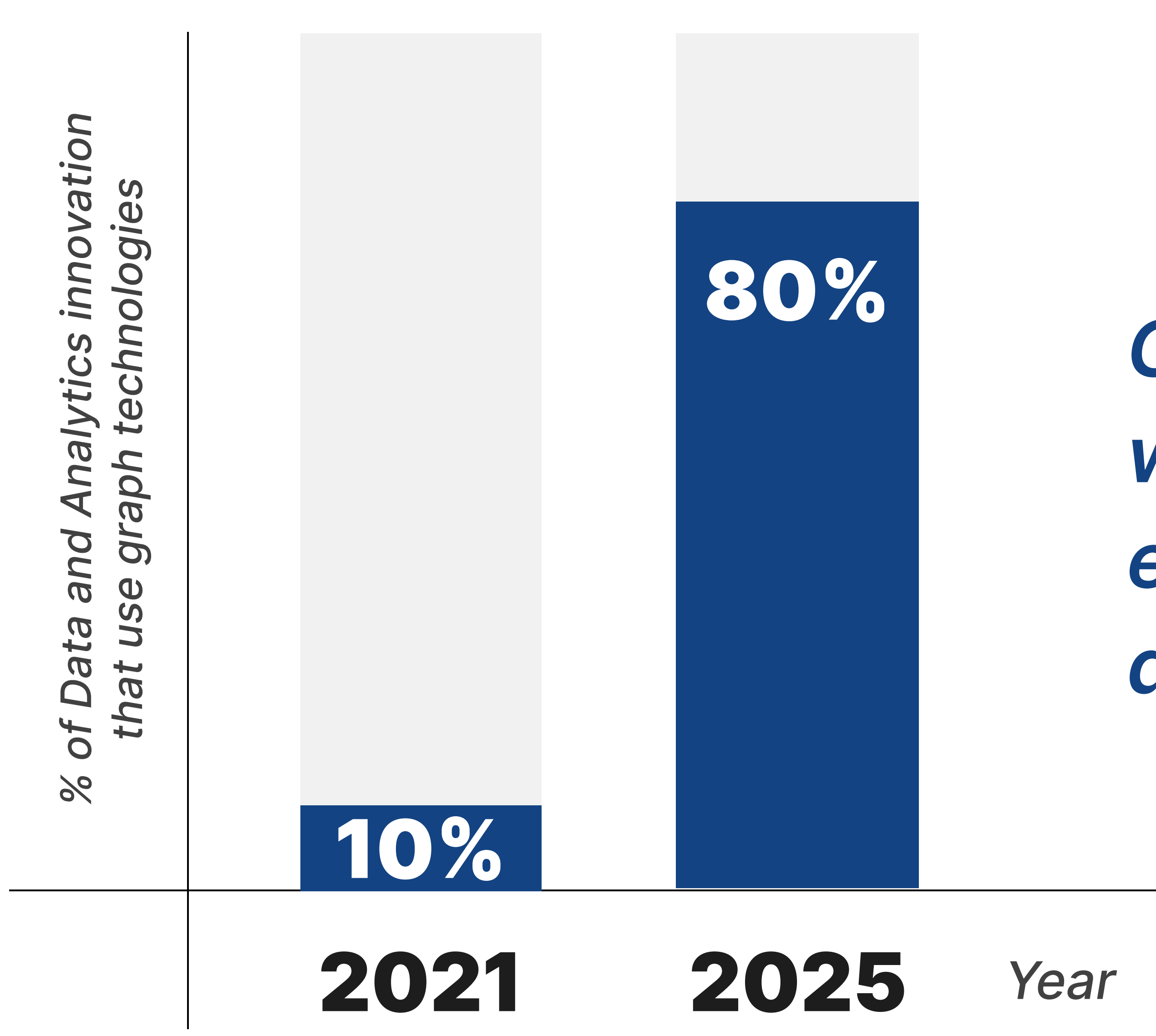


GRAPH ANALYTICS

Transforming Big Data Into Visual Insights



Gartner predicts graph will be one of the top four enabling technologies for data and analytics.

WHAT?



- > Forms the basis of modern data and analytics capabilities which uses relationships between people, places, things, events and locations across diverse data assets

HOW?



- > Uses Deep Learning algorithms to discover relationships
- > Explores relationships among entries in a graph database

WHY?

"Graphs help us easily discover relationships so we can try to understand their attributes."

– Ramesh Hariharan, CTO, LatentView Analytics



Gives a **holistic understanding** of individuals, markets, and organizations

01

Visual representation of big data helps us **find the problem and an efficient solution** faster

03

Facilitates **insightful and intuitive data exploration** for prediction and classification

05

Helps **identify** new expansion and **business opportunities**

07

Helps explore and **understand customer segments**, logistics, risks

09

Answers complex business problems which require **contextual understanding** and interpretation of the type of connections across several entities

02

Makes **AI and ML explainable** by expounding relationship between attributes that led to model's inferences

04

Enables **faster decision-making**, including automated decisions

06

Reveals **consumer preferences and behavior**

08

ACCORDING TO GARTNER, INC., "GRAPH RELATES EVERYTHING"

COMMON USE CASES OF GRAPH ANALYTICS



Risk and Compliance Analytics



Recommendation Engines



Product Trend Forecasting



Social Network Analysis



Supply Chain Optimization



Cyber Security



Contact Tracing

To know more about how Graph Analytics can help your business gain a competitive advantage,

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