Company Outline

We are striving to become a Solution Provider through our corporate philosophy:
Collect【Information】, utilize【Knowledge】, and create【Wisdom】

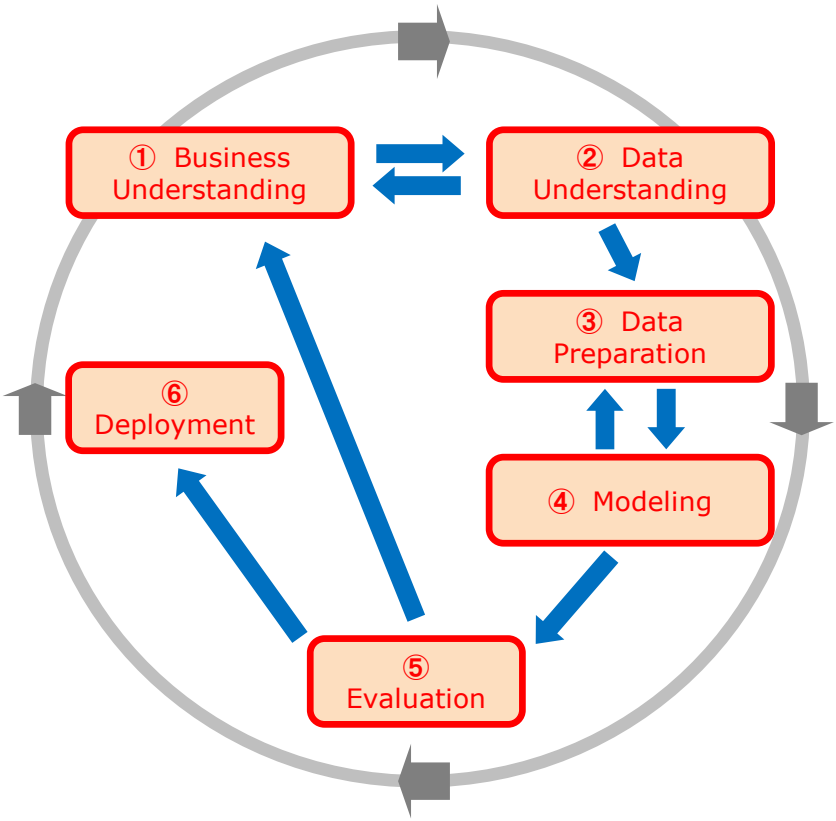
We are in the middle of our growth process, and our workforce is small but talented.
Using Open-source to build systems tailored to customer's needs, we have steadily amassed various analytics projects, and gained both trust and strength as an enterprise.

Company Name	i's FACTORY Co., Ltd.
Established	25-Apr-2000
Capital(paid-in)	327,671,000 Yen
Address	Muneyasu Building No.2, 1-23 Kanda-Nishikicho, Chiyoda-ku, Tokyo 101-0054, Japan
Telephone	＋81-3-5259-9004
Leadership & Auditor	Tomoyasu Ohba　Ph.D. (Science), CEO Naoto Tsutsui　Ph.D. (Science), Director Tetsu Iwasaki　Ph.D. (Environmental Studies), Director Keiichi Utaka*, Full-time auditor Tomohiro Katayama*　Auditor, Lawyer, Certified Public Accountant Takashi Yamaguchi* Auditor, Certified Public Accountant *Outside company auditor stipulated in Article 2.16 of the Companies Act of Japan
No. of Employees	50 (as of Jan. 2017)
Advisors (Random Order)	Yutaka Sasaki (CEO, Bethelight, K.K.) Kiyoyuki Tsujimura (CEO, CarpeDiem, K.K.)
Corporation Lawyer	Tatsuro Ikeda　Lawyer, Certified Public Accountant
Areas of Business	Data analysis and development of data analysis system based on data mining, text mining, artificial intelligence, mathematical science, and statistics

CEO　Tomoyasu Ohba, Ph.D.

Data Mining

CRISP-DM（CRoss-Industry Standard Process for Data Mining）



Process of “Mining” useful information from vast data

Cyclical processes of hypothesis discovery, prediction and evaluation

CRISP-DM PROCESS

① **Business Understanding**
Initial phase of understanding business agendas in order to set the project’s goal.

② **Data Understanding**
Review of data to see if it is usable for the analysis.

③ **Data Preparation**
As preprocess of data mining, preparing what was deemed usable in “Data Understanding” phase into analyzable form.

④ **Modeling**
Designing analytical model using the suitable scientifically proven method.

⑤ **Evaluation**
In the last phase, model was evaluated on its universality and accuracy. In this phase it is evaluated from business perspective, to see if the model meets the objective of the project.

⑥ **Deployment**
Deployment of analytical result into business, continuous monitoring and maintenance.