shimoku

Partnership Consolidation Date

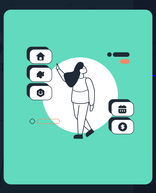
2022

Client Overview:

Shimoku is a platform to build highly customizable Data and Artificial Intelligence Products with Explainability for business users. Saving months while reducing most of your Data & IT workload.

FINAL PRODUCT/OBJECTIVES:

Shokworks provides dynamic teams on demand to Shimoku, allowing them to offer highly customizable Data and Artificial Intelligence Products with explainability for business users. This allows Shimoku to efficiently build and implement their Data and AI products.



INNOVATION STACK:

- Data Apps Development
- AI Apps Development
- Implementations of AI Low-Code solutions:
  - Churn Predictions
  - Predictive Cohorts
  - Next Purchase Prediction
  - Fraud Prediction

MAIN TECHNOLOGIES:

For Deep Learning

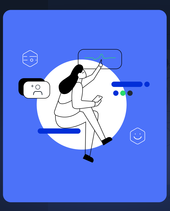
- Tensorflow
- Keras
- AutoKeras
- Deap
- Kur DeepGram
- Chainer
- Paddle
- Onnx
- ADBench

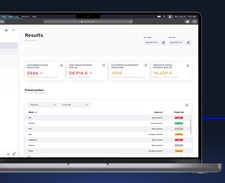
For Machine Learning

- Scikit Learn
- LightGBM
- SkPro
- XGBoost
- Catboost

Other advanced mathematical methods

- PyMC3
- MILP





KEY DELIVERABLES:

Data and AI Apps developed on demand for end customers.

TEAM STRUCTURE

- Project Manager
- Data Analysts
- Data Scientists

★ RESULTS ★

- Shimoku's Boosted LTV AI F&K **by 32% and ROI by 25%** with 65K Email Campaigns.

65K
Email marketing campaigns

32%
LTV campaigns augmented

HIGHLIGHTS

Featured in a Forbes Article

Five Practical Ways To Boost Your Marketing With Artificial Intelligence

SHIMOKU SUPPORTS THE GASGAS ASPAR TEAM IN A KEY YEAR FOR BOTH