



Experts  
in Data  
Science

**D·Labs**

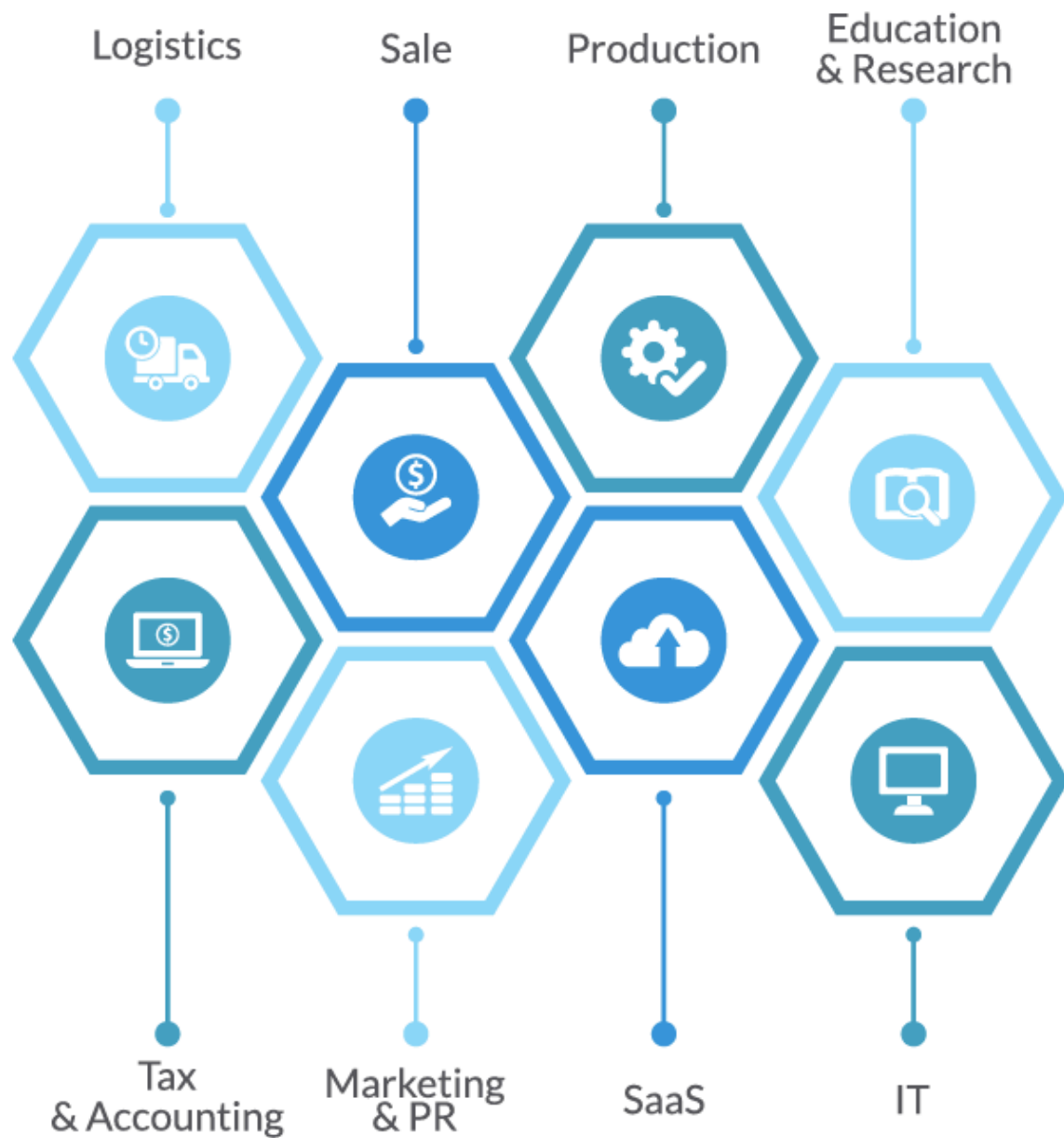
**DLABS IS A GROUP  
OF PROFESSIONALS  
WITH ROOTS  
IN REAL SCIENCE.**

We are physicists, statisticians, mathematicians, programmers, UX designers from universities, laboratories and large companies who formed DLabs to take part in technological revolution.





## D-Labs | for business



DLabs is a team of Data Science experts providing comprehensive solutions and IT systems along with Machine Learning and Artificial Intelligence algorithms that maximize business clients' profits and minimize the risks associated with implementation.



DLabs specializes in building solutions dedicated to tax, accounting and document flow optimization sector as well as support for the effectiveness of digital marketing both on the Polish and foreign markets.

Improve your business with advanced IT systems analyzing data - we solve business problems by collecting, analyzing and processing data.

**DEFINING THE PROBLEM**

Business needs transformed into algorithms and mathematical models.

**DEFINING NEEDS**

Recognition of the company's needs, and translating them into business goals.

**DATA ANALYSIS**

Cleaning and preparation of data for processing by analytical tools.

**ITERATION**

Conducting from one to three iterations - a guarantee of properly identified needs.

**SEARCHING AND TESTING THE AI MODEL**

Iterative search for the best AI model solving a defined business problem.

**PRODUCT PRESENTATION**

Ready solution solving your business problem.

# WE HAVE COMPLETED MANY PROJECTS INTERNATIONALLY.

Here are the highlighted ones.

