

Accelerated Predictive Financial Forecasting

SENNA is an AI-native Data Science platform designed for business users to apply advanced algorithms to their data. Empowers users to build predictive models without requiring coding expertise or data science training.

SENNA leverages advanced algorithms to correlate data and evaluate thousands of potential drivers.

- A living forecast with scenario planning and predictive models at scale.
- Empowers users to perform advanced predictive modeling without requiring coding expertise or data science training.

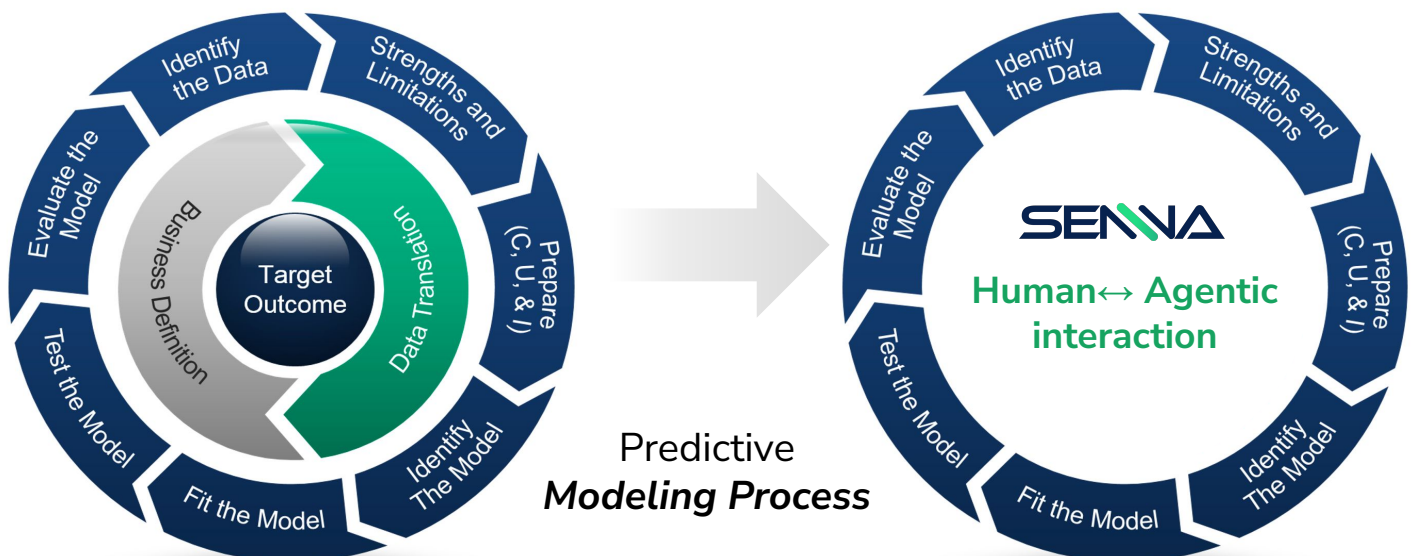
Here's how it works:

Advanced Algorithms: SENNA leverages sophisticated algorithms to correlate data and evaluate thousands of potential drivers, helping users uncover key factors that influence outcomes.

Living Forecasts: It provides dynamic, continuously updated forecasts with scenario planning and predictive models at scale, allowing users to explore "what-if" scenarios and adapt to changing business conditions.

Self-Service Predictive Modeling: Users can perform advanced predictive modeling through an intuitive interface, eliminating the need for technical skills or specialized training.

Bring your own model: Customers can integrate and deploy their own custom predictive models, developed in Python, R, or other data science environment, directly within the SENNA platform. This allows organizations to leverage their proprietary algorithms or specialized models alongside SENNA's automated AI-driven capabilities.



Here's why SENNA stands out

We offer several advantages over traditional modeling tools, making it a modern, flexible, and scalable solution.

Criteria	Traditional Modeling Tools	SENNA
Data curation	The process of manually imputing data for each series often requires numerous cycles because missing values can be interdependent, making it difficult to achieve satisfactory results without repeated adjustments. This can lead to significant time investment and potential inconsistencies.	Automated imputation for every series in one step allows for every series to be processed in one step, significantly reducing time investment and minimizing inconsistencies caused by manual intervention. Automated methods can ensure greater consistency across datasets and enable faster processing, especially when dealing with large volumes of data.
Outlier and breakpoint detection and correction and correction	Method for each must be identified, assessed, and coded; breakpoint methodology is not a standard code package so it must be developed	Outlier and breakpoint methods have been developed and tested to work across many different types of outliers and breakpoints in one step
Data discovery with internal and exogenous data	Internal correlations will need to be coded, exogenous data will have to be acquired, loaded, and correlated	Internal correlations are part of the process of data discovery; exogenous data have been ingested and pre-forecasted on a monthly basis
Forecast production	Models have to be manually coded (specified, parameterized, and tuned) to produce forecasts; expensive to compute (people and CPUs)	Best-in-class models have already been identified, specified, and developed in the tool by data scientists
Forecast evaluation	Up to the person doing the forecasting and their expertise	Leverages years of expertise and research for built-in metrics, some of which are Kainam's exclusive IP
Scenario modeling	Separate from the forecasting process, <i>if supported</i>	Natural extension of the forecasts; native in the tool and simply one step in the process

SENNA empowers business users to build, explore, and deploy predictive models at scale, using AI-driven automation and intuitive tools—no coding required. It combines real-time analytics, scenario planning, and seamless integration to deliver actionable insights for modern organizations.



Powered by  KAINAM

See your company's future today. SENNA brings AI-powered simulation and forecasting to your business — predict, plan, and act in real time.

Visit kainam.ai and request a demo



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