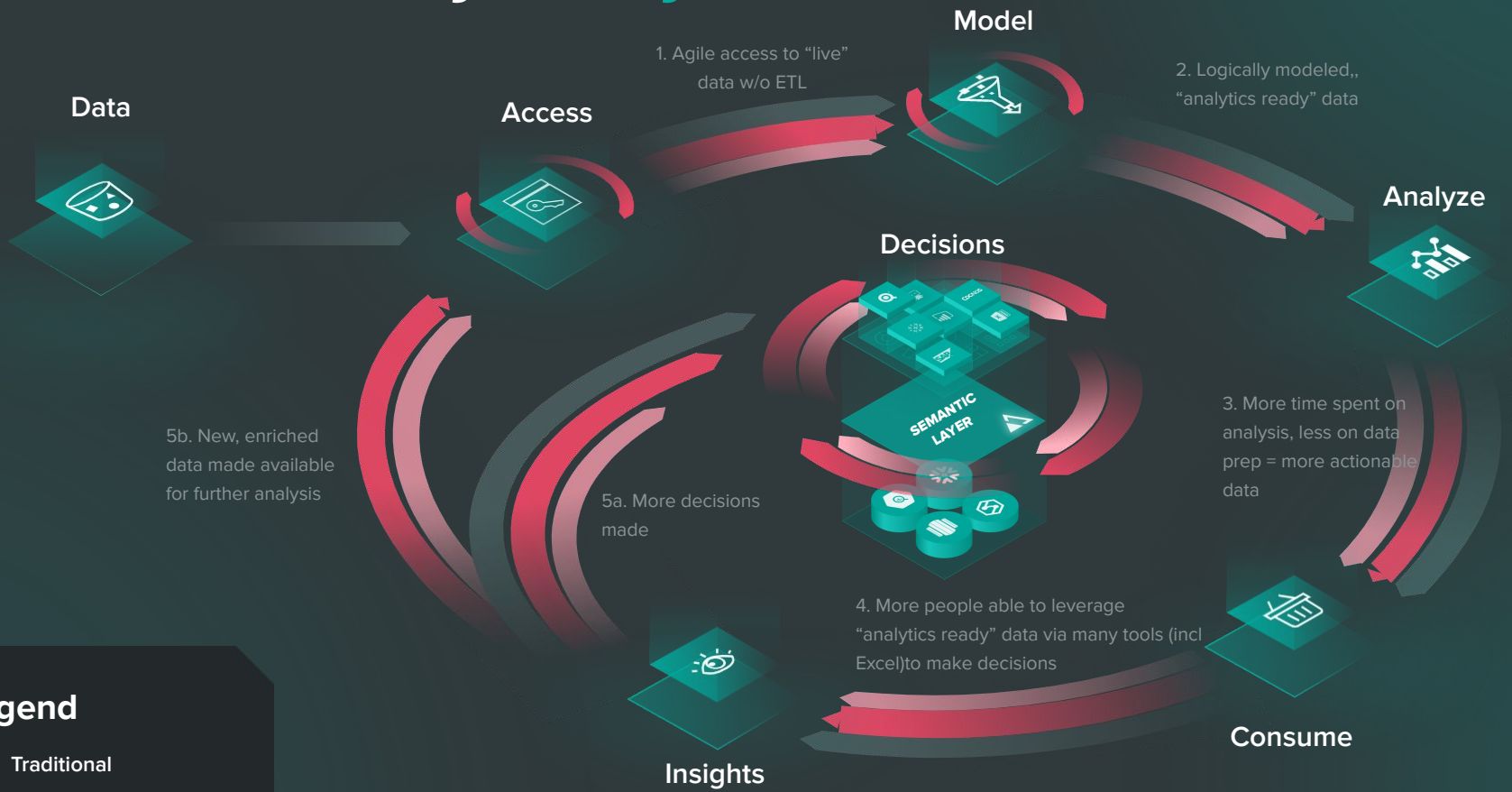
- Consistency and Reuse
- Domain vetted
- Governance and Reliability
- Production - Run your business on
- Consume existing data

ML Style Analysis



- Investigative
- Data mining
- Pattern, Anomaly, Hypothesis testing
- Exploratory (ad hoc)
- Create new data

