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CURE Intelligence further expands its "Advanced Analytics services

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In response to new digitalization topics in the BI and analytics market, CURE Intelligence has further expanded its range of services around "Advanced Analytics."

Customers' demand for high quality statistical analyzes and a growing understanding of Big Data as well as Artificial Intelligence have led CURE Intelligence to expand its portfolio with the latest methods in data science, machine learning and predictive analytics.

"Companies increasingly rely on state-of-the-art analytics functionalities to make business processes even more efficient and effective. Our company's mission statement, 'We are specialists in data intelligence and marketing, shaped by innovation and driven by data,' represents our goal to continuously improve the quality of our work as well as constantly develop our areas of expertise", says Levi Távora Veiga, Managing Director and point of contact for Data Intelligence & Reporting. „We combine practice-oriented know-how with cutting-edge research and offer our customers individual solutions: from data provision, preparation and modeling to visualization and integration into day-to-day business," states Levi Távora Veiga.

„Data is the new oil – only applies when internal and external data is collected, processed, evaluated and visualized appropriately," scientific advisor Prof. Dr. Martin Vogt adds. „That is exactly what Data Intelligence is all about. In the field of data engineering, we access existing data systems or structures and, if necessary, develop customized and (partially)-automated solutions for smooth data integration in Python, R, Java or with the help of similar languages," says the expert for artificial intelligence and machine learning.

Through intelligent data evaluation in the field of data analytics and data science, current situations can be described accurately or future developments can be forecasted. Collected data gets integrated into functional reporting and, with the help of data visualization, prepared in such a way that it can be easily understood by every recipient.

"Our customers decide on an individual basis whether they want the data to go into an online dashboard, receive key insights via PowerPoint or email, or whether they want the data to be integrated into an existing IT infrastructure," concludes Levi Távora Veiga.

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About CURE S.A.

Founded in 2009, CURE S.A. specializes in the field of media monitoring and media analysis, data intelligence and social media marketing. CURE helps its clients make better decisions and improve internal and external communication processes by effectively combining analytics and marketing. CURE is based in Grevenmacher, Luxembourg and works with renowned clients from Germany, Luxembourg, the U.S. and Canada.

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