# dunnhumby Model Lab

## Accelerate your retail data science

If you are a retail data scientist, your time is probably consumed preparing data and performing multiple repetitive tasks before you even get the chance to apply algorithms and evaluate their performance.

dunnhumby Model Lab automates some of the most time-consuming steps, allowing you to focus on what you do best — modelling and delivering customer insights that drive profitability and customer loyalty. All faster and more cost effectively.

**dunnhumby Model Lab gets accelerated results:**

Accelerate
**Projects**
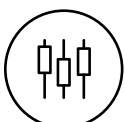
Accelerate
**Tuning**

Accelerate
**Processing**

Accelerated
**Results**

dunnhumby

# How does it work?

dunnhumby Model Lab provides you with a framework that is aligned with typical retail projects. It puts you in charge too, with each Model Lab experiment offered in 3 options enabling you to prioritise interpretability, performance or the option of taking a completely custom approach.

**Accelerate Projects**
- Intuitive GUI and dashboard gets you started quicker
- Real-time progress updates keep you informed

**Accelerate Tuning**
- Automatically tune machine learning algorithms

**Accelerate Processing**
- Parallel computing and resource optimisation boosts performance and reduces runtime

**Accelerated Results**



# What can it do for you?

**dunnhumby Model Lab is ideal for solving complex retail challenges,** such as understanding Customer churn and predicting propensity to purchase and in what channel (i.e. in-store or online). Here are some examples:

- **Customer Predictions** — Predict which Customers are likely to exhibit a specific behaviour, churning or purchasing for example

- **Model Benchmarking** — Benchmark your current models with state-of-the-art machine learning pipelines and see if you are using the full potential of your data

- **Clustering Assistant** — Clustering is an important stage to understand Customer population and when designing a strategy. The automated clustering module helps you find the optimum grouping based on what matters to your business

- **Segmentation Predictions** — You already have a segmentation for some existing Customers, but lack the original data to get it for all your Customers? Use the data you have to predict which segment they belong to

- **Data Preprocessing** — A necessary step, but time consuming. Go straight to the analysis part with our fully automated cleaning module to make the most of your data science teams

- **Driver Analysis** — Find what matters in your data to optimise the drivers of your business and Customers

# Get started today on Azure

dunnhumby Model Lab is now available on Microsoft Azure. This enables you to take advantage of Model Lab through a simple subscription and get up-and running virtually instantly. You can even get-started today and trial Model Lab for free. The cloud-based service also means that you will always be working with the latest up-to-date software, no need to worry about downloading updates, and new features and experiments are provided automatically.

# Proven power and experience

dunnhumby Model Lab has already been empowering dunnhumby data scientists and has been used to create millions of models for retailers and CPGs around the world, rapidly and efficiently. Now you can use Model Lab too. It's all about democratising Customer Data Science for everyone, irrespective of size.

**Start your free trial here – www.dunnhumby.com/modellab**

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