Pecan

Predictive analytics without data scientists

February 2021

Business teams need & want AI, however, data science is:

- Hard and expensive
- Requires data scientists with domain expertise, which are scarce

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Pecan grants business teams data science without data scientists

Building a low/no code “AI bridge”
between business owners and analysts

Action Owner

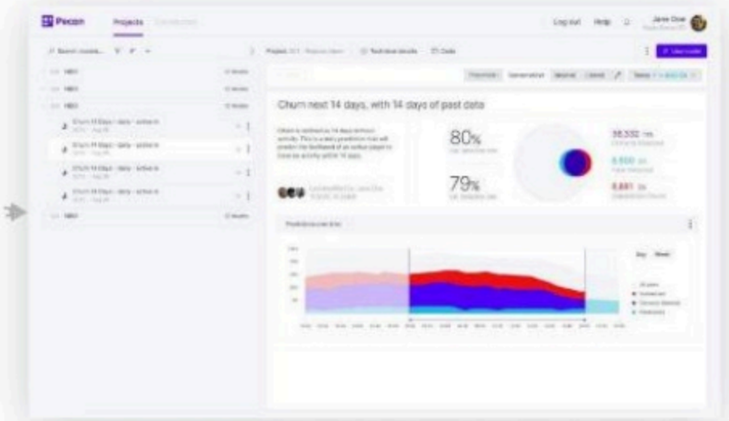
The **business stakeholder** that owns the KPI

Builder

A **BI or data analysts** that understands the data

Takes Action

Builds



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Define/refine the business use case

Build models

Evaluate Performance

Test Impact

Act!

Deploy

Monitor Performance and impact

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Who we are

We are product-first, results-oriented team

We love AI and analytics, but acknowledge that AI is only as good as the needle it moves. We are hyper- focused on one thing: transforming the way teams drive impact with their data

Pecan was founded in Apr-18, and has raised $16.5M to date, from S-Capital, Dell Capital and MindSet Ventures.

Zohar Bronfman
CEO & co-founder
PhD in AI
PhD in Philosophy
Formerly 8200

Noam Brezis
CTO & co-founder
PhD in AI
Data expert
Formerly 8200

Limor Segev
VP Product
Formerly VP product
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Eran Yorkovsky
VP Digital Solutions
Formerly client partner
@FB

Yehonathan Barnea
VP of Success
Formerly AI Success Director
@DataRobot

Tomer Meron
VP R&D
Formerly @Google & @eBay

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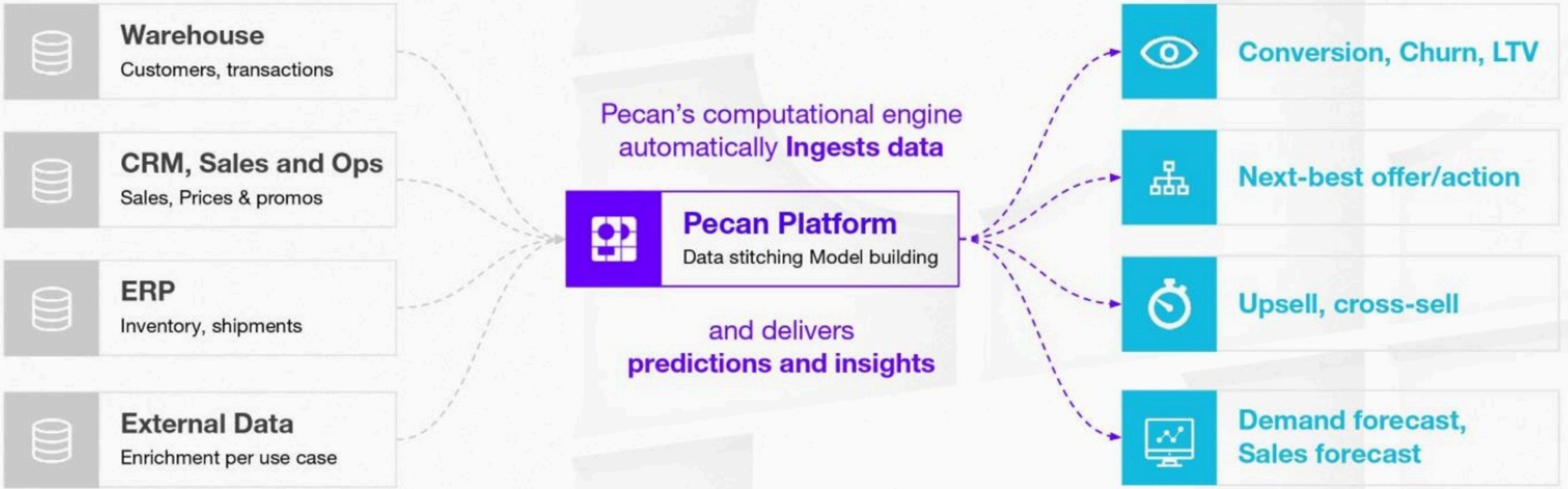
The Pecan platform is the fastest and simplest way to build and deploy advanced predictive analytics without data science experience



