

Data Science: Machine Learning

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About Keiter CPAs

1ST

Largest independent CPA firm
in the Richmond Area

45

Years in business.
Founded by entrepreneurs
and serving entrepreneurs since 1978

12TH

Largest CPA firm in Virginia

OVER
180

Employees. Over 20 Partners.
Over 65 tax professionals.
Over 55 BAAS professionals

About Keiter Technologies

- 6 team members
 - 9 years of experience
 - Over 100 engagements performed
 - 12 industries served
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- Business Growth Focus
 - Client-Centric Approach
 - Talent Attraction
 - Data-Driven Solutions
 - Enhancing without Disrupting

About Machine Learning



- What can you do with Machine Learning?
 - Predict airplane CO2 emissions, detect crane activity on a job site, optimize warehouse organization, gamify farm-food-to-home customer acquisition strategies, writing research papers to support grant funding, scraping customer portals, classifying a website
 - Helping clients incentivized by the bottom line

How We Identify A Client Need

“There is a tool that solves this, but we can bring it in-house”

“It’s an industry problem”

“We have tried data science/analytics, and it is never profitable”

“This has been a problem since we started”

“Competitors are coming in with tech we can’t afford to buy or build”

Case Studies



Monitoring crane
video feed for events
Improving crane operations



Building gamification
for food delivery
Predicting customer churn



Extracting data from
PDF and HTML reports
Interpreting data with business logic

Contact Information

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