

MARKET CLAIM ANALYTICS



A platform that helps you organize and understand your quality-related data, enabling you to make data-driven decisions for your quality management initiatives.

WHAT WE CAN DO FOR YOU

- **ANALYZE STRUCTURED AND UNSTRUCTURED DATA**
Whether its coming from structured or unstructured data, automatically extract and categorize your bug data into meaningful groups to quickly identify insights.
- **FORUM ANALYSIS**
Listen to your customer's voice by examining insights gained from forums dedicated for your product.
- **QUALITY DATA VISUALIZATION**
Get the big picture, and drill down to the detail through easy to understand dashboards designed for your need

One of the most important source of insights for your business is your own product's defect data. Unfortunately, due to the sheer volume, variety in format, and velocity of data flow, most companies can barely scratch the surface for getting actionable insights from these data.

Through Ubicom's Analytics we help you find insights in your quality data and give you both the big picture and the detailed visualization you need.

Learn your product's quality risk areas, stability, trends of market claims and many more.

Harness the value of these insights in your business decisions.

WE CAN ANALYZE THE FOLLOWING FOR YOU



ENTERPRISE DATA

Automatically extract, integrate and analyse bug data from your quality management system, such as JIRA, Redmine, etc.. For unstructured data (such as free-form texts), through NLP, we automate classification of these data into meaningful groups.

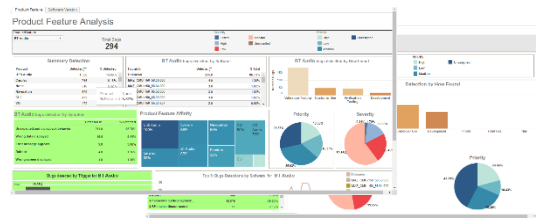
LOG FILES

Automate information extraction from application or machine logs. For custom logs, we can create the tool needed for ETL processing.

FORUM SITES

Through web scraping and data models utilizing NLP, we can extract the data you need from these sites, analyse and transform them into easy to understand dashboard showing insights such as problem grouping, issue trend, etc.

CASE STUDIES



PC MAKER

In order to avoid similar market claims on their future product roll outs, the PC Maker company needs to understand the nature of issues being raised by their customers through their forum sites.

Through analytics, all forum entries were analysed, automatically extracting defect-related entries only (removed inquiries, chatter). A comprehensive collection of dashboards showing their product's quality status was created, mapping defect types with product family and model, trend of issue reporting, correlation of defect trends among product family, etc.

These were used as input to their product design and test planning for their future product releases.

TEST SERVICE COMPANY

A company offering quality assurance service to various manufacturing and IT companies would like to add value to their service by providing real time quality analytics report to their clients. However, due to the nature of the bug reports created, some of the most important information are embedded in unstructured fields within the reports. Manually extracting them to

Through analytics, data models were created in order to automatically extract needed information and classify them according to customer-specified categories.

The platform is used to provide periodic reports to their QA service clients.

TALK TO US NOW:

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