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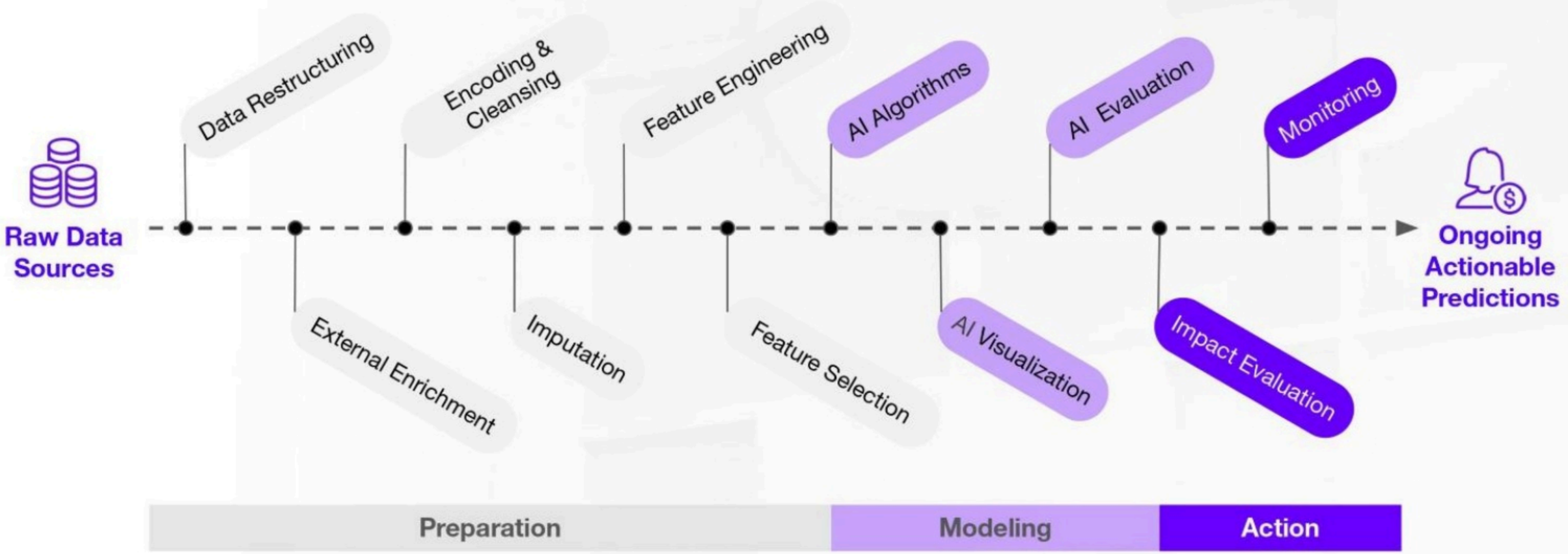
Pecan's end-to-end solution

The Pecan platform automates the entire "AI value chain"
in a matter of hours Without data scientists in the loop



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3 key tech moats

Drag & Drop-to-AI technology

In-platform ETL, allowing business analysts to build models using only drag-n-drop and SQL

Data preparation & Feature engineering

Fully automated harmonization, cleansing, encoding & embedding, external enrichment and feature selection & engineering

Deployment & monitoring

Continuous DB resampling, with automated model monitoring and retraining - without code or engineering

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Business model

- Subscription per use case + per entities
- Upsell from customer growth / increase in usage and additional use cases

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A mobile app company increased promotional revenues using Pecan's AI-Based offers

Challenge

The company's CRM and monetization team were looking to improve their promotional efforts and increase their customer's LTV

Solution

Pecan's ingested all raw historical game and user data, enriched the data by engineering efficient RFM (recency, frequency, monetary) metrics using Pecan's AI and deployed a pricing model for the game promotional packages. Every user received personalized offer based on his game patterns.

Impact

▲ **37%**
Uplift In Revenue/User

▲ **91%**
Increase in purchases

From

- BI-based segmentation
- Rule-based offers

10 Days

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Pricing — **Promotion Optimization** — **Personalization**

To

- Scalable AI capabilities
- High resolution user-level personalization

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A retailer boosted sales conversion rate by 35%, while enhancing sale rep productivity by 20%

Challenge

The company was struggling to meet revenue and growth targets. Sales reps used simplistic and unfocused outreach methods to identify and target leads.

Solution

Pecan's platform ingested all raw historical sales and customer data, enriched the models by adding cutting edge external features and automatically built predictive models for upsell conversion indication using Pecan's pre-built use case library.

