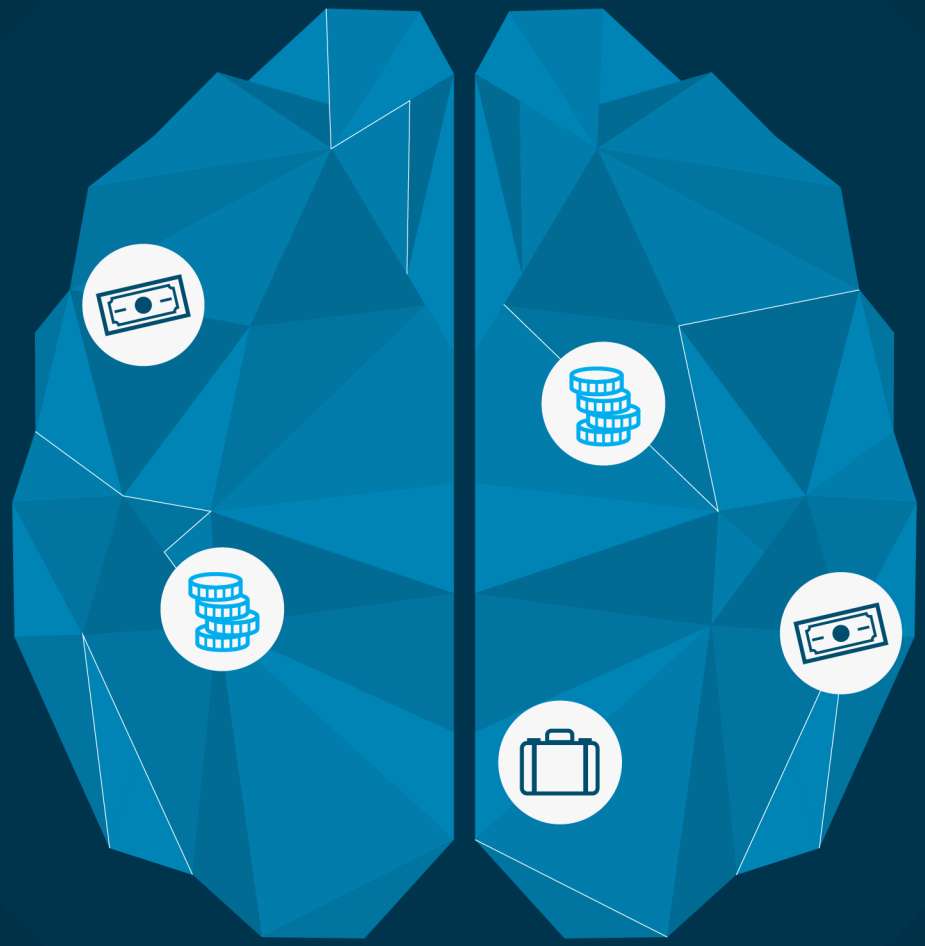
PAPPS RECOMMENDATION

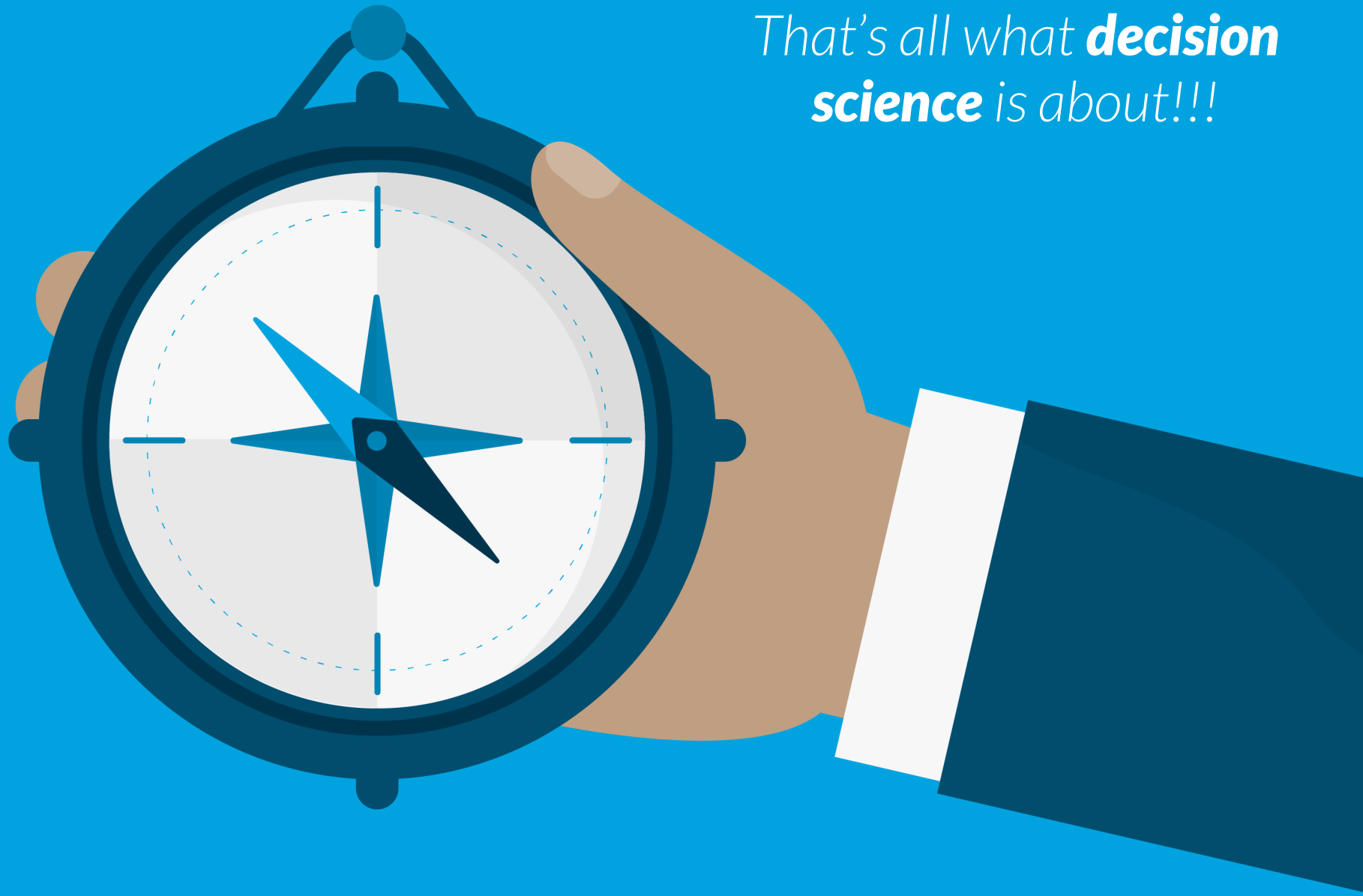
QAMPO

You make around ***35.000 decision everyday****. These decisions can be as trivial as deciding between corn flakes or cheerios for breakfast but they can also be as impactful as deciding on a direction for your business, pricemodel, whether to reorganize or not etc*



But most of the times (= always) are the myriad number of possible solutions with different possible outcomes giving us a enormous ***decision space****.*

What we really need when making decisions is a ***decision GPS****! A GPS to guide you to know the effects of your decisions before they are made OR to answer which decision is the best one.*



That's all what ***decision science*** *is about!!!*

QAMPO = DECISION SCIENCE ®

Machine Learning
[Predictive Analytics]

Simulation & Optimization
[Prescriptive Analytics]

Software Development
[Data integrations and API's]

RELEVANTE REFERENCER

KUNDE	BESKRIVELSE
EGMONT	*Forudsige kundeafgang og anbefale de bedste fastholdelseshandlinger målrettet mod de rette kunder.*
SE/STOFA	
JFM	
FOODSERVICE DANMARK	*Webshop recommendation engine*
PLANTORAMA	*Recommendation engine til at indrette butikken. Hvad skal placeres sammen med hvad i de fysiske butikker for at øge den gennemsnitlige salg*
ATP – Udbetaling Danmark (UDK)	*Forudsige formål med telefonhenvendelser til UDK*

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