



MoBagel Company Visit

National University System of Taiwan

MoBagel - Build Sustainable AI Together with Data-Driven Enterprise

2015
Founded in
Mountain View, CA

**Stanford,
UC Berkeley**
Data Science
Team

San Jose HQ
Tokyo, Taipei,
Shanghai Offices

\$21M USD
Total Capital
Series A+

1000+
Companies Served

Gartner

2020 Top 10 Strategic Tech Trends
2021 Augmented Analytics
2022 No Code AI Automation
Key Vendor of AI/ML platform

 SWIRE COCA-COLA

2020 Inno8 Hackfest **1st Prize**
0.6% in 146 companies, 26 countries

 SoftBank
Innovation Program

2016 **1st Round Winner**
4.62% in 8 / 173 companies
Office/Home Appliances x Big Data

 Microsoft

2018 **1st Prize** Smart Retail Hackathon
1.89% in 17 / ~1,000 companies
Microsoft Ventures Accelerator & AI100

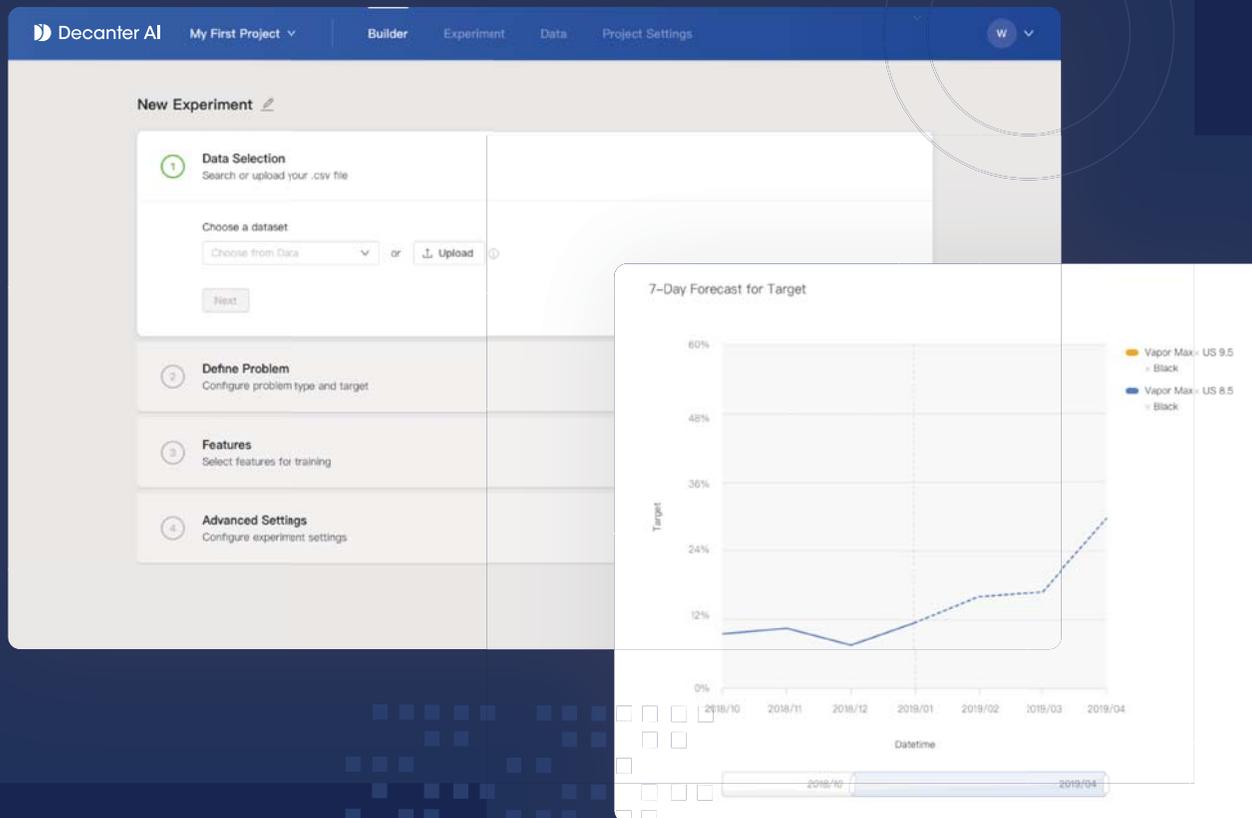
Recognized as a Key Vendor of AI/ML Platform 2020~2022



