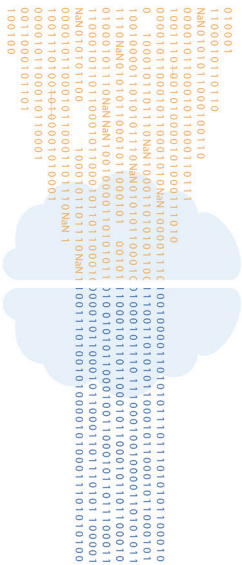


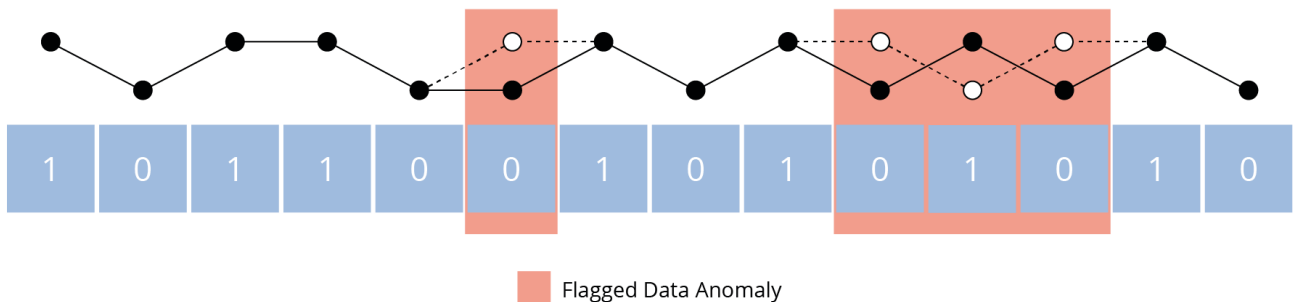
Fulcrum's **Data Anomaly Detector (DAD)** applies machine learning, automation and reporting to IT systems' data quality control processes. DAD leverages user context knowledge and **machine learning methodology** to automatically hone in on **outliers and long-term trends or patterns in data** with minimal user oversight and ever-increasing accuracy through ML training.

**Our Data Anomaly Detector:**



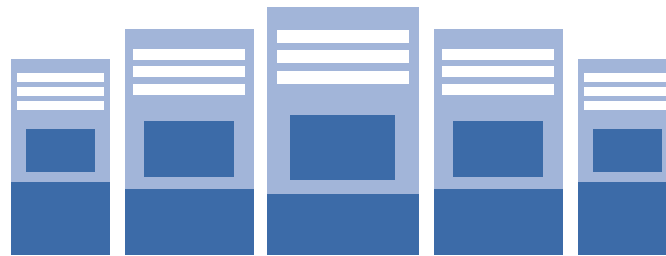
- Complements rule-based ETL by **detecting nuanced data issues** in aggregate and individual record levels such as changes in distribution over time or abnormal percentages of missing values.
- Conducts **backend predictive checks** to quantify data deviations from expectations, records anomalies, parses data, and sends alerts to users.
- **Updates expectations through a machine learning process**, repeatedly testing to confirm the improved accuracy of the data.
- Increases accessibility of **big data insights** through custom **dashboards** that track and drill down into alerts and job history.

**Our services:** Fulcrum provides experienced developers, engineers, and data scientists to build data pipelines into centralized databases or data warehouses, build code to streamline data flows, and install DAD to alert users to critical anomalies.



## Machine Learning to Fit Your Business

- DAD streams new data record-by-record to incrementally update **Bayesian machine learning models** for various facets of each new record.
- DAD leverages a blend of **user context knowledge** with the ML models to become increasingly effective in spotting anomalies as the user interacts with it.
- DAD is **customizable** in both its anomaly detection tuning and dashboard reporting, and is designed to work with **minimal user input**.
- DAD can be hosted within a **client's own technical environment** or within one of **Fulcrum's cloud-based environments**.



Fulcrum's Data Anomaly Detector can be scaled across a cluster of servers for larger data pipelines 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.



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