Course5 Intelligence to Collaborate for Applied AI Research with BITS Pilani and Woxsen University

Alliance to foster industry-academia collaboration for joint research in application of Cognitive Neuroscience and Multimodal Deep Learning to drive innovation in Customer and Marketing Analytics

India, November 30, 2021: **Course5 Intelligence**, one of the leading pure-play data analytics and insights companies in India, has entered AI-based research partnerships with **BITS Pilani**, one of India's premier universities focused on higher education and research in engineering and the sciences, and **Woxsen University**, one of the top private universities in India with a strong focus on research in Business Studies, Technology, Arts & Design, and Architecture & Planning. The company believes that these partnerships will foster industry-academia collaboration and nurture talent in emerging technologies through real-world research while helping Course5 Intelligence to continue to provide differentiated and market-leading solutions and products.

Course5 Intelligence offers multiple solutions in digital, customer, and marketing analytics to its clients. Understanding customer behavior and applying new sets of granular features to improve AI Models is an ongoing goal for the company. As part of the current alliance with BITS Pilani, Course5 Intelligence is sponsoring a 3-year sponsored research program for applying Cognitive Neuroscience techniques and Multimodal Deep Learning to understand consumer behavior, attention, memory, and consumer decision-making journey. The research will involve application of concepts from Behavioral Economics (BE), Brain-Machine Interface (BMI) and Deep Learning to enhance Course5 Intelligence's current offerings and create innovative solutions and products.

As part of the alliance with Woxsen University, Course5 Intelligence will provide faculty and students with internship projects around multiple use cases in customer and marketing analytics. Areas of research will include the use of Sentiment Analysis to identify the sentiments of existing customers and improve Net Promoter Score (NPS), Intent and Theme Identification in voice-of-customer data to identify the precise reason behind customer complaints, and Data Matching using Natural Language Processing (NLP) and Computer Vision.

Ashwin Mittal, CEO of Course5 Intelligence, commented on this venture, "Cognitive Neurosciences is the next frontier in advancing leverage of customer analytics and AI techniques for corporations. This program will drive that agenda forward for us and for the industry. Course5 Intelligence constantly endeavors to support academia and make students industry-ready. By offering complex real-world problems for joint research and development, we believe this program will cross-leverage expertise and drive synergies between academia and industry."

Commenting on the alliance, **Dr. Hemachandran K, Program Chair, MBA (Business Analytics, Artificial Intelligence and Machine Learning), Woxsen University** said, "We aim to provide best-in-class exposure to our students through industrial research projects, enabling them to upskill themselves to be industry-ready from Day 1 of their course". **Dr. Raul V. Rodriguez, Pro-Vice-Chancellor at Woxsen University**, added, "Through this partnership, Woxsen aims to bridge the gap between industry and academia through various initiatives such as student and faculty internships and projects."

Course5 Intelligence has global clients across industries, including Technology, Media and Telecom, CPG and Retail, and Life Sciences/Pharmaceuticals.

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About Course5 Intelligence

Course5 Intelligence focuses on helping organizations drive digital transformation using artificial intelligence ("AI"), advanced analytics and insights. Course5's AI-driven products and solutions and IP-led solutions are supported by industry-specific domain experience and leverage the latest technologies and aim at enabling organizations to solve complex issues relating to their customers, markets and competition at speed and scale. Course5 combines a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.

About the Associations

BITS Pilani: The Birla Institute of Technology & Science, Pilani (BITS Pilani), is a premier university focused on higher education and research in engineering and sciences in India. The institute conducts research in multiple areas in Artificial Intelligence (AI) and have established a cognitive neuroscience lab that provides an apt ecosystem for joint research and development in the latest frontiers of AI. BITS Pilani has been awarded Institute of Eminence IOE status by the Government of India.

Woxsen University: Woxsen University, one of the first private universities in the state of Telangana and one of the top private universities in India, comprises Woxsen School of Business, Woxsen School of Technology, Woxsen School of Arts & Design and Woxsen School of Architecture & Planning. Woxsen's foundations rest on the pillars of research, academic excellence, applied learning, global exposure, and diversity and inclusivity. Every program at Woxsen is designed to provide applied and differentiated learning with industry connect.

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