The Data and AI Experience Company

Data Sheet

Data Science Workbench

From Hypothesis to Value

In today's fast-paced retail environment, harnessing the power of data is more crucial than ever. ADA's Data Science Workbench is a cutting-edge platform that empowers data science and analytics teams to create, test, and deploy advanced machine learning models seamlessly. The platform supports the entire data science lifecycle, enabling businesses to leverage data-driven insights for personalized customer experiences and optimized business operations.



Custom Algorithms & Data Models, Made Simple

Algorithm Development & Testing

Build proprietary recommendation models based on your unique vertical or business knowledge. Test them against the 200+ pre-built retail models included in ADA’s standard license with the Experience Optimizer.

Merchandising & Business Rules

Apply merchandising nd business rules instantly on top of your custom models-ensuring alignment with business objectives and promotional strategies-without requiring a development cycle.

MVT And Reporting

The platform includes Multivariate Testing (MVT) capabilities with a comprehensive reporting dashboard, enabling you to optimize models 1nd improve key metrics like conversion rates and average order value.

End-To-End Machine Learning Lifecycle Management

Manage the full machine learning lifecycle-including algorithm creation, testing, and deployment-ensuring a streamlined nd efficient process tailored to retail-specific needs.

The ADA Advantage

Accelerated Time to Market

By leveraging pre-built models and the integration with the ADA ecosystem, businesses can reduce the time required to develop and deploy machine learning models, ensuring quicker ROI.

Real-Time Data Integration

The platform supports near real-time updates of catalog and other datasets, ensuring that models always work with the most current information-crucial for accuracy in fast-paced retail environments.

Enhanced Decision-Making

The ability to analyze large datasets and build sophisticated models leads to better, data-driven decision-making across all facets of retail operations.

Scalability & Flexibility

Adapt to changing business needs with a scalable platform that grows with your Organization. Whether you're expanding into new markets or evolving your product offerings, Data Science Workbench provides the flexibility and power to support your growth.

ADA Expert Services

Leverage ADA Expert Services for tailored data science implementation. Provide your use case, and our seasoned data scientists will manage the rest-from development to deployment-ensuring even non-technical users can seamlessly integrate sophisticated data solutions into their operations.



To learn more about Data Science Workbench or to see a demo

Talk to Us

ADA is the Data & AI Experience Company, combining platforms,
AI accelerators, and always-on operations to deliver measurable growth at scale.