## EASY TAX RETURNS

### Making the taxes easier in Germany

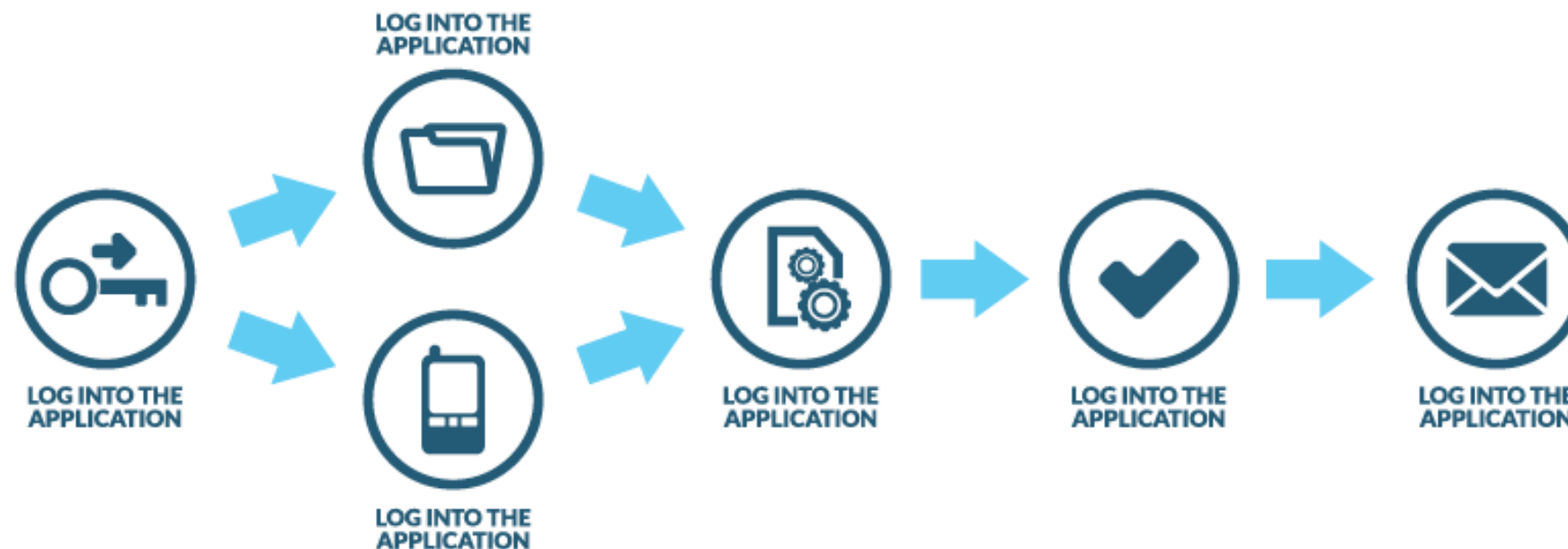
A comprehensive application for tax returns in Germany. Thanks to the use of latest advanced technologies it allows for significant improvement of the entire process facing both individual and business needs.

### Save your precious time

**Do you know that the system extracts data with efficiency (for all fields) around 93% just in 13 seconds and inserts them into the appropriate fields of the form? It lets you to save your time up to 5,34 minutes per one sheet.\***

\* Manually rewriting data from the tax card into the form fields takes about 5 minutes and 47 seconds for individual customer. **OCR does this in just 13 seconds.** The advantage for the business client – more than 5 minutes on each scan of the tax cards in the attached file.

## HOW IT WORKS?





# TARGETING ALGORITHM

## Precise targeting the users on Facebook

It is a system for precise targeting of Facebook users based on their psychological traits. Given a campaign brief such as basic demographic data (sex, age, wealth, city size etc.) and keywords describing our target group, algorithm splits target group into subgroups of specific psychological profile and aesthetic preferences. Each such subgroup is described in terms of creative brief in which the most important parts are: way of finding those users on Facebook and what kind of content is the most appealing for them. Algorithm is an outcome of 6 months work of psychologists, data scientists and programmers.

# ADVANCED RECOMMENDATION ENGINE

## Giving the users better content

E-mail marketing company wanted to increase revenue of its clients by providing more accurate content for users.

DLabs team prepared a prototype of a recommendation engine (based on collaborative filtering). The algorithm processed various types of data starting from product feed of e-commerce shop, demographic data, users shopping history across multiple e-commerce websites and ending on users sessions data from particular e-commerce shop. As an outcome the algorithm was preparing list of recommended products for the known users. For newcomers (to solve cold start problem) the algorithm was recommending particular products by linking them with particular behaviour on websites.

# MONITORING OF ONLINE ADS

## Algorithm supporting media houses

This project aimed at designing a simple and efficient system - a light and easy to calibrate engine for fast online ads monitoring.

Clients of one of the Polish media houses noticed a problem with checking whether their online advertising campaigns are shown to websites' users in accordance with statistics of different ad servers. It is worth noting that data is frequently unreliable due to ad servers counting their own statistics. Therefore our system was equipped with data exploration features, i.e. specified ad screening recommendation mechanism and an easy to use statistical system that enables to generate and check reports in real time.

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**More than happy to put here another project. YOURS.**



**WE SHARE OUR  
KNOWLEDGE TO  
ALLOW CLIENTS  
CHANGE THE WORLD.**

## FIND US



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