

3.6. Development of Big Data

In the direction of “Digitalization and management of big data”, Kazakhtelecom JSC is developing the corporate data architecture and is introducing solutions on the basis of artificial intelligence. These initiatives help to combine data from different sources, to form management analytics and to launch digital services for enhancing the efficiency and security of processes.

One of the key projects of 2025 became the development of the **SKAI DATA DWH/ETL/BI** platform. The platform is designed for the creation of a centralized corporate data warehouse and a single model of indicators that makes it possible to use data for analysis, reporting and the making of management decisions.

In the reporting year, the Company determined and coordinated the list of key metrics, developed the target architecture of data integration, automated the loading and consolidation of information, and also formed data marts and management dashboards.

Additionally, the integration of portfolio companies began, which made it possible to move to more centralized management reporting and to enhance the transparency of data analysis.

In 2026, the development of SKAI DATA will be aimed at the connection of additional companies, the expansion of data sources and the strengthening of Data Governance processes.

In the medium term (2027–2029), the platform will be transformed into a single analytical hub with the introduction of predictive analytics and AI models for forecasting production and financial indicators, and also for risk assessment.

Kazakhtelecom operates a “Data Factory” — a specialised division responsible for the collection, processing, cleaning and preparation of data for analytics. The division helps business teams to use data in practical tasks, to make more informed decisions and to create new products and services based on data, including data monetisation projects and partner integrations. The “Data Factory” project has also received international awards for its contribution to the development of big data management technologies. The “Data Factory” project has also been recognized with international awards for its contribution to the development of big data management technologies.

In 2025, the “Data Factory” supported four interconnected directions. The first direction is related to the development of the OFD Categoriser Data Science/ML. The solution automatically classifies product items on receipts and forms a cleaned and structured layer of FDO data. This data is further used for analytics, client segmentation, anti-fraud and targeting.



The second direction is related to partner showcases and integrations for Freedom Bank. Three projects were implemented:

Freedom Project 1



generates aggregated data on visits to the websites of bookmaker companies and microfinance organizations.

These projects are built on a single principle. The data are collected into resilient data marts, updated through daily incremental processes and transmitted via API. At the same time, the OFD Categoriser and Freedom Project 2 use receipt data but solve different tasks. The OFD Categoriser enhances the quality and intelligibility of product data, while Freedom Project 2 generates numerical indicators for scoring models.

A separate product direction was the TV+ analytical platform. A centralized system of data marts and

Freedom Project 2



uses aggregated receipt indicators from the FDO.

visualisations in Qlik Sense was created for it. The platform makes it possible to track audience, devices, subscriptions and content consumption, and also regularly to prepare analytics for marketing and product development.

Overall, the “Data Factory” projects in 2025 strengthened data management, expanded the practical scenarios for their use and created the basis for the further development of analytical services and data monetisation.

Freedom Project 3



applies scoring based on ISATPIA interests.