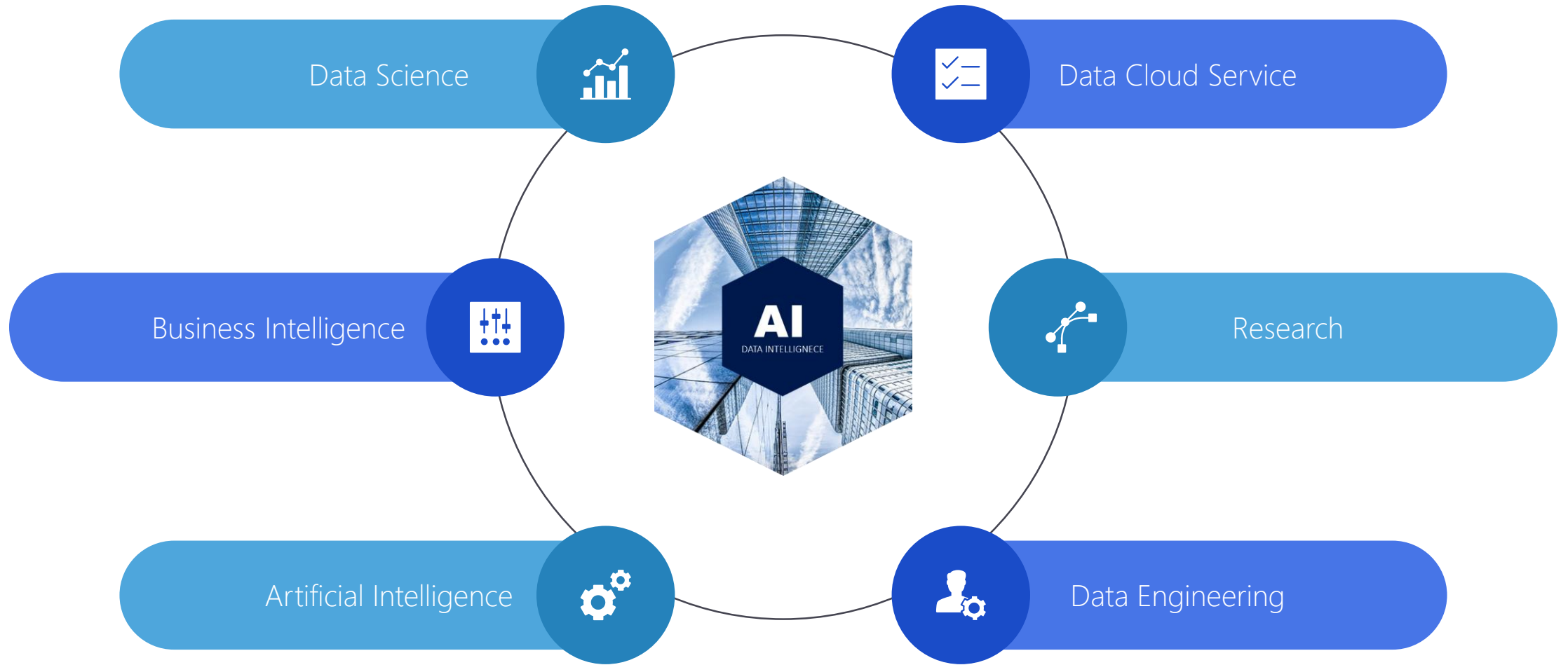


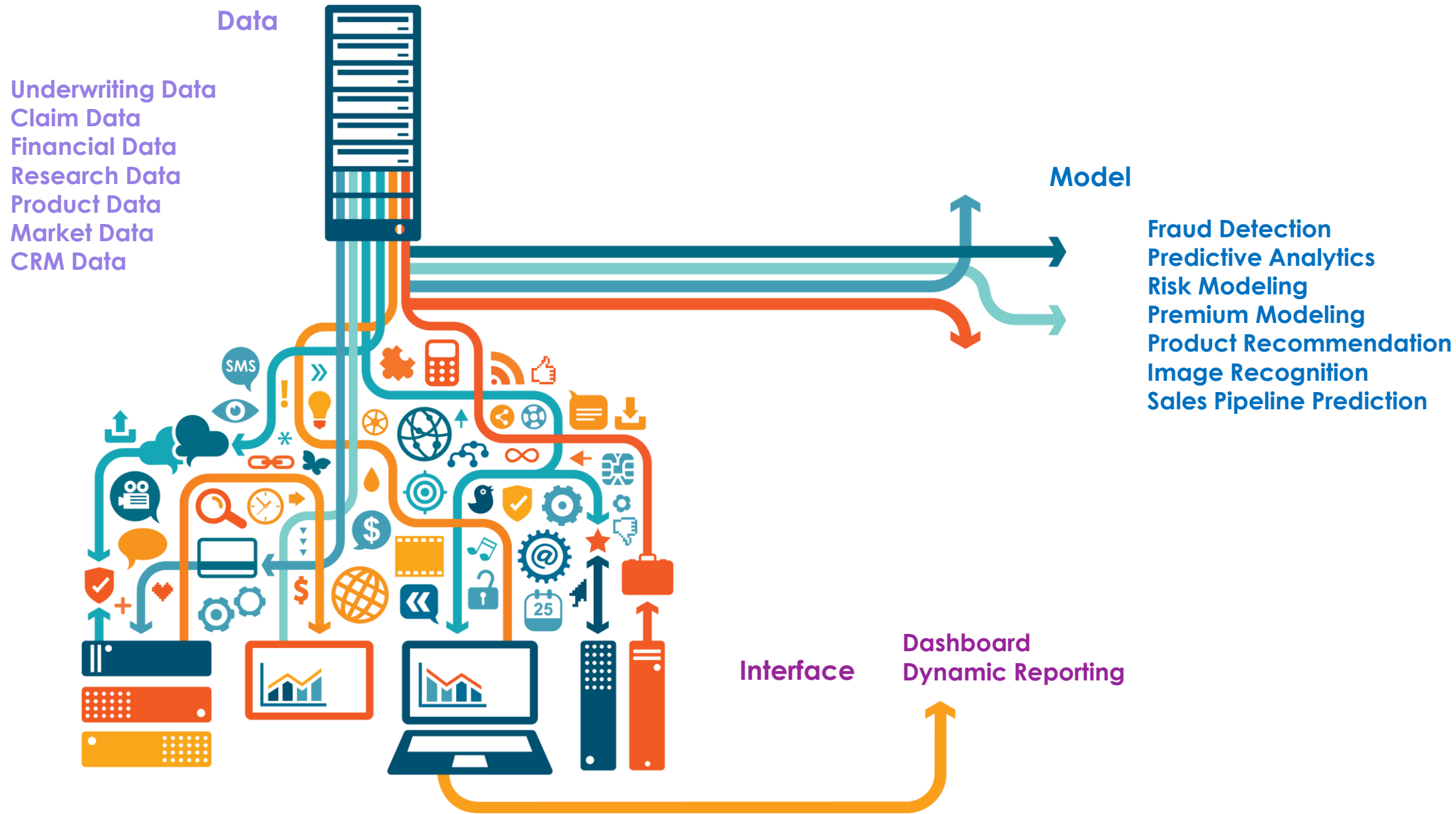


AI Data Intelligence

Our Service



Data Science



Text Analytics

ESG Report

Eyjafjallajökull (pronounced [ˈɛːtʃaːˌfjatʃaːˌjœkvʏtʃ], Icelandic for "island-mountain glacier"^[1]) is one of the smaller ice caps of Iceland, situated to the north of Skógar and to the west of Mýrdalsjökull. The ice cap covers the caldera of the volcano with a summit elevation of 1,666 metres (5,466 ft). The volcano has erupted relatively frequently since the last glacial period, most recently from 1821 to 1823 and again in 2010.^{[2][3][4]}

