

# 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 Makoto Taketatsu, Director Daisuke Kaneko* , Outside director Keiichi Utaka**, Full-time auditor Tomohiro Katayama** Auditor, Lawyer, Certified Public Accountant Takashi Yamaguchi** Auditor, Certified Public Accountant * Outside director stipulated in Article 2.15 of the Companies Act of Japan **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)	Allen Miner (Chairman & CEO, SunBridge Group) Yutaka Sasaki (CEO, Bethelight, K.K.) Kiyoyuki Tsujimura (CEO, CarpeDiem, K.K.) Junya Handa (CEO, Charme, 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

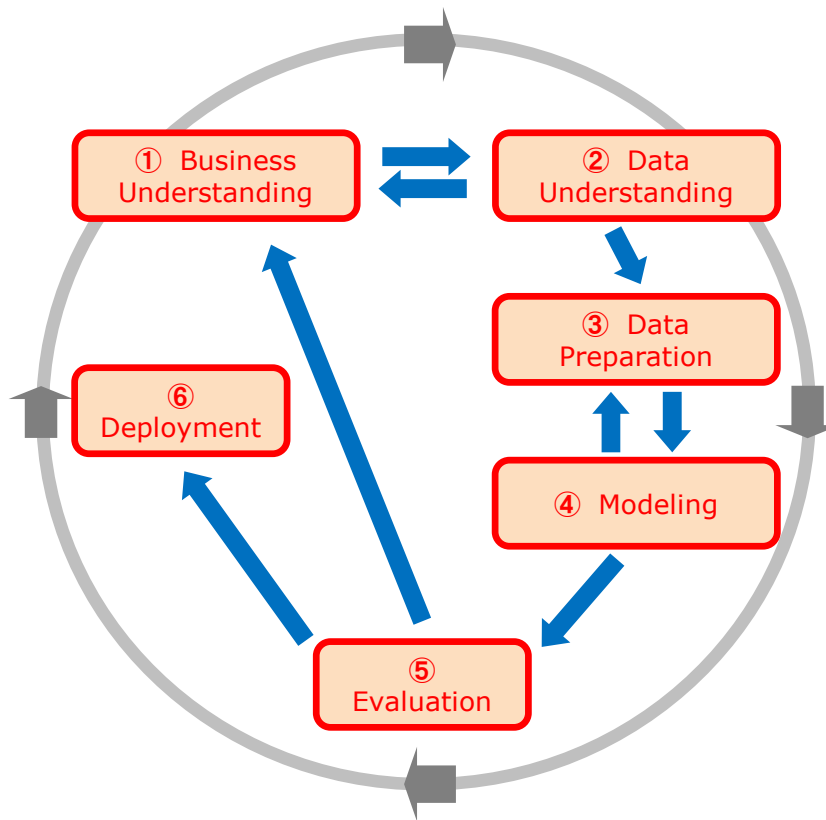


大場智彦

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.