What

What is Flek Machine?

- ✓ Flek is a unified framework for AI Analytics.

- ✓ Flek is a foundational development library. Its platform includes 3 main components: FlekML, Flek-Server and Python Toolkit .

- ✓ Flek allows AI citizens to build probabilistic models, develop ML-driven applications as well as run both exploratory and predictive analytics – all in one integrated platform.

Who

Who uses Flek?

➢ For organizations, Flek is intended to:

- *SME* (small to medium enterprises) that need to apply ML and cannot afford a full-time data science professional.

- *Larger enterprises* that need a fully integrated platform to helps them answer varied AI questions – without drowning in a swamp of complex models and pipelines that are very difficult to maintain and share among different users and use cases.

➢ For end users, Flek is geared to serve the needs of a mix of AI citizens: data scientists, programmers, statisticians and analysts.

Which

Which applications is Flek suitable for?

Flek is geared towards AI applications that require complex analysis, prediction, recommendation or decision making, such as:

- Customer conversion investigation
- Customer journey analysis
- Ecommerce recommendation
- Simulation & What-IF analysis
- Profile segmentation & analysis
- Campaign list filtering
- Market basket analysis

- Medical diagnosis advise
- Medical test recommendation
- Insurance claim decision
- Preventive maintenance
- Anomaly detection
- Bias detection & analysis
- Factor analysis

How

How does Flek make AI Analytics easier?

Flek makes AI Analytics easier by bridging the gap between data and insight. It carries out this by:

- Helping leverage existing expertise (people), data (SQL databases) and workflows (pipelines) within an organization.
- Simplifying machine learning, model building and model maintenance.
- Enabling models to be shared for both exploratory and predictive analytics across the organization and for a variety of AI citizens.
- Integrating in one Python Toolkit: data preparation, model building, querying, mining, auto-discovery , visual exploration, prediction and recommendation.

Why

Why did we build the Flek Machine?

For some 350 years no one has build a Probability machine so we set on building the 1st one. Mathematically, Flek is designed to:

- ✓ Make it easy to model complex multi-variate events that do not follow a known probability distribution.

- ✓ Help run probabilistic computations or simulations.

- ✓ Tackle difficult uncertainty problems that require access to the full joint and conditional probability distributions.

- ✓ Allow users to interact dynamically with a running engine instead of working with a set of fixed algorithms or functions.