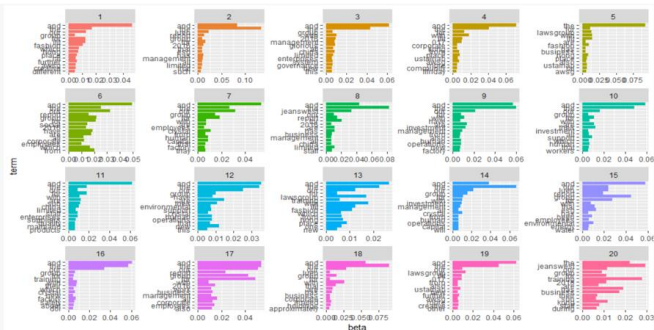
The **ice cap** has a size of about 100 square kilometres (39 sq mi) and gives ice to many outlet glaciers.

The Eyjafjallajökull is a strato**cano** and is 1,651 metres high. The crater is 3–4 kilometres in diameter, open **to** the north. The south face of the mountain was once part of Iceland's Atlantic coastline. The area between the coast and the mountain is a flat strand with a length of 2 to 5 km and is called the Eyjafjöll.

The **volcano** is part of a chain of volcanoes stretching across Iceland. It is fed by **4** magma chamber under the mountain, which in turn derives from the tectonic divergence of the Mid-Atlantic Ridge. Its nearest active **neighbours** in the northeast are Katla, and in the southwest Eldfell. Eyjafjallajökull is maybe related to Katla geologically, because eruptions of Eyjafjallajökull have normally been followed by eruptions of Katla. The Eyjafjallajökull volcano erupted in 920, 1612 and again from 1821 to 1823 when it caused a glacial lake outburst flood or jökulhlaup. It has erupted twice in 2010—on 20 March and in April/May. The March event forced a brief evacuation of around 500 local people, but the April eruption was ten to twenty times more powerful and caused substantial disruption to air traffic across Europe, and is ongoing. It has cancelled thousands of flights across and to Iceland.

The stratovolcano, whose **vents** follow an east-west trend, is composed of basalt to andesite lavas. However, **fissure vents** occur on both (mainly the west) sides of the volcano.

In 1821 a minor eruption caused some damages. The ash released from the eruption contained a large fraction of fluoride. In high doses fluoride harm the bone structure of animals and humans. The eruption also caused some **small** and medium glacier runs and flooding in nearby **towns** Markarfljót and Holtsá. People describe heavy ash fall in the area around the volcano. The sequence of eruptions continued on a more subdued level until June 1823.



1	Environment	65%
2	Social	9%
3	Governance	7%
4	Profit	5%
5	Customers	2%



Industry: Testing, Quality Assurance



Objective: Textile Sustainability Reporting and Analytics Automation



Technology: NLP, Text Analytics, Data Cloud Service

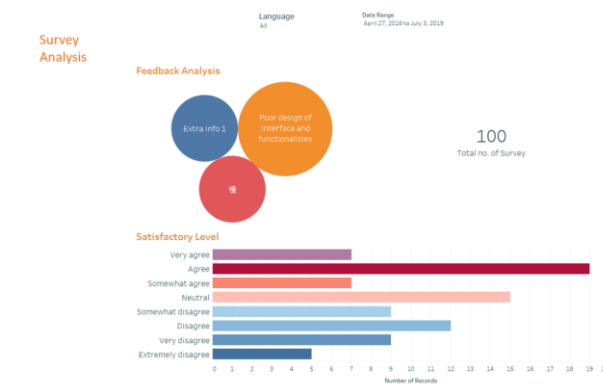
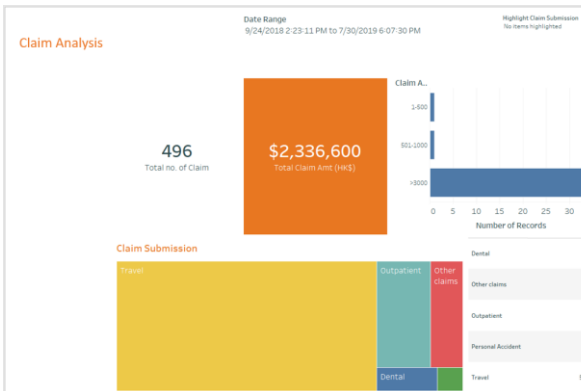


