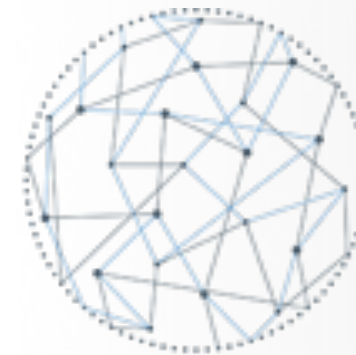




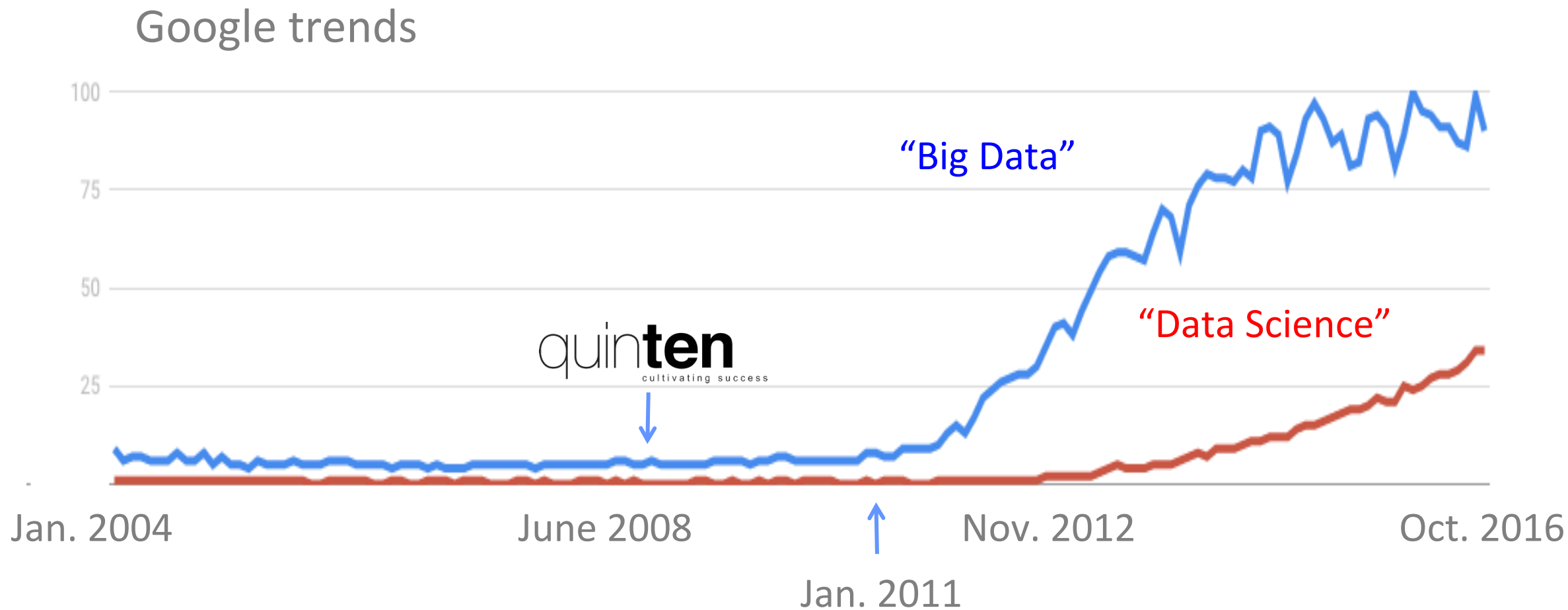
DATA SCIENCE APPLIED



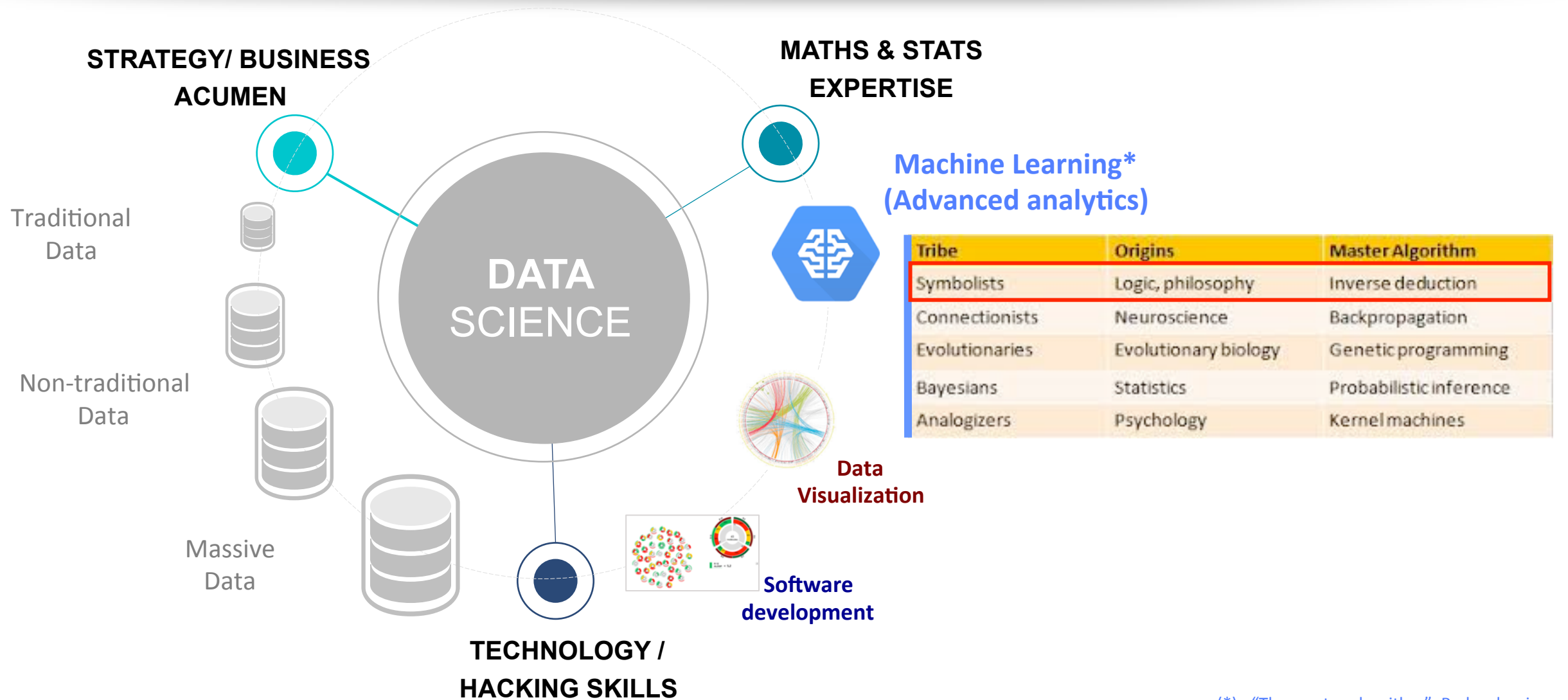
HEALTHCARE
DATA INSTITUTE

September 27th 2017

BIG DATA & DATA SCIENCE

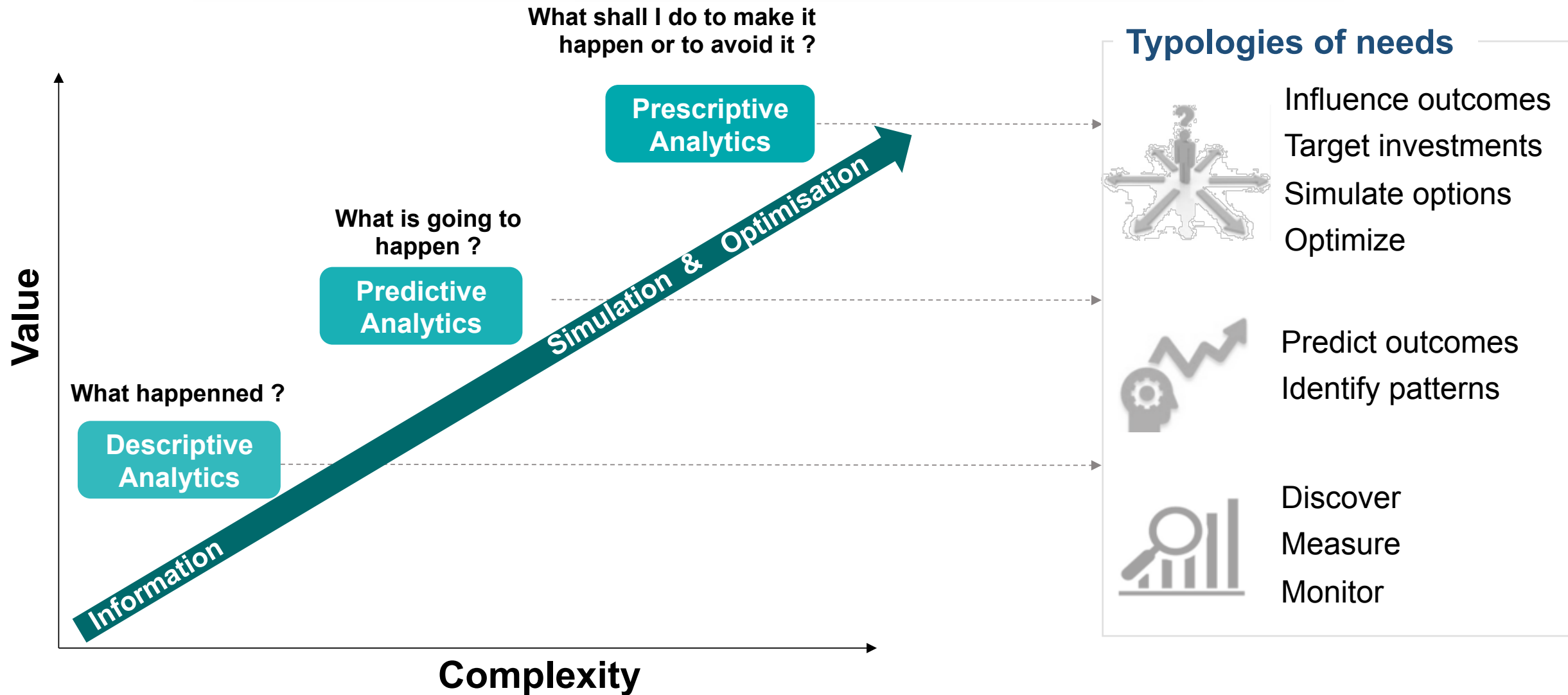


A COMBINATION OF 3 MAJOR SKILLS



(*) : "The master algorithm". Pedro domingos

THE RIGHT TOOLS FOR THE RIGHT NEEDS



EXAMPLES OF SMART APPS (SAAS MODE)

CHEMISTRY



KEY BENEFIT

Compound design acceleration

SALES FORECAST



KEY BENEFIT

Predict local & global sales performances

QUANTITATIVE TRADING



KEY BENEFIT

Improve performances based on explicit market insights



USE CASES

CASE STUDY PERFUME



R&D & Perfume design



Our MISSION

Optimization of fine fragrance design



Our APPROACH

- › Exploitation of results of **10,000 consumer tests**
- › **Research of the combinations of ingredients** generating specific consumer emotions



RESULTS

- › Identifying combinations of ingredients and dosages signing different perceptions: femininity, balance, romance, sexy...
- › **Implementation of a tool** to design formulas for perfumers
- › **Win rate increased by two**
- › **3 perfumes in the international Top 10 sales** were designed with Quinten's support

CASE STUDY BIG PHARMA



R&D & Clinical trial design



Our MISSION

Prevent a blockbuster from market withdrawal



