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Expected [X]

## Driving Business Growth Through Analytics

**Expected X** is an analytics consulting partner that helps organizations make use of their data through predictive modeling to drive their business.



### Have Data?

In today's digital world, companies are continually compiling data on every aspect of their business. Unlocking the potential of your data takes **specialized skills**.



### Need Insights?

A business' ability to extract insights from their data provides a **competitive advantage**. Learn from your data and make informed decisions to drive your business.



### Your Analytics Partner

Partner with **Expected X** and let their experience and specialized skills take your business to the next level.

## About [Us]

**John Sukup** is Founder and Principal Consultant at Expected X. John has spent over a decade in the data analytics and research industries working for some of the most well-respected names in business including The Nielsen Company and BlueCross BlueShield. He has experience consulting and data modeling in healthcare, consumer tech, government projects, retail, insurance, and finance. John received his BS and MS from Purdue University.



## From the [Client]

*"Was really impressed with his knowledge of machine learning, clear presentations, and numerous real-world examples. John took the time to construct several practice labs which helped reinforce the material and provided a template to follow for future applications."*

—Manager, Software Development  
at Fortune 100 IT organization

*"This was a very good survey of machine learning technologies. I believe the course functioned at several levels. I was able to digest information at a 30K foot level, but other students with more statistics background were able to digest lower-level technical formulas. The class was paced so both levels of student could participate equally."*

—Fortune 100 IT organization workshop participant



## Services to Fit Your Needs

Whether you're looking for end-to-end predictive modeling solutions, experienced consultants to support your team, or training to grow your team's expertise, **Expected X** has solutions to meet the needs of each individual client.

### Train [Your Staff]

Let us educate and motivate your staff on applying **machine learning and deep learning** in their roles.

Our training workshops teach the basics of this exciting field using one of the most powerful tools in the industry, Python. Our *Fortune 100* tested workshops can be conducted on-site or virtually.

**2-day workshops include:**

#### Machine Learning and Deep Learning Fundamentals with Python

- Jump-starts your team in predictive modeling and builds their interest in applying these skills
- Provides an introduction to *both* **machine learning** and **deep learning** foundational knowledge
- *Recommended for analysts and developers with some coding experience in Python*

#### Introduction to Machine Learning with Python

- Provides a more comprehensive overview of the topic and omits deep learning
- Dives further into **machine learning** with time to explore additional supervised and unsupervised algorithms
- *Recommended for analysts and developers with some coding experience in Python*

#### Introduction to Deep Learning with Python

- Explores the foundational, theoretical, and philosophical aspects of the field
- Provides additional time on **Artificial Neural Networks**, the basis for most applications in deep learning and artificial intelligence
- *Recommended for analysts and developers who have taken "Introduction to Machine Learning with Python"*

### Augment [Your Team]

Have a project requiring predictive modeling but don't have the internal capabilities to staff it?

**Expected X** provides the expertise to ramp up new predictive modeling projects or backfill resources for your temporary needs. We've supported large and small businesses, from start-ups to the U.S. Department of Energy. See what we can do for you.

#### Services include:

- ML/DL Project Management
- Problem identification and ROI measurement
- Stakeholder/ML team communications intermediary
- Model development, evaluation, and deployment
- Code review and feedback
- Reporting and visualization design and delivery



### Learn more about Expected X!

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