



KeyMe Partners with Advanced Business Intelligence Solutions Provider Van Buren Advisors

KeyMe Uses VBA Analytics to Help Disrupt \$10 Billion Key Duplication Industry

NEW YORK, NEW YORK, USA, February 22, 2018 /EINPresswire.com/ -- KeyMe, the leading key management service provider is utilizing Van Buren Advisors LLC to optimize its quantitative approach to retail strategy. VBA is a premier Machine Learning and Artificial Intelligence company, specializing in providing sophisticated data analytics to a growing list of the most innovative companies in the world.

KeyMe engaged Van Buren Advisors to develop a predictive sales forecasting model to optimize the placement of new kiosks. The resulting data-driven solution was grounded in statistically sound methodologies which resulted in improved performance.

"VBA's team used advanced modeling techniques to improve our retail store selection process," said KeyMe CEO, Greg Marsh. "I am impressed with their team and capabilities."

Both companies have plans to collaborate on future business intelligence related endeavors.

About KeyMe

Founded in 2012, KeyMe is fundamentally transforming how people access and manage their keys, providing a safe and convenient way to copy and share keys and solve frustrating lockouts. KeyMe smart kiosks are currently present in over 1,500 locations within leading retailers, including (alphabetically): Albertsons, Bed Bath & Beyond, Kmart, Kroger, Mall of America, Rite Aid, Safeway, Sears, and 7-Eleven, among others.

KeyMe kiosks are the first and only kiosk with the ability to duplicate approximately 85% of all automotive keys on the market and 98% of all RFID keys. The smart kiosks copy keys in under 30 seconds, at a rate that is 10x more accurate than industry averages, as well as offering free iOS and Android mobile applications that enable customers to safely scan and save a digital copy of their key so that they have access to their keys when and where they need them.

About Van Buren Advisors, LLC.

Van Buren Advisors is a leading provider of advanced analytics. The team specializes in Machine Learning Algorithms and Natural Language Processing models to help clients with Digital Marketing, Sales Forecasting, and Operational Process Optimization. For more information, please visit

www.vanburenadvisors.com.

Contact:

Rob Bailey
201-819-1134
Rob.bailey@key.me

Contact:

Don Spieth
Don.spieth@vanburenadvisors.com

Rob Bailey
KeyMe
201-819-1134
email us here

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