

faculty

Artificial intelligence built for the *real world*

50%

increase in 3 month forecast accuracy for a car manufacturer

45%

reduction in cost-to-fill for a travel company

\$5.8m

in incremental annual profit for a fashion company

Real customers

Real customer behaviour doesn't follow neat patterns, so historical sales data can't always predict how customers will act in the future.

We use the latest advances in machine learning to help you understand the underlying causes of demand and customer behaviour.

Real brands

Real brands are complex and unique, so we tailor our AI marketing and operations software to make the most of your data, target your goals and use your unique competitive advantages.

Real users

Advanced AI is useless if it's not trusted and understood by non-technical teams. Our software is built to help decision-makers understand and act on its insights.

Real impact

It's time for brands to get access to AI that delivers on its promises. Through customisation, advanced machine learning expertise and careful implementation, we've delivered millions of pounds of ROI for our customers.

Our products



Marketing Suite

Eliminate inefficient marketing spend, optimise incrementality and maximise lifetime value with a new approach to customer engagement.



Operations Suite

Reduce waste, predict returns and minimise stock-outs with accurate, explainable forecasts down to SKU-level.

We're the world-leading applied AI company, making AI real across society.

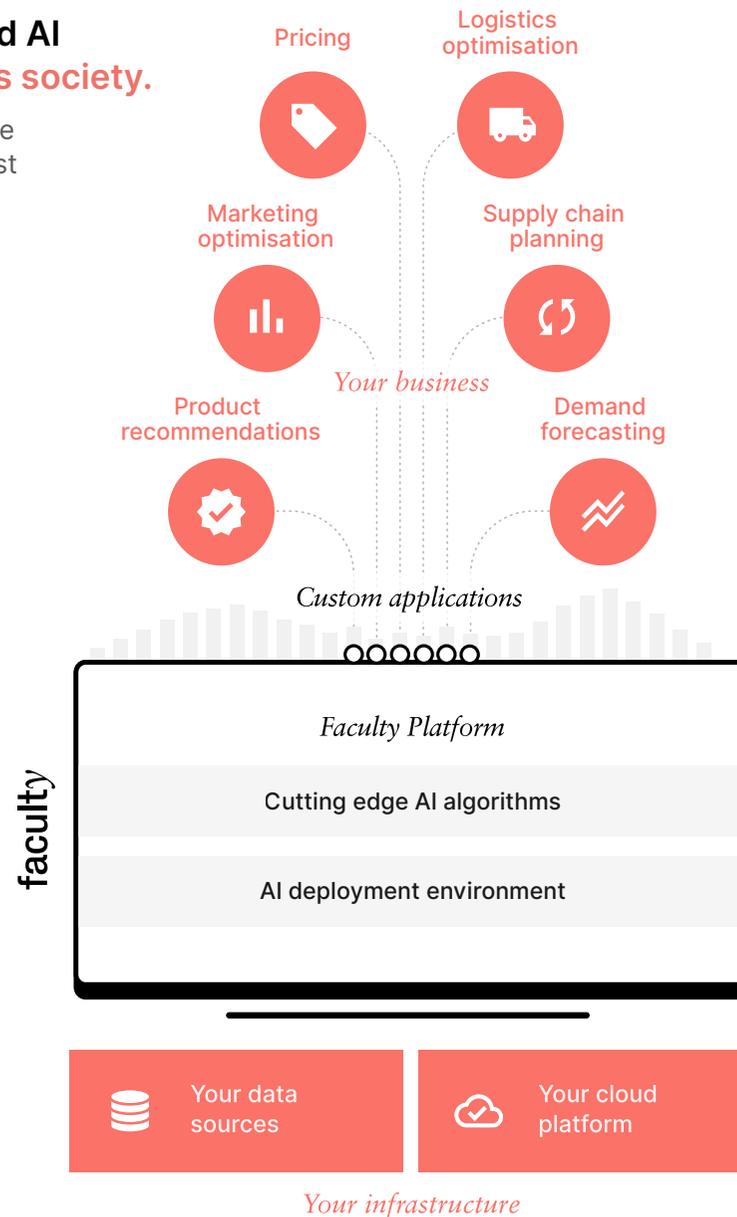
We deploy and maintain high performance AI systems that solve our customers' most important problems - from building the NHS COVID-19 Early Warning System, to helping leading brands create millions of pounds of incremental profit.

Faculty has worked with over 230 organisations to make AI real. This, coupled with the advancements made by our dedicated R&D team and the 50+ PhDs on our staff has allowed us to build the most cutting-edge technology on the market.

High performance, rapid rollout, easy adoption

Off-the-shelf AI tools are hard to integrate and often fail in the long term. Fully custom implementations are expensive and slow to deliver ROI.

So we combine the benefits of Faculty Platform - our field-tested, advanced Enterprise AI platform - with the power of custom applications to help you access the best of both worlds. The speed and reliability of off-the-shelf, with the competitive advantage of custom implementations.



We've delivered millions of pounds in ROI for over 230 organisations.

Activate

We helped a US fashion retailer turn declining marketing ROI around by pinpointing the customers most likely to be influenced by marketing.

5% increase in profitability.

Projected \$5.8 million added revenue.

Respond

We built the NHS a first-of-its kind Early Warning System that helped frontline decision-makers preempt surges in demand for hospital beds during the pandemic. Read the full story [here](#).

1000+ daily NHS users of the tool

Unprecedented visibility over NHS demand.

Optimise

We helped a travel company maximise the value of every penny of marketing spend by understanding exactly what drives a customer to repurchase.

45% reduction in cost to fill a seat.

4% extra revenue without increasing marketing spend.

Forecast

We helped a luxury car manufacturer combine human expertise with machine learning accuracy to forecast car sales. Read the full story [here](#).

50% increase in forecast accuracy.

+3 months accurate visibility.

Ready to get started?

Talk to us at consumer@faculty.ai →

FULLBEAUTY BRANDS*

HOUSE OF FRASER

easyJet

JUST EAT

moonpig