

Press Release

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i's FACTORY Co.,Ltd.

Automated Data Cleansing Opens Up Data Analysis for Everyone Effectiveness estimation and Remodeling Function to Support PDCA Cycles

The i's FACTORY Co.Ltd., (Chiyoda Ward, Tokyo, President and CEO Tomoyasu Ohba, "i's FACTORY" hereinafter) announced today that the new version of the cloud BI platform "bodais" was released and the automated cleansing function for input data was added to what we have provided since last August.

This version also added effectiveness estimation package for PDCA support to know the result of marketing actions, and remodeling function to automatically renew prediction model for the next cycle of business. i's FACTORY continues to produce the new generation analytical package in this big data era to enable clients to achieve shorter PDCA cycle and change "data within firm" to "data creating value."

Services new to this version

1. Effectiveness Estimation Package

Contrary to the sequence from model construction to downloadable prediction result, this version allows users to examine the effectiveness of actions based on prediction. It is now possible to estimate prediction fitness compared with actual values and plan the next action by inspecting the variable-wise fitness of the model.

2. Remodeling Function

This version enables to reconstruct prediction model based on the result of actions improved by estimation evaluation. By practicing a sequence of PDCA cycles from model, prediction, action, effectiveness estimation to remodeling, users can build up business process with bodais of ever-increasing accuracy.

3. Refined Chart Function

This version is elaborated for checking distribution (histogram function) on sample numbers, accuracy rate and other characteristics of input data, and visualization of prediction adaptability for each variable (decile chart function). A variety of distribution charts, with which our consultants apply for their analysis, is available to users as intuitive and informative form.

4. Automated Data Cleansing

Data cleansing is an important but heavily time-consuming process to increase the accuracy of model. This version implements the automatic cleansing logic developed by our researchers to handle data cleansing for data of varied structure (such as missing data and perfect correlations). It allows users to cleanse data entirely through bodais and to focus more on the core activities using their data for their business action.

Forthcoming Additions

Besides the current "scoring" service, the following analytic services will be available in the near future.

- "matching," to combine one data with another
- "clustering," to summarize data on its relationship

In addition, "text-mining" service is planned to be in the service list above.

About bodais

Since its release in August 2011, the cloud BI platform "bodais" continues to be introduced by corporations that extend sales development and run DM-based customer strategy in domestic market. Besides, utilizing "bodais API" that is compatible with existing managerial systems enables businesses to shift from "data visualization" to "answer and action." Furthermore, it enables M2M risk management applying marketing sensing, and O2O promotion in which online purchasing can be linked to offline marketing. Along with the currently available scoring system, forthcoming additions include clustering, matching, text mining and other analytic modules.

Background of Service Development

The increasing computer capabilities in recent years have enabled an easy collection and accumulation of data with wide variety and of large amount. Meanwhile, there are increasing requests from businesses that try to use accumulated data for business strategy and marketing activity but technical and budgetary constraints prevent them of following up the daily inflation of data.

Since its foundation by Doctors of Science as core members, our company has provided consultations on data analysis and data utilization for businesses in a variety of fields and commissioned more than three hundred projects. The wisdom acquired from these projects has brought us to understand that the nature of the problem on accumulated but abandoned data is rooted no less in data processing before analysis than complexity of analysis itself. The cloud-type analytic service "bodais" was developed to consolidate these experience and knowledge and to provide them to a wide reach of clients. Additionally, services with "bodais API" have been launched to offer compatibility with the working systems of clients.

Origin of Bodais

As the integrated service of analytical technologies that visualizes potential and course of action within large data and text information, "bodais" is named after the "Bohdi mind", the intense desire for wisdom after enlightenment, combined with "dice" as a symbol of chance. "bodais" is a service to discover wisdom in the data.

About Us

i's Factory Co.Ltd.

Foundation: April 25, 2000

Representative: President and CEO Tomoyasu Ohba(Doctor of Science)

Stated Capital: 54,906,000 Yen

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