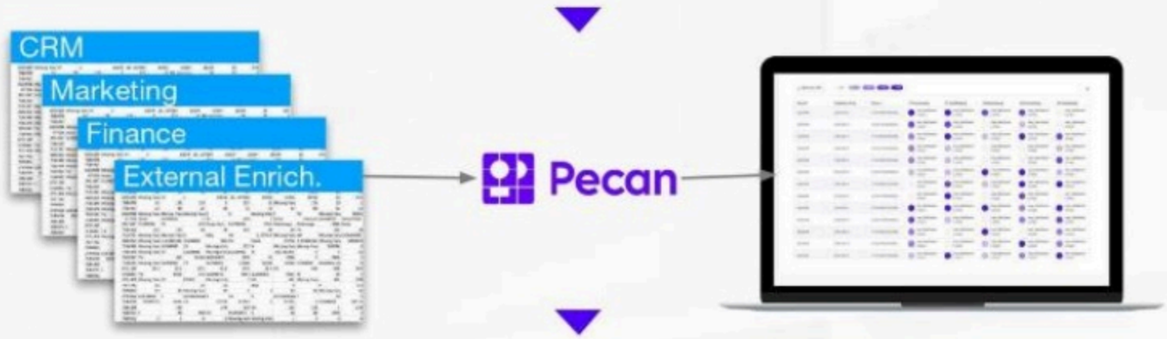
Impact

▲ **35%**
In conversion

▲ **20%**
Rep Productivity

From

- Manually prepared spreadsheets
- Nonspecific campaign
- Slow learning curve



To

- Fully integrated recommendations
- Targeted and effective sales campaign
- Continuously improved processes

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Thank you

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Annex

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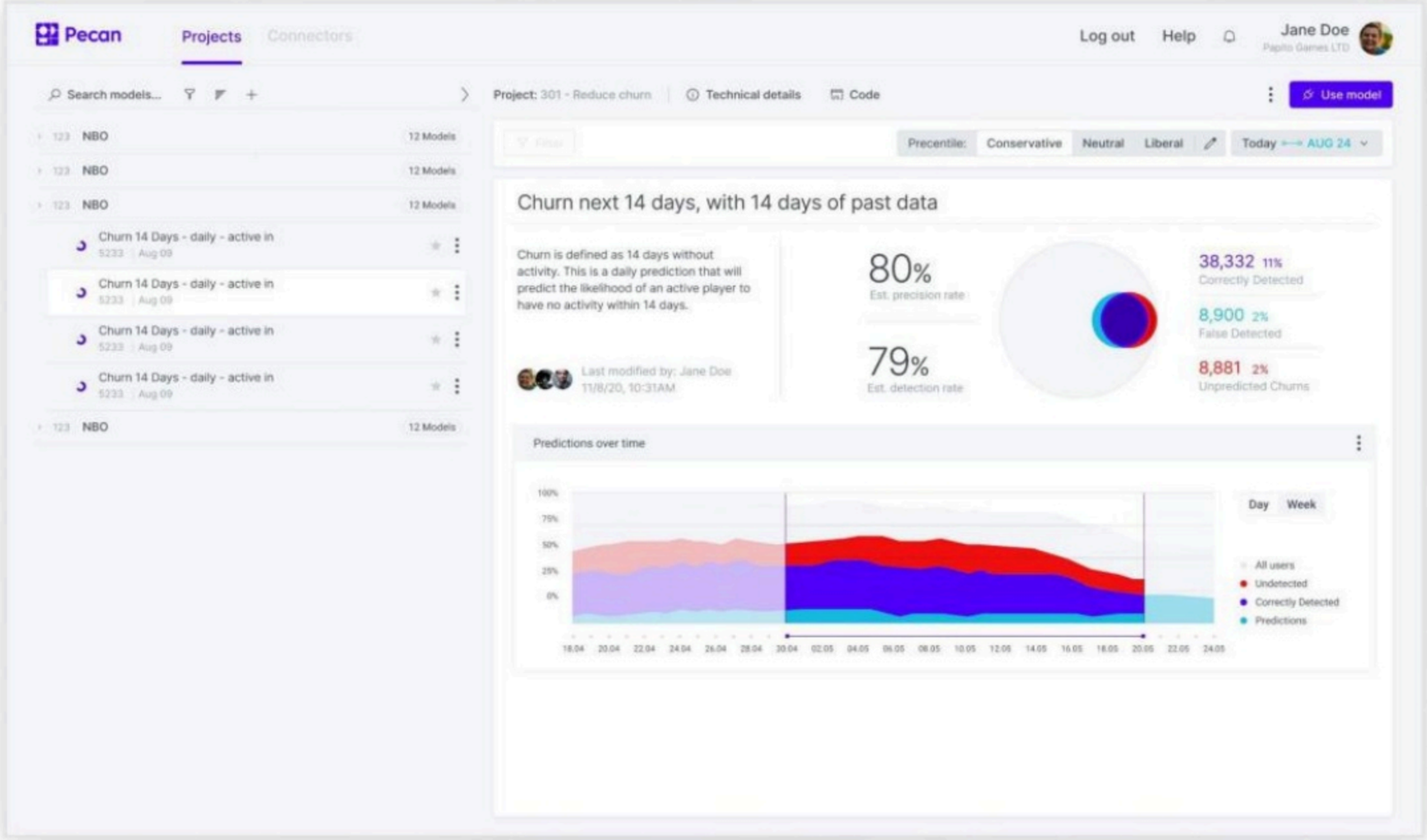
Churn Model Example



