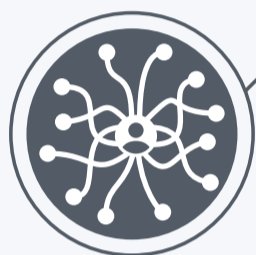


HOW DATA SCIENTISTS GET A 360-DEGREE VIEW OF CUSTOMERS

Accurate records are essential for data scientists to better understand customer preferences. Partial and duplicate data make it hard to build profiles and target customers.

BUILD AND CONSOLIDATE CUSTOMER RECORDS

WITH TRADITIONAL DATA SCIENCE METHODS



Manually join data spread across several sources



Mine multiple tables and sources to identify duplicates



Brute force comparisons miss customer matches

WITH NEO4J GRAPH DATA SCIENCE

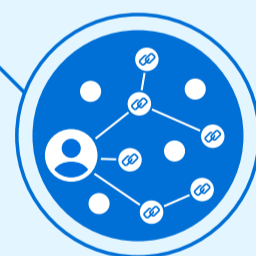
People, products, and identifiers are represented as connected nodes



Automatically deduplicate customer records with queries and community detection algorithms



Discover links between customers and entities with unsupervised ML



RESULTS

Get an accurate, 360-degree view of your customers with Neo4j Graph Data Science and improve segmentation, support targeted marketing campaigns, and ensure campaign dollars are well used.

[Read our use case selection guide | Neo4j Graph Data Science](#)

Neo4j Graph Data Science is a data analytics and ML engine that helps you understand the connections in big data to answer critical questions and improve predictions. It uses these data relationships to discover fast, actionable insights and plugs into enterprise data ecosystems so you can get more data science projects into production quickly. See how Graph Data Science can answer your data questions.