



# A data clean room for data scientists

*An advanced analytics environment designed for you.*

## Create your own machine learning models with ease

Epsilon's data clean room allows nearly limitless opportunities to build out insights and measurements against unique data with the tools data scientists need.

### For data scientists with:



Strong knowledge of data management principals



Experience in building ETL/data warehouse transformation processes



Understanding of audience profiling, modeling and media measurement



Intermediate to advanced programming skills

## Advanced data science techniques

- Build models, perform segmentation and support measurement efforts with ease.
- With Databricks, use intermediate to advanced programming skills, including SQL, R, Python and Scala.
- Create consistent data hierarchies and taxonomies from multiple sources.

## Complex data interrogation to drive audience insights

- Produce reliable predictive and prescriptive insights based on advanced statistical modeling and machine learning methodologies.
- Support for multiple types of attribution and full closed-loop, person-based measurement.
- Equipped with COREid, Epsilon's industry-leading, privacy-safe identity resolution solution that creates a person-level view of more than 255M+ U.S. consumers.

## An interface that works for you

- Access an interface designed for analytics and developers to build outcome-focused audiences.
- Create your own machine learning models or use pre-built templates through Databricks notebooks.
- Receive end-to-end support from onboarding to data enrichment and activation to measurement.

**Pre-loaded with data and identity,** Epsilon's clean room provides support and flexibility for data scientists on day one.