Our APPROACH

- › Data mining phase II and III clinical studies
- › Targeted identification patient profiles associated with a very high risk of adverse events



RESULTS

- › The **characteristics of patients at risk** have been added to the operating instructions as contra-indications.
- › **The product has not been withdrawn** from the market
- › Annual **sales saved** : **€1,3 Billions**

CASE STUDY DRUG DESIGN



R&D & Drug Design



Our MISSION

Optimization of molecular design



Our APPROACH

- › Exploitation of the results of the experiments of **12,000 molecules** measured on **9 targets**
- › **Identification of operational recommendations: targeting of successful practices and avoidance of “risky” creative spaces.**



RESULTS

- › Identification of **active pharmacophores**
- › Implementation of a **chemical synthesis prioritization tool**
- › Proposition 40 new compounds with high probability of success on 9 targets simultaneously.
- › Identification of **two new compounds** selected for preclinical testing

CASE STUDY PRODUCT - CONSUMER



TYPOLOGICAL STUDY



Our MISSION

Understanding the relationship between subjective perception and objective measurement



Our APPROACH

- › Exploitation of the **results of a survey and expert measurements** on the **characteristics of skin and hair** of 1500 individuals
- › **Research of associations** between **consumer perceptions and measured characteristics**



RESULTS

- › Identification of **physiological profiles of individuals** claiming to have dry scalp or hair brittle
- › **Identification of combinations of subjective perceptions** signing the actual dry scalp or hair brittle
- › Highlighting **contra-intuitive** relationships between physiology and perceptions
- › Improving alignment between **consumer needs, expectations and products**

CASE STUDY MAJOR INSURANCE COMPANY



MARKETING & SALES



OUR MISSION

Minimize Customer Attrition



OUR APPROACH

- › Consolidation of a CRM database of 3 M customers of a health insurance, with a steady annual attrition rate of 15 to 20%
- › Derivation of approx. **500 multi-sources variables** describing purchase behavior for each customer.
- › Contract terminator profiles extraction using Q-finder®
- › Design & development of an advanced model predicting contract termination 3 to 6 months before it happens.



RESULTS

- › Identification of approx. twenty **profiles** of customers with a high probability of contract termination
- › Development of a **real-time interface** to detect terminators and **target appropriate actions**.
- › **Attrition to be reduced by 3 % in one year**

CONTACT

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