Gartner			
Table 1. Sample Key Vendors of autoML, Based on Gartner Client Interactions			
Key Vendors of autoML	Technology Type	autoML Functionality Type	What Gartner Clients Appreciate
auto-sklearn	Freeware	Toolkit based on Python's scikit-learn library	The combined algorithm selection and hyperparameter (CASH) optimization approach and sequential model-based algorithm configuration (SMAC)
 MoBagel	AI/ML platform	autoML platform	Interoperability and partnerships with various automation and digital transformation platforms
Amazon SageMaker Azure Machine Learning Google Cloud AutoML IBM Watson Machine Learning and IBM Watson OpenScale	Public cloud platforms with autoML functionality and cloud service APIs	Suite of ML products and APIs	Ability to build ML models with your data — “no model code required” philosophy and developer-friendly, fully integrated cloud service

Decanter AI

為數據驅動的企業設計，直覺、操作簡易建立準確的 AI 預測模型
The simplest way for data teams to utilize AI to build accurate predictive models.



Decanter AI Simplifies Business Decision process

Consultant team
precisely define solution

100 times faster than
open source

Reduce error and bias from
human judgement



Internal/External
Data



AI consulting service

Decanter AI

Integrated and optimized hundred of algorithms
Most stable, accurate and fastest engine



Extract insight from data
Make accurate business decision



Optimal parameter suggestion
Stably managing large data and features



No-code implementation
API connection to core service



Fully automation
Optimized for time series data

Decanter AI



Without Coding skills

- User friendly auto ML platform.
- Users can be proficient in the DecanterAI within a hour.
- Equivalent to an experienced data scientist.



With Coding skills

- Improve modeling efficiency.
- Automatically rebuild models.
- No need to search algorithms and hyper-parameters.

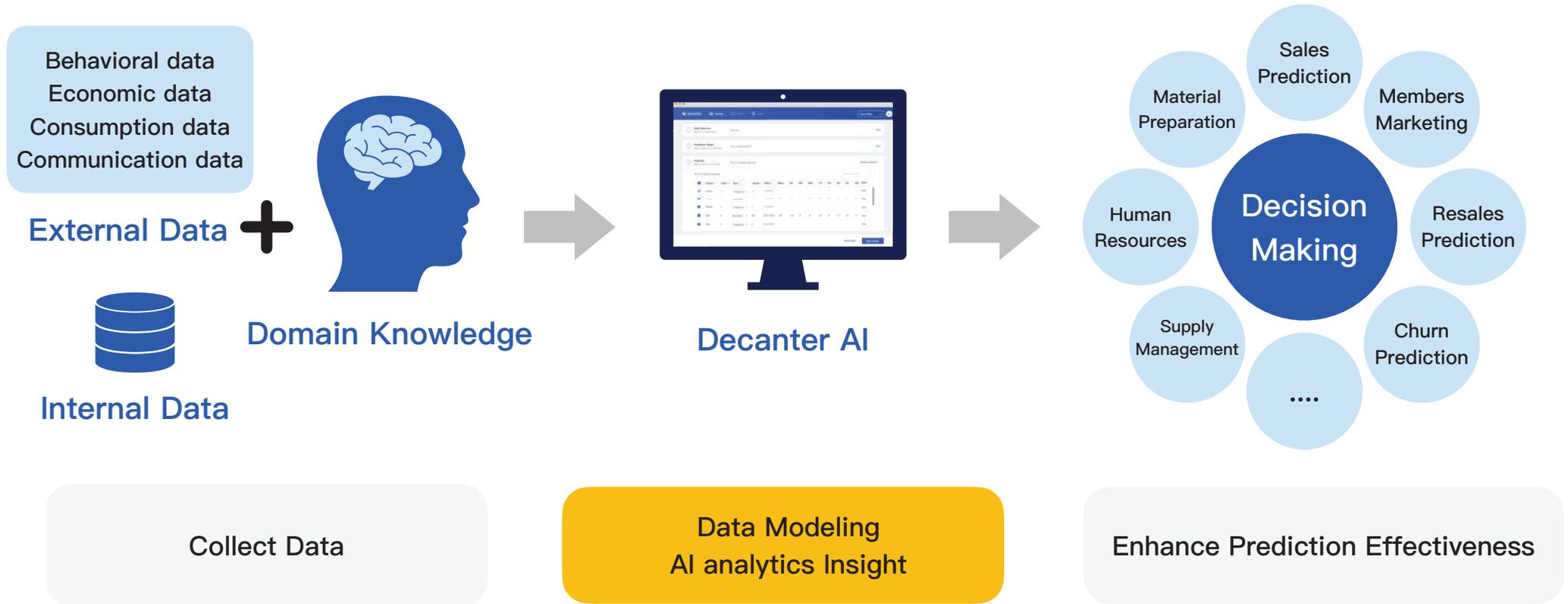
Data Station Competition - Data analytics and prediction



