Case Study: FORTUNE 50

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The Challenge

- Good decisions require good data
- Raw data is unreliable
- Manual checking is cost-prohibitive
  - only big companies can afford it
  - only a fraction of Big Data is checked
The Solution

Dr. Mo:

- Fast because it is fully Artificial Intelligence
- Accurate because it uses multi-modeling

Softer provides Big Data Artificial Intelligence to detect & correct data errors

Soft10 is the only company in the world who created an Artificial Intelligence Predictive Analytics software: Dr. Mo
Dr. Mo Artificial Intelligence Multi-Modeling Technology

Data → Creator → Pattern Discovery

→ Modeler → Select + Verify Model →

Selector → Select Variables → Correction
Dr. Mo Case Study: Error Detection & Correction

1. Data
   Raw Data
   (30 million records)

2. Dr. Mo AI
   Predictions by Dr. Mo

3. Detect & Correct
   Enhancement
   (30 million records)

   Identified and filled in missing values
   Predicted correct values
Dr. Mo Case Study:
Fortune 50 company

30 million records
11 hours

Confirmed 19,180,253
Corrected 9,230,145
Filled missing 1,589,602
Dr. Mo Advantage: Artificial Intelligence

- Fast and ready for Big Data
- No expensive modeling
- Any data type accepted
- Multi-model accuracy

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