

Turn your AI ambitions into business results

Data Scientist as a Service



We help you innovate for measurable results. Through a partnership of cocreation, we deliver data science expertise and ethical AI solutions for operational excellence and business growth.

Your partner in AI success

NTT DATA's Data Scientist as a Service offers a comprehensive suite of tailored solutions to help businesses leverage AI/ML to achieve tangible results.

AI is set to be a driving force behind business expansion and innovation across industries. But to fully harness its potential, organizations must overcome the gap between AI's promise and the real value it delivers.

Our experienced data scientists will work closely with you to understand your specific needs and develop customized solutions that drive business value.

Get the expertise without the expense

Data Scientist as a Service is a cost-effective solution. You get access to advanced data-science expertise, when you need it, without the expense of setting up a full-time in-house team.on-premises.

Fast-track your AI/ML journey

With our experienced data scientists and tailored solutions, you can launch AI/ML initiatives with confidence and scale with ease, knowing your data is handled with the utmost care and security.

Demonstrate results

Achieve tangible outcomes, such as increased revenue, reduced costs and improved customer satisfaction.

What we offer

With our data-science expertise, you can optimize data and intelligence to build an AI roadmap for operational excellence and business growth. Guided by a clear strategy and governance principles, with reference architectures and implementation guidance, we ensure our AI solutions are ethical and sustainable, and enhance your decision-making and efficiency across different business cases.



Data preparation and merging

Ensure data quality and consistency for accurate AI modeling.



Data visualizations

Gain actionable insights through clear and informative visualizations.



Feature engineering

Develop AI models tailored to your specific business needs.



Machine learning modeling

Leverage our expertise in various modeling techniques, including classification, regression, time series, and clustering, to address your unique challenges.



Model deployment

Seamlessly integrate AI models into your existing workflows.



Model governance and monitoring

Leverage MLOps to ensure ongoing performance monitoring and adherence to ethical AI practices.

Business use cases



Proactive customer retention

Telecommunications, SaaS, retail, banking

Improve customer loyalty, reduce churn-related costs and improve customer lifetime value.

High customer-churn rates can significantly impact revenue and hinder business growth. With predictive analytics analyzing historical data, customer behavioral patterns and other relevant factors, you can identify which customers need your attention and how best to engage with them.



Real-time fraud detection

Banking, ecommerce, insurance, healthcare

Reduce financial losses, improve security and operational efficiency and comply with industry regulations and standards related to fraud prevention.

Fraudulent activities such as identity theft, credit card fraud and insurance claims fraud can result in significant financial losses. AI-powered fraud-detection systems can automatically analyze transaction data, identify patterns and anomalies that indicate fraudulent behavior, and flag suspicious activities in real-time.



Fewer loan defaults

Banking, fintech, microfinance

Reduce financial losses, strengthen credit-risk management practices and comply with regulatory requirements by making better-informed decisions about loan approvals and interest rates.

Loan defaults can have a significant negative impact on financial institutions, leading to financial losses and regulatory penalties. With predictive analytics, you can assess the creditworthiness of loan applicants by analyzing historical borrower data, including credit history, income and other relevant factors.



Accurate sales forecasting

Retail, manufacturing, consumer goods, automotive
Grow your revenue with more accurate sales forecasting, better inventory planning and optimized marketing efforts.

Inaccurate sales predictions can result in overstocking or understocking and missed revenue opportunities. Predictive analytics can accurately forecast future demand by analyzing historical sales data, market trends, economic indicators and other relevant factors.



Detailed demand forecasting

Retail, manufacturing, supply chain, logistics

Optimize inventory levels, improve supply-chain efficiency, reduce waste and costs, and improve customer satisfaction.

Inaccurate demand forecasting can result in overstocking, leading to increased inventory costs. On the other hand, understocking leads to stockouts, lost sales and customer dissatisfaction. You can accurately forecast future demand by analyzing historical sales data, market trends, economic indicators and other relevant factors.



Successful employee retention

Human resources, corporate, healthcare, retail

Develop targeted retention strategies, reduce turnover costs and improve employee morale.

High employee turnover can disrupt operations, increase hiring costs, and negatively impact productivity and morale. Use predictive analytics to identify employees who are at risk of leaving based on factors such as performance data, engagement metrics and satisfaction surveys.



Profitable marketing campaigns

Retail, media, telecommunications, SaaS

Enhance campaign targeting, boost conversion rates and maximize marketing ROI.

Inefficient marketing campaigns often lead to wasted budgets and yield suboptimal returns on investment (ROI). Leverage predictive analytics to accurately predict customer responses to marketing efforts based on their preferences, demographics and past behavior.

Why NTT DATA

50% reduction in application modernization timelines

40 years of continuous AI R&D

320% ROI in Copilot adoption programs

190,000 professionals and 10,000+ data, analytics and AI experts

Client story

Enhancing credit risk prediction with advanced data-driven models

A leading Malaysian financial services provider since 1997, our client offers a wide range of consumer financing solutions. With five regional offices and a nationwide network, they are a trusted partner for consumers and businesses across Malaysia.

Our advanced, data-driven solution helps our client to improve credit-risk prediction, leading to better decision-making, mitigating lending risks and ultimately driving more effective business outcomes.

Dataset used



Credit Bureau data



Applicant demographic data



Financial data



Product information

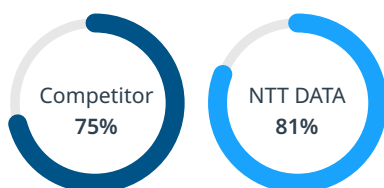


Loan information

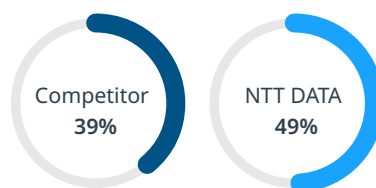


Repayment behavior

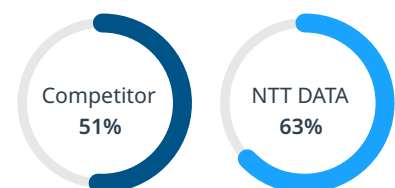
Model performance



Accuracy



Separation power



Recognition power

Contact us

ap.my.ask@global.ntt