Output: A platform is developed for collecting and analysing textile sustainability reports

Customer Experience



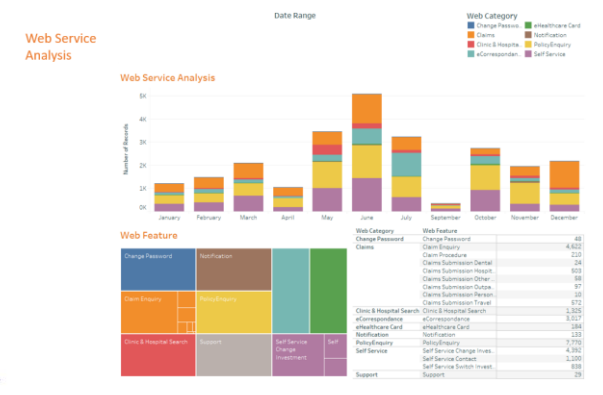
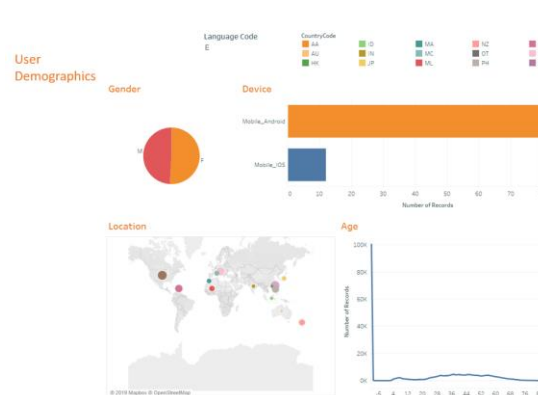
Industry: Insurance



Objective: Visualize customer journey from eServices platform and gain insight from customer behaviors.

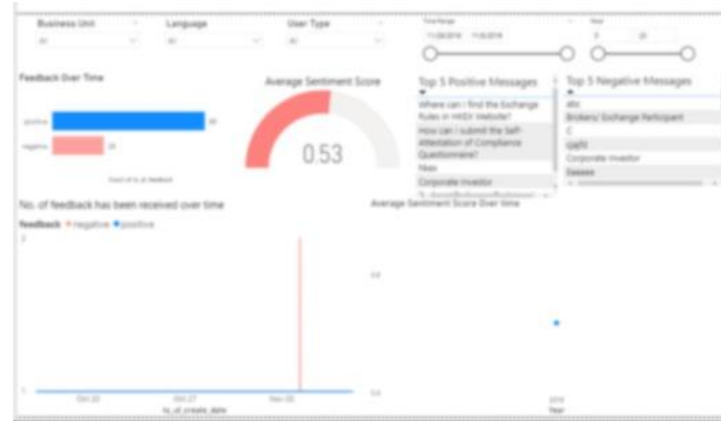
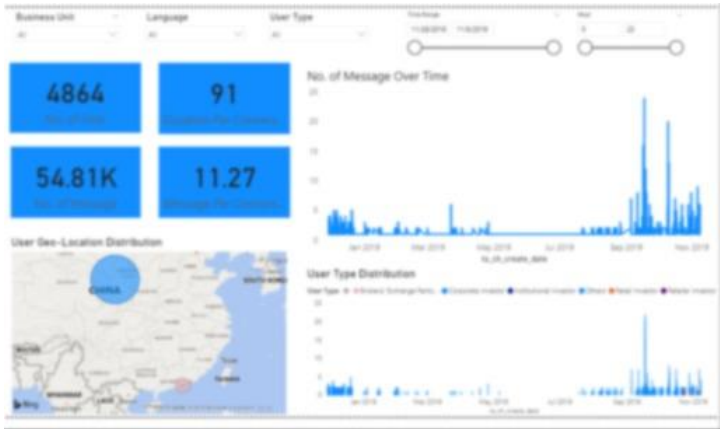


Technology: Tableau, Google Analytics, Data Management



Output: A dashboard is developed for enhancing customer experience and optimizing customer journey

Chatbot Performance



Industry: Finance



Objective: Visualize customer journey from Chatbot platform and gain insight from customer behaviors.