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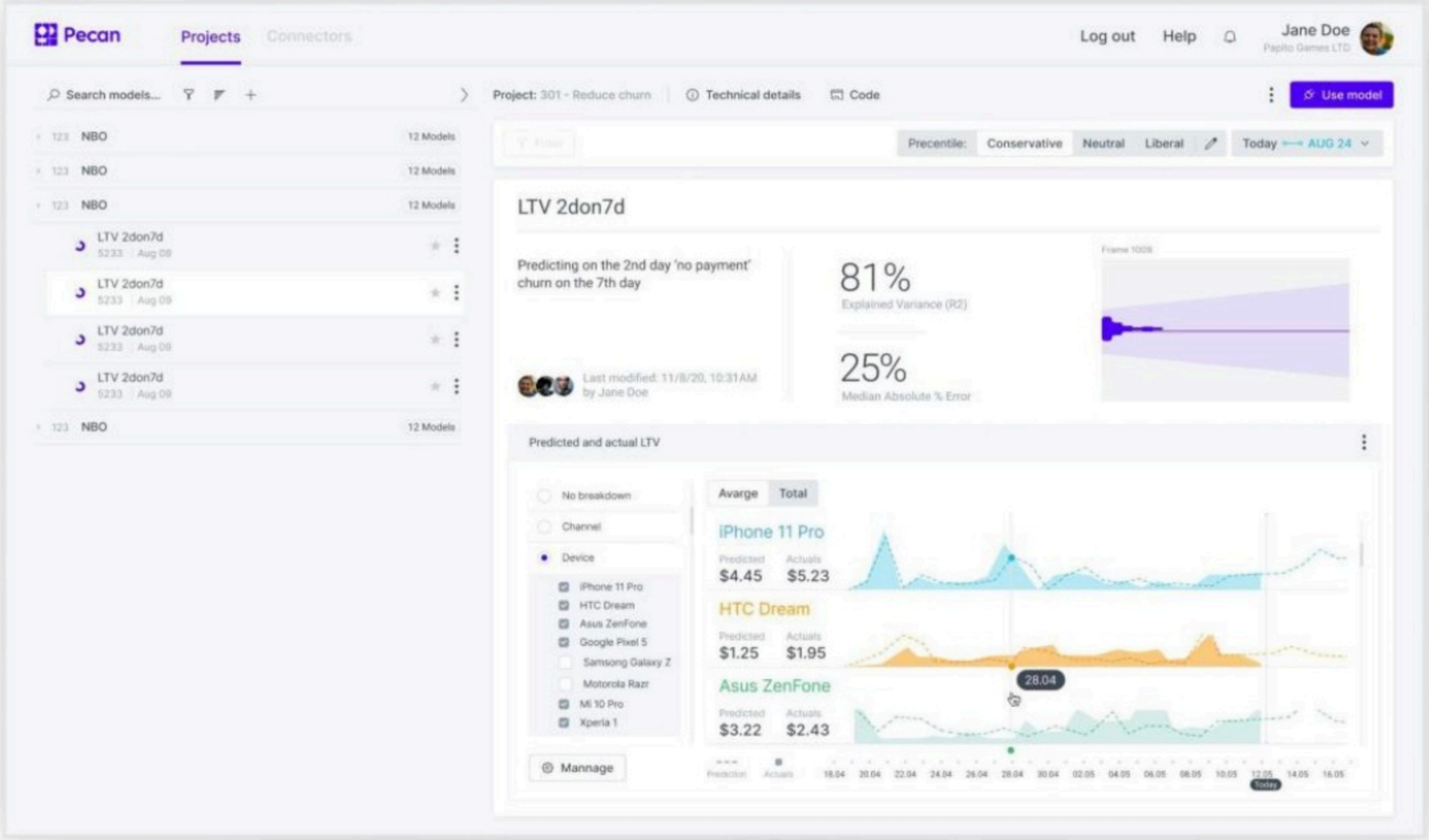
Lifetime value Model Example



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