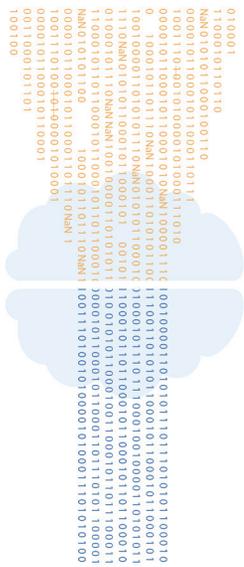


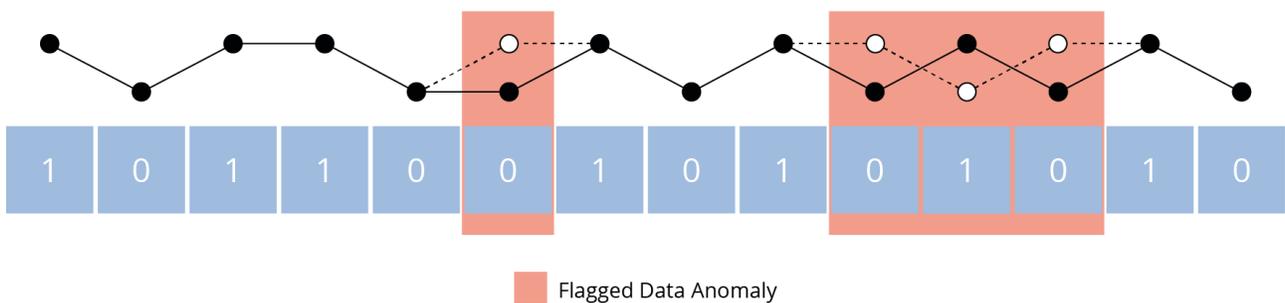
One of the most practical applications of **artificial intelligence (AI)** is analyzing data sources for detection of anomalies. Fulcrum's **Data Anomaly Detector** identifies **unusual patterns** in live data feeds with **minimal user intervention**, and also identifies **valuable and unexpected insights** from data.

A Data Anomaly Detector:



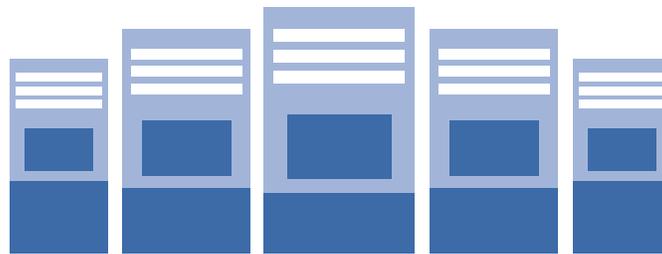
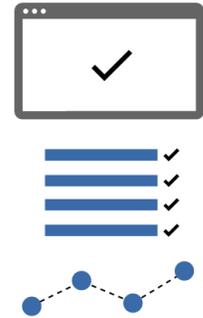
- **Complements** rule-based ETL by detecting nuanced issues such as gradual shifts in data ranges over time, or a slowly changing percentage of missing values.
- Conducts **backend predictive checks** to quantify the extent to which the observed data deviates from expectations, records anomalies, and passes along to the user to evaluate.
- Increases accessibility of **big data insights** through custom dashboards that display Data Anomaly Detector trends.
- Operates with minimal user oversight and **increases effectiveness** as the user interacts with it.

With greater confidence in the accuracy and trends in the data, businesses can improve the speed to data driven decision making with reduced risk of reliance on faulty data.



Machine Learning to Fit Your Business

- A Data Anomaly Detector streams new data record-by-record to incrementally update **Bayesian machine learning models** for various facets of each new record.
- It leverages a blend of **user context knowledge** with the machine learning methodology to become increasingly effective in spotting anomalies as the user interacts with it.
- It is **customizable** in both its anomaly detection and dashboard reporting, and is designed to work with **minimal user input**.



Fulcrum's Data Anomaly Detector capabilities break up and run machine learning models simultaneously across a cluster of servers to increase confidence in your data integrity and detect insights yet to be generated from your data streams.

Fulcrum Analytics, Inc.

We have 25+ years experience in data science, data hosting, and app creation, all with the goal to make data more useful. Here at Fulcrum, we take a pragmatic approach that focuses on flexibility, custom tailored solutions, and practical data science resulting in actionable insights and applications that improve, not replace, large investments.



info@fulcrumanalytics.com



fulcrumanalytics.com



(212) 651-7000