Technology: PowerBI, Azure, Sentiment Analysis



Output: A dashboard is developed for monitoring chatbot performance

Text Recognition



Industry: Logistics



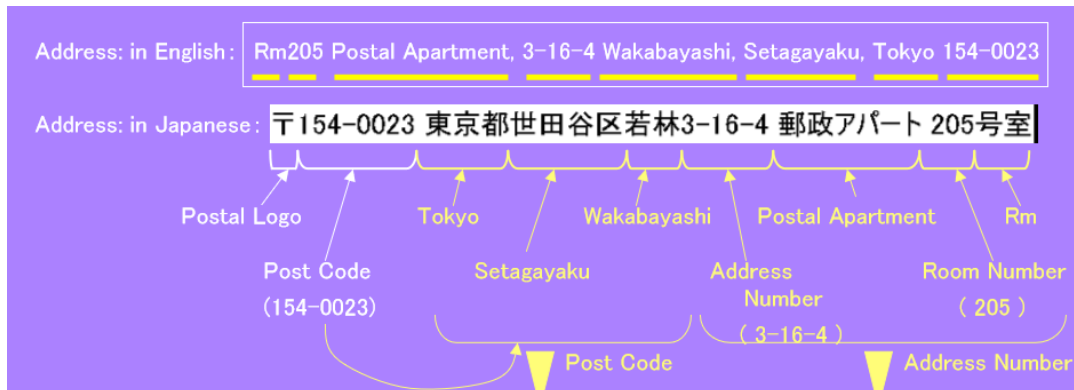
Objective: Recognize handwritten Japanese address from delivery slips for a logistics company.



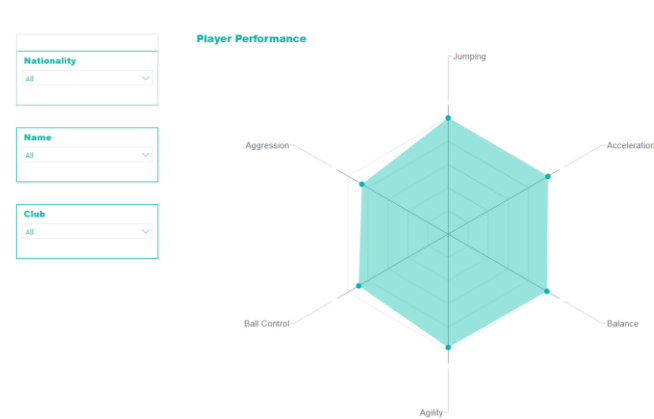
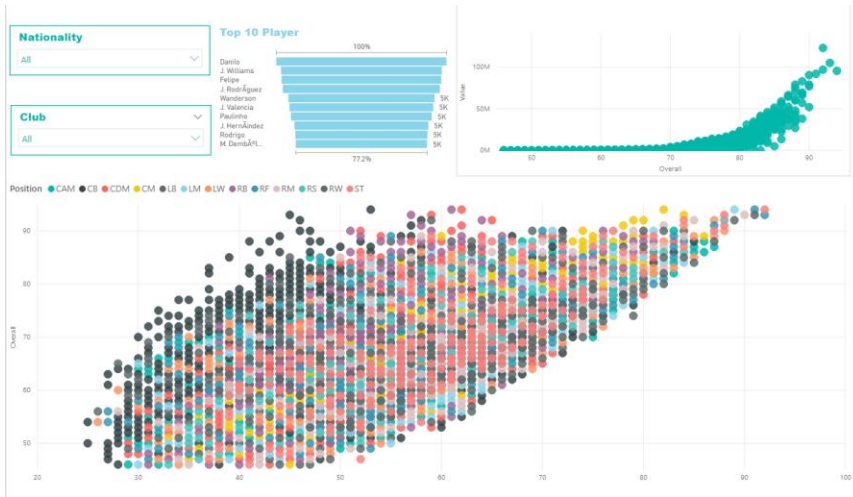
Technology: Text recognition, deep learning



