

Data Science: Machine Learning Subhash Jaini

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About Keiter CPAs



Largest independent CPA firm in the Richmond Area



Years in business. Founded by entrepreneurs and serving entrepreneurs since 1978



Largest CPA firm in Virginia



Employees. Over 20 Partners. Over 65 tax professionals. **Over 55 BAAS professionals**

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About Keiter Technologies

- 6 team members
- 9 years of experience
- Over 100 engagements performed
- 12 industries served

- **Business Growth Focus**
- **Client-Centric Approach**
- **Talent Attraction**
- **Data-Driven Solutions**
- **Enhancing without Disrupting**



2

About Machine Learning

- What can you do with Machine Learning?
 - a website
 - Helping clients incentivized by the bottom line



Predict airplane CO2 emissions, detect crane activity on a job site, optimize warehouse organization, gamify farm-food-tohome customer acquisition strategies, writing research papers to support grant funding, scraping customer portals, classifying





How We Identify A Client Need

"There is a tool that solves this, but we can bring it in-house"

"This has been a problem since we started"

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"It's an industry problem"

"We have tried data science/analytics, and it is never profitable"

"Competitors are coming in with tech we can't afford to buy or build"



Case Studies



Monitoring crane video feed for events Improving crane operations

Building gamification for food delivery Predicting customer churn

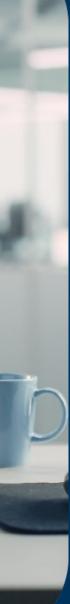
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Extracting data from PDF and HTML reports Interpreting data with business logic





5

Contact Information

 Subhash Jaini 804-836-3109
sjaini@keitercpa.com



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