



Artificial Curiosity explained: insights without experts

Autonomous, fast and agile
insights into all your data



What is Artificial Curiosity?

It's not magic – it's a ground-breaking way for organizations to connect with their data. Artificial Curiosity is an advanced form of AI and forms the IP bedrock of Point Sigma.

Artificial Curiosity is a formal framework that looks at, and determines, how relevant or interesting a particular pattern is using the structures inherent in multiple business data sources. It continually uses machine learning to find out how to combine the right data-analytics building blocks to produce more interesting patterns.

Using Artificial Curiosity, Point Sigma automates all the steps in a typical data processing setup, from determining data types, how to join different tables & systems, through to how the data should be cleaned, structured, combined, and finally presents insights discovered this way via self-service, intuitive, explorative visualizations, graphs and dashboards.

Mate Kun
Chief Executive Officer

"We simply uploaded our data, and in a few minutes the platform came up with a number of key insights. It's a great way to identify new things we have not thought of."



AI will replace the data experts it currently depends on

The next transformation in data analytics:

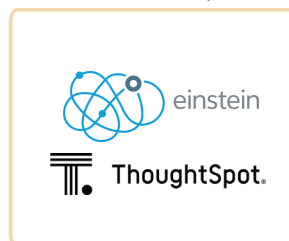
Data warehouse



Visualization



AI-assisted analytics



Depends on data experts to configure and maintain

AI-driven analytics



Configures itself

An unprecedented opportunity to learn more about your data with AI

Insights in minutes – not weeks

Valuable answers no longer need to wait for someone to ask the question. Point Sigma uses Artificial Curiosity to find patterns relevant to you at the click of a button.

Use the powerful text search function to create graphs that show the insights you need. Point Sigma's intuitive interface allows for easy visual exploration of data-driven insights, to discover the 'why' behind a graph or visualization without a single technical step.

Point Sigma presents insights from multiple sources through simple visual and explorative dashboards, tailored to your businesses multiple data sources including:

- Advertising & analytic systems
- Collaboration tools
- CRM systems
- Customer success
- Databases
- Data lakes
- Data warehouses
- Dev tools
- ERP
- e-commerce & payment platforms
- Email & communication applications
- HR & recruitment platforms
- Marketing Automation tools
- Survey applications
- And more...

Point Sigma popular data sources



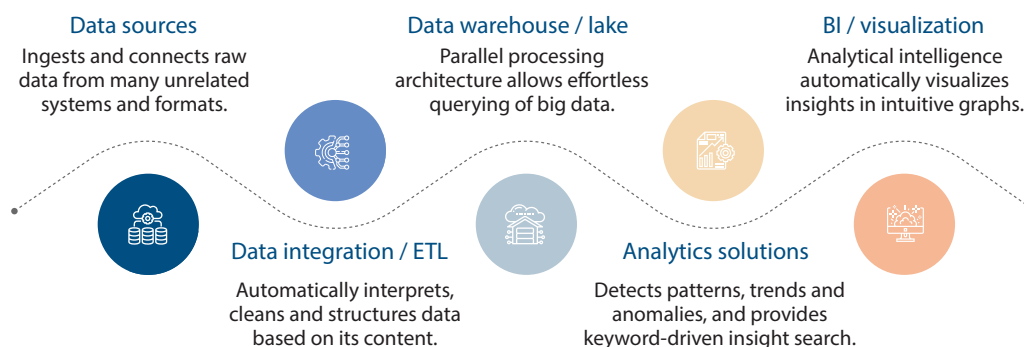
Out-of-the-box enterprise level analytics for any organization

Point Sigma is the world's first end-to-end SaaS data analytics solution that configures itself. Empowering people to become citizen data scientists by broadening the reach of data and analytics to all decision-makers to create competitive advantage faster, with greater accuracy and agility.

Using its unique intellectual property, Artificial Curiosity, customers connect their data to the platform, and, within minutes key insights are presented back via self-service, intuitive, explorative visualizations, graphs and dashboards – all without the need for highly skilled and sought-after data experts.

The next transformation in data analytics

Using Artificial Curiosity Point Sigma presents both basic and complex insights so that any organization can benefit today from enterprise-grade analytics, at a fraction of the cost to create competitive advantage quickly with finite resources. It is that simple.



Book a demo or speak with us on how you can benefit from AI-driven analytics today!

E-mail: info@point-sigma.com **Web:** www.point-sigma.com