Output: A dashboard is developed for monitoring chatbot performance



Sport Analytics

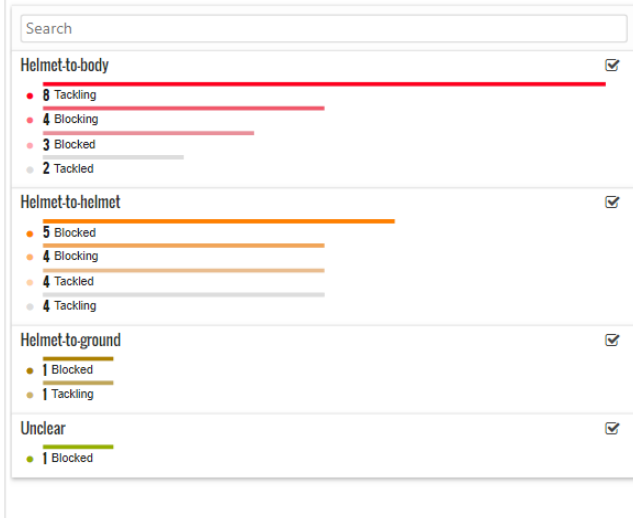


Industry: Sport

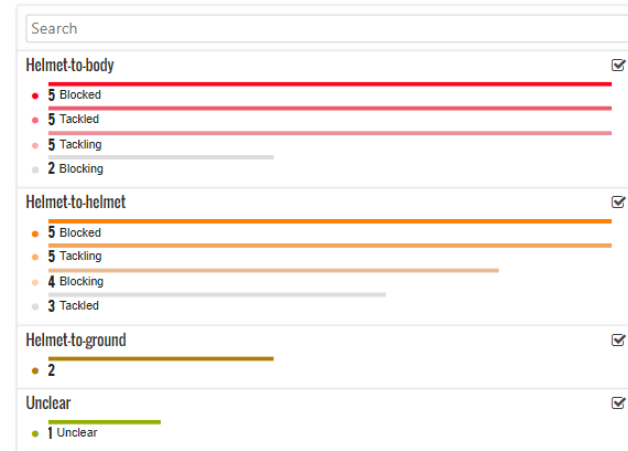


Objective: Visualize athletes performance and segmentation and apply injury prediction model

