

www.cymetrica.biz



Big Data Analytics

Take your business to
the Next Level





Helping You Make Sense of Your Data

Big data is crucial in today's tech world, providing actionable insights for businesses. However, handling large datasets requires the right tools to uncover valuable information.

The digital revolution has fundamentally changed the way we operate. We generate data at an unprecedented rate, from customer interactions to operational metrics. But for many businesses, this data remains a vast, untapped resource. It's like having a treasure map with no key – you know there's value hidden within, but you can't access it.

At CyMetricA, we bridge that gap. We're a passionate team of data analytics experts, dedicated to transforming your raw data into actionable insights. We cut through the complexity, revealing the hidden patterns and trends that can propel your business forward.

We'll show you how data analytics can:

- Drive strategic decision-making.
- Identify improvement areas, streamline processes, and boost organisational efficiency.
- Discover hidden customer insights to lead to innovative product development and market expansion.

Let CyMetricA be your guide to a data-driven future.



Henry Kimathi
CSO, CYMETRICA

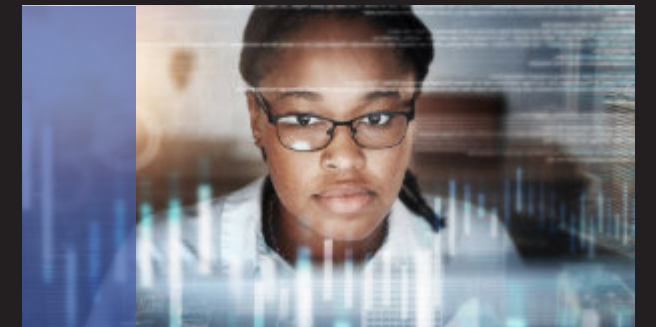
Our Expert Services

Our services are designed around the Data Science Life Cycle, starting with understanding the business problem, collecting and cleaning relevant data, developing predictive models, and presenting them visually for easy understanding by sales and marketing teams.



Data Mining & Cleaning

Our data scientists excel at creating a strong dataset for your project. We use data mining techniques to gather relevant data and can enhance it with additional sources. Our meticulous data-cleaning process ensures a pristine, unified dataset ready for valuable insights.



Data Exploration

The proverbial Exploratory Data Analysis (EDA) in Data Science happens at this stage. Here, we get technical with processes such as univariate analysis, bivariate analysis, missing values treatment, outlier treatment, and variable transformation to better understand our data.



Feature Engineering

This is the one single process that distinguishes Data Science from statistics. We transform your data into a feature matrix of multi-dimensional data that allows deeper insights into hidden patterns that were not possible to see before.



Modeling & Visualisation

We use Machine Learning to provide actionable insights from your data. We carefully divide data for accurate forecasting and present complex algorithms in easy-to-understand visual formats. Our goal is to empower you to make informed, data-driven decisions transparently.

Our Approach

Ideally every project should go through the seven Data Science stages but we are flexible to plug-in at any stage of your workflow and where need be, make suggestions for iteration.

CyMetricA is a cutting-edge tech start-up that operates entirely through remote means, providing innovative solutions to enhance the security, efficiency, and optimization of modern businesses. In an era where businesses are increasingly shifting towards digital operations and remote work, the need for robust security measures, advanced data analysis, and workplace automation has become paramount.

Our team consists of five experts, each with a wealth of experience totaling 20 years in the fields of cybersecurity, data science, big data analytics, and artificial intelligence. We are dedicated to tailoring solutions that precisely meet the unique requirements of your business. Our credo is to keep our approach as simple as veni, vidi, vici. Contact us today to begin customizing a solution that will elevate your business to new heights.

1 Veni

Our Veni involves coming in and working with you to understand what shape and size the bottlenecks to your business take.

2 Vidi

With Veni out of the way, we embark on the Vidi of developing a sustainable blueprint that will remove your bottlenecks.

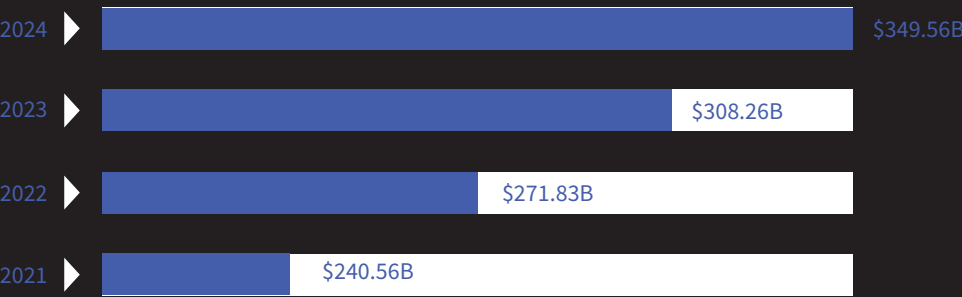
3 Vici

We deliver the Vici equipped with the Vidi and informed by the Veni and then work closely with you to backstop the solution.



The Time is Now

In 2022, 87.8% of companies increased their investment in data. Furthermore, 90% of these companies were actively working on expanding their investments in data and analytics. Implementing data usage resulted in profits for more than 25% of these companies.



As of 2021, the global big data analytics market had a value of \$240 billion, and experts predict it will reach \$655.53 billion by 2029.

What our clients are saying

The success of any business hinges on the satisfaction of its customers. These testimonials showcase the diverse range of challenges we address and the tangible results we deliver.



Gerald Smith
Alternergy

CyMetricA's data analytics expertise helped us target the right demographics, resulting in a significant increase in qualified leads.



Pauline Kaaria
Kenya Geographic

CyMetricA's data analysis helped us develop our State of Travel report which uncovers key travel trends and insights in Kenya.



Felix Soto
Femua Ranch

We gained a better understanding of our farming enterprises with higher gross margin potential thanks to CyMetricA.



Make Sense of Your Data

Unlock the power of your business by treating your data as a valuable asset.



CyMetricA offers solutions to secure, optimise and automate tomorrow's businesses today.

We are Your Solution

Our experts have 20+ years of experience in cybersecurity, data science, big data analytics, and AI. Contact us to customize a solution for your business.

CyMetricA unlocks the power of your data. Our team of world-class data scientists, analysts, and AI engineers uses cutting-edge technology to extract insights from your big data, empowering you to make smarter decisions. We tailor our data science solutions to your specific needs, whether it's streamlining operations, optimizing marketing campaigns, or developing innovative new products.

CyMetricA goes beyond data science. We offer comprehensive cybersecurity solutions to protect your valuable information assets. Our team stays at the forefront of cyber threats, implementing robust security protocols and utilizing AI-powered threat detection to safeguard your data from ever-evolving cyberattacks.

Partner with CyMetricA to harness the transformative power of data. We deliver actionable insights, streamlined operations, and robust cybersecurity, empowering you to thrive in today's data-driven world.

www.cymetrica.biz

CYMETRICA

7345, 00100 GPO
Nairobi,
Kenya

Phone +254 721 246 723

Email cx@cymetrica.biz

