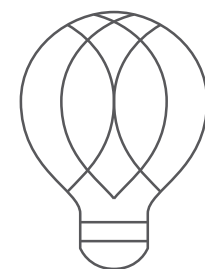




We help organizations  
turn data into actionable insights  
to create **value**.







## MAKING DATA WORK FOR YOU

We have been a pioneer in the predictive analytics business in Indonesia for over 20 years. We were known as SPSS Indonesia, a sole distributor and authorized representative of SPSS' products and services. In 2011, it rebranded to Purple, an IBM Business Partner for analytics products and the data solution services.

Purple has a team of dedicated Data Scientists and Consultants that have delivered end-to-end projects related to machine learning and predictive analysis.

### How we can help you:

We develop and implement machine learning solution projects across different industries.

•

We provide advisory including training.

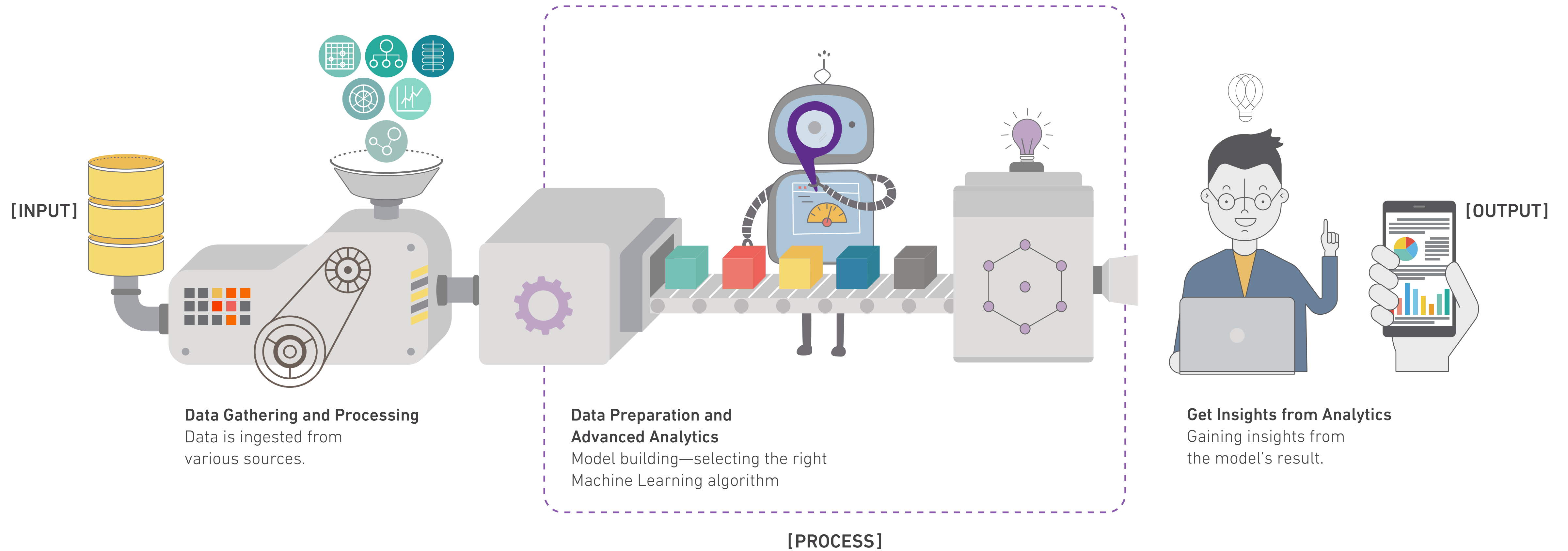
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We're IBM Gold Business Partner and DataRobot AI Partner.

•

We sell analytics products (softwares).

# The Process



# Our Solutions



## FINANCIAL SERVICES

- Credit scoring
- Fraud detection
- Churn analysis
- Next best offer
- Customer analytics
- Wealth management
- Enterprise analytics roadmap



## RETAIL

- Next best offer
- Demand forecasting
- Location analytics
- Customer analytics
- Assortment planning



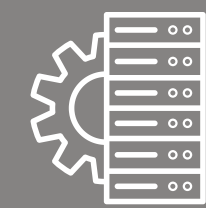
## MANUFACTURING & INDUSTRIAL

- Predictive maintenance
- Process anomaly detection
- Logistic optimization
- Warehouse allocation
- Demand forecasting
- Product quality improvement



## TELCO

- Credit scoring
- Fraud detection
- Churn analysis
- Next best offer
- Customer analytics
- Social network analytics



## OTHERS

- HR analytics
- Predictive maintenance
- Process optimization
- Image detection

# Technology Partners



# Our Clients



# Let's do something Amazing

\_talk to us

[info@purpleanalytics.com](mailto:info@purpleanalytics.com)

+62 750 2313 / 7590 9834

\_meet us

## office

Grand Slipi Tower Suite # 6G  
Jl. Letjen S. Parman Kav 22-24  
Jakarta 11480  
Indonesia

## workshop

Jl. Alam Asri V No. 7  
Pondok Indah  
Jakarta 12310  
Indonesia

\_connect with us

## linked in

[linkedin.com/company/purple-analytics](https://www.linkedin.com/company/purple-analytics)