Injury caused by player activity



Injury caused by partner activity

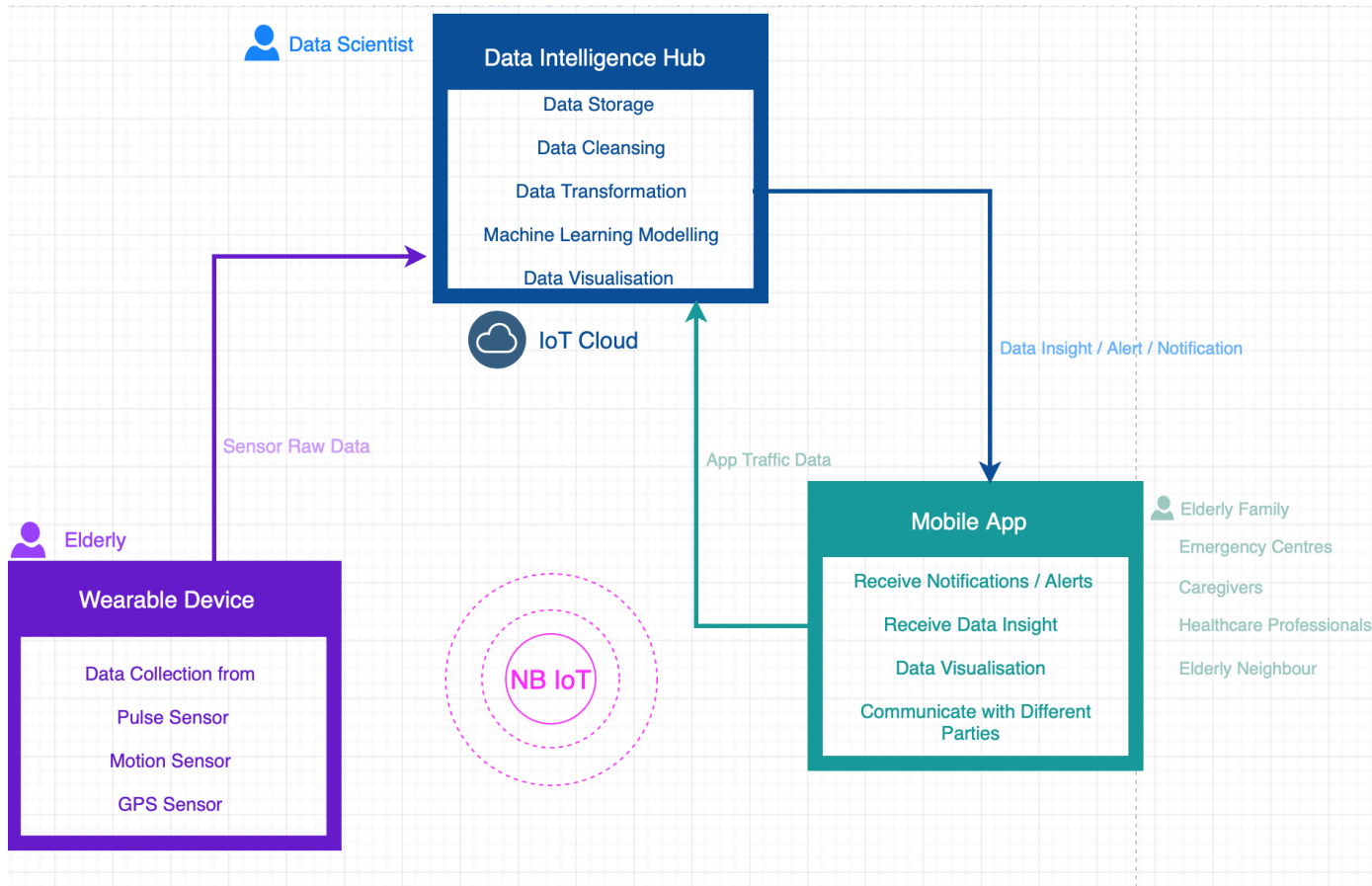


Technology: Survival Analysis, PowerBI



Output: A dashboard is developed for sport analytics and injury prediction

Smart Healthcare



Industry: Healthcare



Objective: Develop a solution to let elderly live more independent by monitoring data from sensors.



Technology: IBM Cloud Service, data transformation






Output: End to end smart healthcare solution for elderly, elderly family and healthcare professionals.

Recommendation Engine

USER vs ITEM APPROACH

 USER BASED APPROACH		 ITEM BASED APPROACH
Assumption Customer's preference remains constant over time Customers with similar profile have similar preference in insurance products		Assumption Product data is well distributed Customers have similar insurance product preference, they like products with high similarity
Recommendation Complements		Recommendation Substitutes

USER vs CONTENT APPROACH

 USER BASED APPROACH		 ITEM BASED APPROACH
Pro Stronger recommendation not just rely on pairwise correlation of products		Pro Don't require a lot of customer data, just need product data
Con Since it is a type of memory based collaborating filtering, computing can be time consuming		Con Hard to find the appropriate product features Overspecialization on product recommendation Product data need to be well distributed which is impossible in reality.



Industry: Insurance



Objective: Develop recommendation engine by using customer profile and conversational data to recommend products and service



Technology: Azure, recommendation engine



Output: Implement recommendation engine in chatbot conversation to recommend insurance products to customers



Thank you