

# AICOG Introduction

AICOG LTD was founded in 2023 by Rupert Coghlan and is a boutique data science consultancy based in South Oxfordshire with easy links to London and the South East.

With 10 years of experience in data science garnered at Big 4 consultancies, digital agencies, we have a plethora of different problem solving skills to help you with your gnarly data needs; be it data strategy, cleansing, predictive modelling, experiment design or measurement.



# Service Overview

This list is not exhaustive but forms our core offerings. We are open to discussing any data science problem you might have

- **Predictive Modelling / Machine Learning**
- **Campaign Measurement & Media Effectiveness**
- **NLP & Text Analytics**
- **Customer Segmentation**
- **Data Visualisation & Report Automation**



# How we work

We recommend that our projects consist of 4 distinct phases;

## **Scoping**

We define the scope together, understanding the constraints, desired timelines, dependencies and resource requirements on both sides

## **Data Discovery**

During this phase we investigate the available datasets required during the project. In certain cases we may ask that data samples are provided prior to project commencement to ensure accurate scoping and timelines. The results of this phase may / may not impact the scope

## **Build**

Based on the outputs of the data discovery phase, we begin the execution of we agreed to deliver. We ensure regular checkpoints and updates are provided to ensure you are kept informed of progress

## **Delivery & Sign-off**

We ensure that all of our work is documented effectively and will allow a seamless handover to you at the end of the project. We will also make recommendations where we believe additional value could be achieved as well as any important observations we have made during the project



# Predictive Modelling Examples

## Offerings

Predictive modeling services to help businesses prioritize leads, reduce churn, and classify items using advanced AI

## Examples:

- Lead propensity and scoring model
  - Tie-in to your CRM strategy, we can build models to supercharge your sales team by helping them prioritise the right leads
- Churn Prediction
  - Reduction of your cost of acquisition by analysing and modelling the patterns of those customers that are likely to churn
- Deep Learning fashion item classification model
  - Supporting the VC funding of an AI fashion start-up through the construction of a fine-tuned classifier and front end tool to recommend outfits based on a submitted clothing item

## Lead Profile

### Lead Score



**Name:** John Smith

**Company:** Acme Corp

**Title:** Marketing Manager

**Email:** john.smith@acmecorpo.com

**Phone:** (555) 123-4567

### Recent Activities

Email opened: 2 hours ago  
Website visited: 4 hours ago  
Demo requested: Yesterday  
Call uays sius ago  
Call logged: 2 days ago

# Campaign Measurement

## Offerings

Conduct experiment design, power analysis and final campaign reporting for Geo tests and Video on Demand incrementality tests

Automation of A/B testing processes to reduce unnecessary manual and repetitive work by data scientists

## Examples

Designed an experiment for a large retail brand looking to return to TV for the first time in years focussing on footfall and revenue uplift as success metrics

- Results exceeded expectations leading to further investment of £500k for their next campaign based on recommendations and learnings from prior campaign



# NLP & Text Analytics

## Offerings

Building of custom NLP & Text Analytics models for customer service research, virtual assistants, document processing

## Examples

- Build of a custom text analytics model for a major international Bank to analyse 600K customer service transcripts during the pre migration, migration and post migration phases of a major platform change
- Insights provided far reaching learnings for the bank on customer service management strategies
- Potential savings of £2M based on outputs of model and call prioritisation

## Large Processing

```
def parse(text):  
    # Parse the text into a list of words  
    words = text.split()  
    # Filter out stopwords  
    words = [word for word in words if word not in stopwords]  
    # Calculate the frequency of each word  
    word_freq = {}  
    for word in words:  
        word_freq[word] = word_freq.get(word, 0) + 1  
    # Return the word frequency dictionary  
    return word_freq
```

## Entity

Topic

Topic

Postimord



## Sentiment analysis

Positive

## ling



## Keyword

TOTTUS  
PRUEN PETICR  
NEMERET  
BENCTIONT  
ONTRASTS  
EORIE PERISSTIS  
INGTONRACEM  
POTIVONOR TEBONAS

## Entity Snites



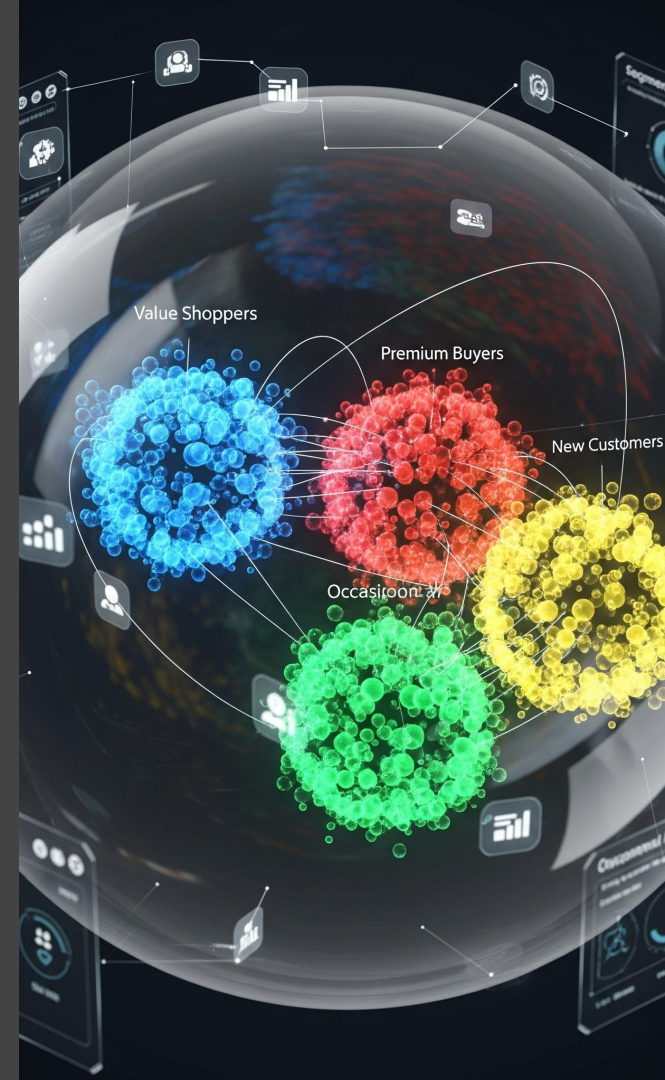
# Customer Intelligence & Segmentation

## Offering

Behavioural and profiling of your customers to identify marketing and vital cross-selling opportunities

## Examples

- Leveraging data compression and multiple clustering techniques to develop a B2B customer segmentation model for a major accountancy body
- The model took account of billing patterns, learning purchases and membership levels as well as organisation metadata for 500K international corporations
- The outcome was a cross-selling plan delivering a potential £2M in additional revenue based on the outputs of the model



# How we can work together

We recognise that sticking to one mode of engagement does not suit everyone. That's why we offer different ways of working with us;

- A day rate / consultancy approach for projects or needs that are more open ended or the end point is not yet defined
- A fixed project price that is scoped with you to ensure you have peace of mind for a specific set of deliverables before the project begins



# Come and talk to us!

Please reach out to us and see how we can help

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