

## Case Study

# Understanding data using predictive analytics to empower decision-making

## Opportunity

Othot helps organizations gain insights by merging data science with analytics. They built a predictive analytics engine that helps decision-makers evaluate the impact of choices and choose the best course of action. Othot partnered with Rivers Agile to design and build a custom platform that gives on-demand data insights in a user-friendly way.

We partnered together to create a seamless front-end for the data analytics algorithm that allows users to:

- See on-demand predictions for their data and actions
- Make more well-informed decisions based on possible outcomes
- Customize the analysis to fit their specific needs
- Identify gaps in their data

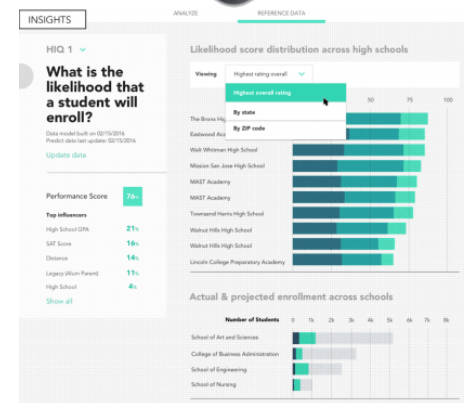
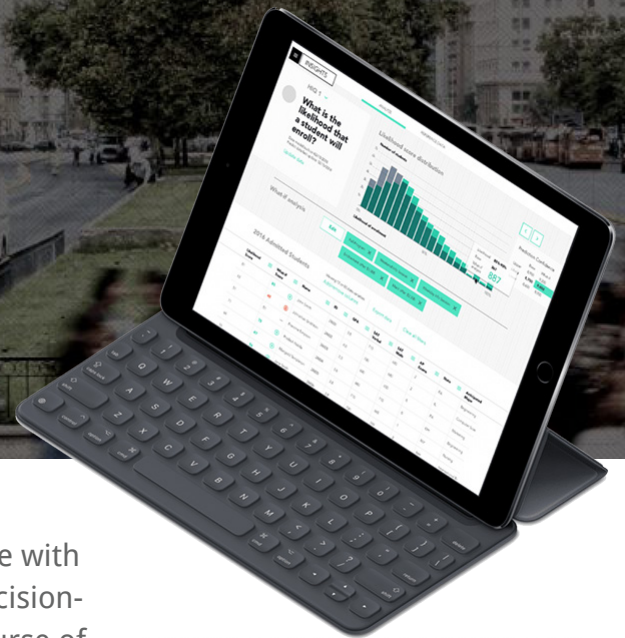
## Solution

Othot's platform puts the robust, complex predictive analytics engine at each user's fingertips. By allowing for a fully user-configurable platform, the information is both dynamic and highly relevant. Othot has launched a desktop product that integrates its Calisto and Titan analytics engines.

## Value

The benefits of the predictive analytics engine include:

- On-demand predictions - understand and predict the impacts of actions through dynamically generated models and insights
- Customized, configurable approach - users can configure nearly everything in the application — from records, to models — even down to labels and custom JSON
- Actionable insights - reduce cognitive load by analyzing and recommending actions and outcomes in a user-friendly interface
- Data access anytime, anywhere - centralized cloud-based storage that allows multiple users to access the same predictions from any location
- Customer management - allows Othot to manage and create a database instance per each customer



**Client**  
Othot

**Location**  
Pittsburgh, PA

**Industry**  
Predictive Analytics

**Project Scope**  
Software Development,  
Quality Assurance and  
Testing, Product  
Strategy, UX Design  
and UI Design