Company	1st price	2nd price
	GuanNi PC	愛斜槓 AI lash 
	MPTP 	LionEngineer
	數據ING.ipynb	新一代SAS比亞 
	爸告總裁愛背七千單	Work2gether
	瑞興B隊	送慢一點學長C
	人生四十才開始	Q

They used DecanterAI to solve business data and win the championship!!!

Solving Data with Decanter AI





Download data and case study before your visit!

<https://reurl.cc/O45Eza>

Vehicle Insurance Precision Marketing Prediction



Case Background

Insurance Ultra (IU) is an auto insurance company that primarily offers financial protection against vehicle damage or bodily injury caused by traffic accidents. These accidents include vehicle theft, collisions, weather-related or natural disaster-related occurrences, and liability that can follow from events that could happen in a vehicle.

Due to the recent increase in the public's awareness of auto insurance, IU wants to propose a new car insurance policy. Manager Bob of the marketing department is facing the following considerations:

1. The company has collected nearly 400,000 customer data. If the company sends SMS and email sales messages, it will cost NT\$1 each and a total marketing budget of NT\$400,000 will be required.
2. If the company recruits three auto insurance business personnel to conduct telephone and door-to-door sales, a labor cost of around NT\$150,000 per month will be required.
3. Will sending vehicle insurance emails to customers who happen to be uninterested negatively affect their perception of the company?

Case Goal

Build a model to predict which existing customers will be interested in the new vehicle insurance policy (machine learning: classification analysis). It can be helpful for the company to do targeted marketing and develop appropriate sales strategies to maximize corporate profits.

Enterprise Goal

1. Which age group and region (using region code) have the highest purchase intentions?
2. Through which sales channel did Insurance Ultra sell the most auto insurance?

3. What are the key variables (gender, vehicle damage status, etc.) that influence existing customers to purchase auto insurance?
4. Which existing customer group should the company focus on doing specialized precision marketing? And why?

Data Samples and Variables

You are provided with a dataset named "insurance.csv" that contains information about a random set of existing insurance Ultra customers (sample size: 381,109).

To predict whether the existing customer would be interested in the new vehicle insurance policy, the data has information on three main aspects, namely demographics (Gender, Age, Region Code), Vehicles (Vehicle Age and Damage), Policy (Annual Premium, Sourcing Channel), etc.

Demographics	
Variable	Definition
Id	Unique ID for the customer
Gender	Gender of the customer
Age	Age of the customer
Driving_License	0 : Customer does not have DL, 1 : Customer already has DL
Region_Code	Unique code for the region of the customer
Previously_Insured	1 : Customer already has Vehicle Insurance, 0 : Customer doesn't have Vehicle Insurance

Vehicles	
Variable	Definition
Vehicle_Age	Age of the vehicle, 0, 0~2 years, 2 years and above
Vehicle_Damage	1 : Customer got his/her vehicle damaged in the past. 0 : Customer didn't get his/her vehicle damaged in the past.

Policy	
Variable	Definition
Annual_Premium	The amount customer needs to pay as premium in the year
PolicySalesChannel	Anonymized Code for the channel of outreaching to the customer ie. Different Agents, Over Mail, Over Phone, In Person, etc.
Vintage	Number of Days, Customer has been associated with the company
Response	1 : Customer is interested, 0 : Customer is not interested

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Data Science
AI Case Study
Business Analytics
DecanterAI introduction

San Jose ●



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● Beijing

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● Shanghai

● Taipei

● Kaohsiung



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