The Data & Analytics Flywheel

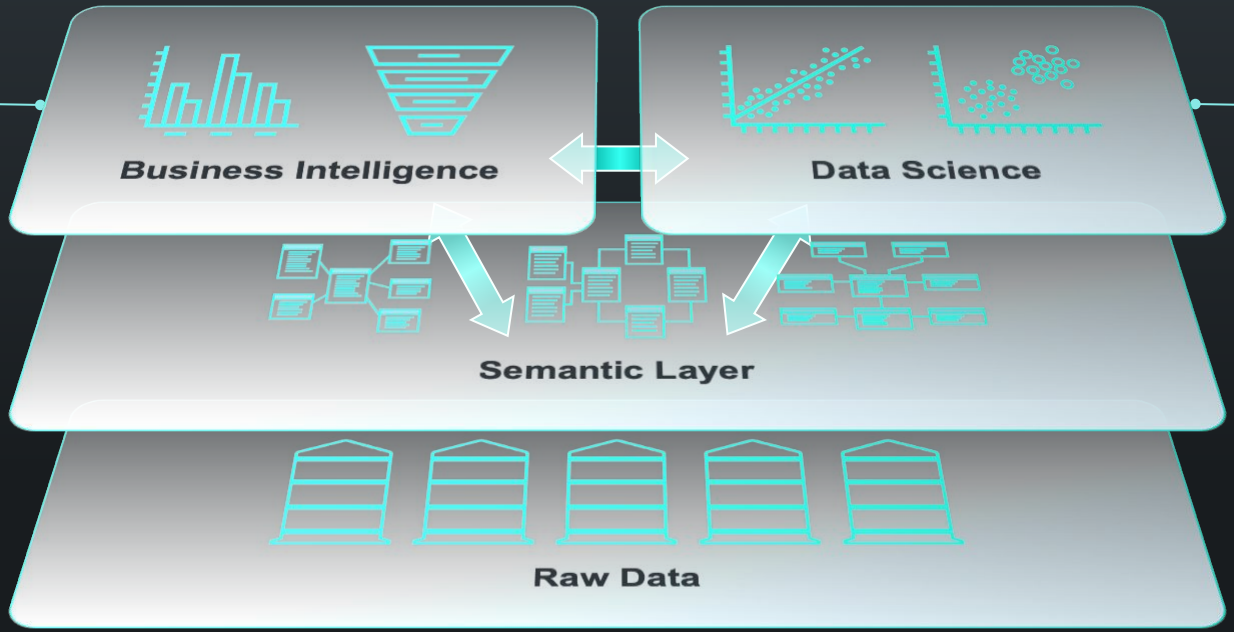


Creating a Structured Analysis Feedback Loop

KPI Definition

Dimensionality

Hierarchical Definition



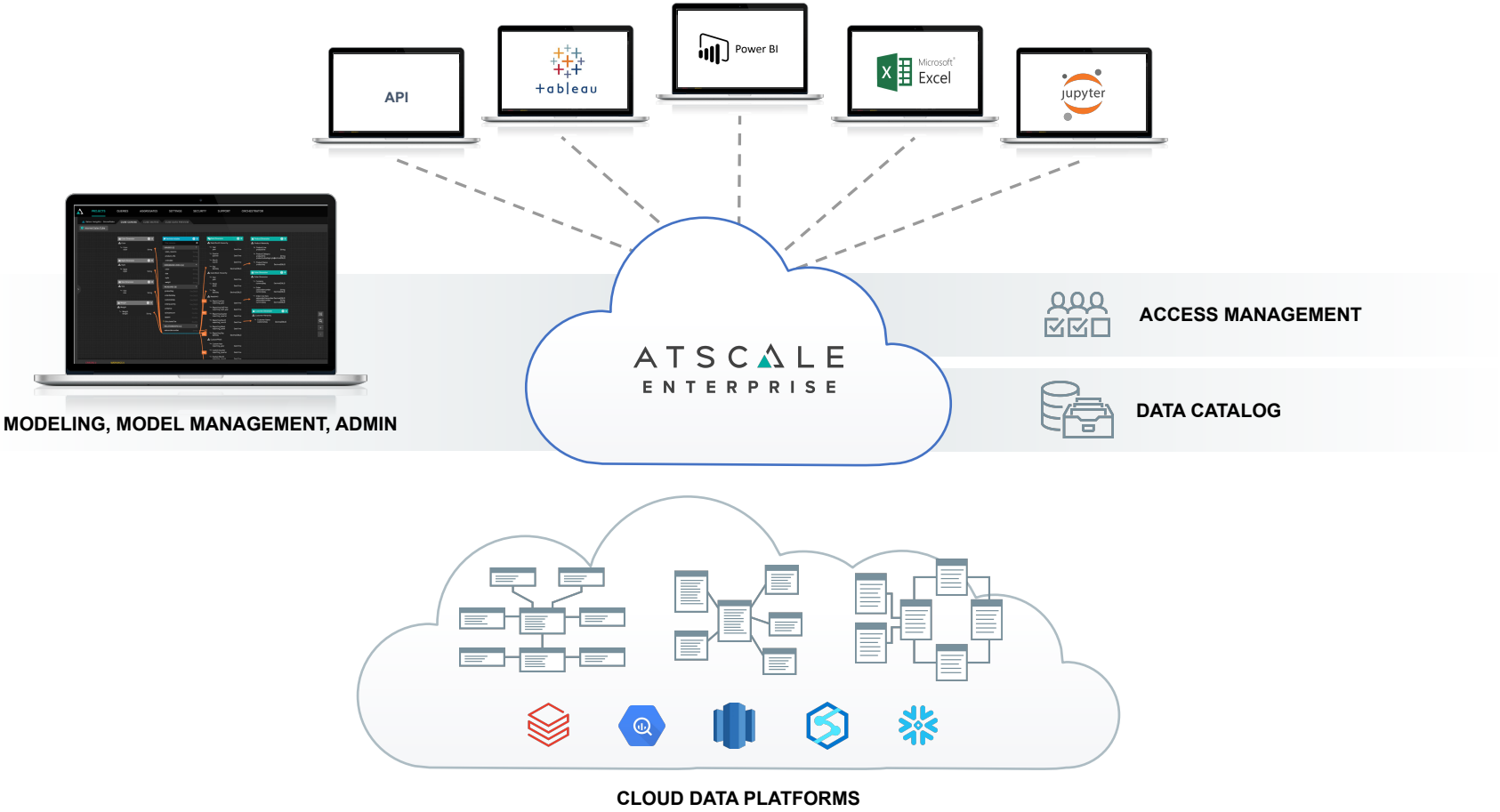
Feature Creation

Prediction Modeling

Explain-ability

Scoring/Drift

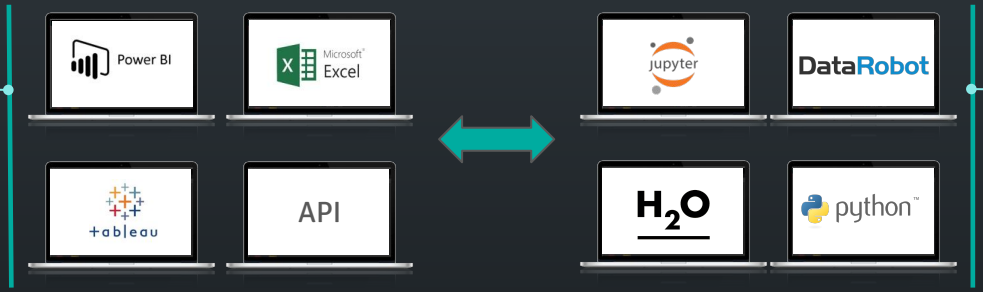
Demo


API
+ableau
Power BI
Microsoft Excel
jupyter
ATSCALE
ENTERPRISE
ACCESS MANAGEMENT
DATA CATALOG
MODELING, MODEL MANAGEMENT, ADMIN
CLOUD DATA PLATFORMS

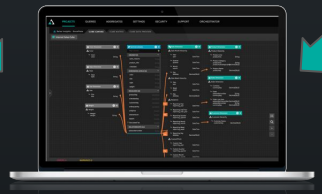
Bridging Raw Data to BI and Data Science with a Semantic Layer

BI Teams

- Define KPIs used by the business
- Data dimensionality (e.g. time, geography, product, customer, etc.)
- Hierarchical definition (i.e. time series analytics, drill into data for granular analysis)



ATSCALE



Data Science Teams

- Develop domain specific features
- Build predictive models based on features
- Time series predictions
- Ability to explain predictive model outcomes
- Score models and understand model drift