Data Analytical Framework for 'Customer Centric' Solutions

Customer Savviness Index

Low **Medium** **High**

Data Management
- Data Harmonization
- Data Validation
- Data Standardization
- Data Categorization

Descriptive Analytics
- Trend and Pattern Analysis
- MIS Reports and Dashboards
- Univariate, Bivariate, COHORT,etc.

Diagnostic Analytics
- Parametric and Non-Parametric Testing
- Distribution Analysis
- Variable Reduction
- Significant Driver Identification
- Test and Control Methods

Predictive Analytics
- Univariate and Multivariate Forecasting
- Association Analysis
- Loyalty Analysis
- Text Mining and Sentiment Analysis
- Customer Life Time Value

Prescriptive Analytics
- Customer Segmentation
- Price Elasticity
- Price Sensitivity
- Markdown Optimization
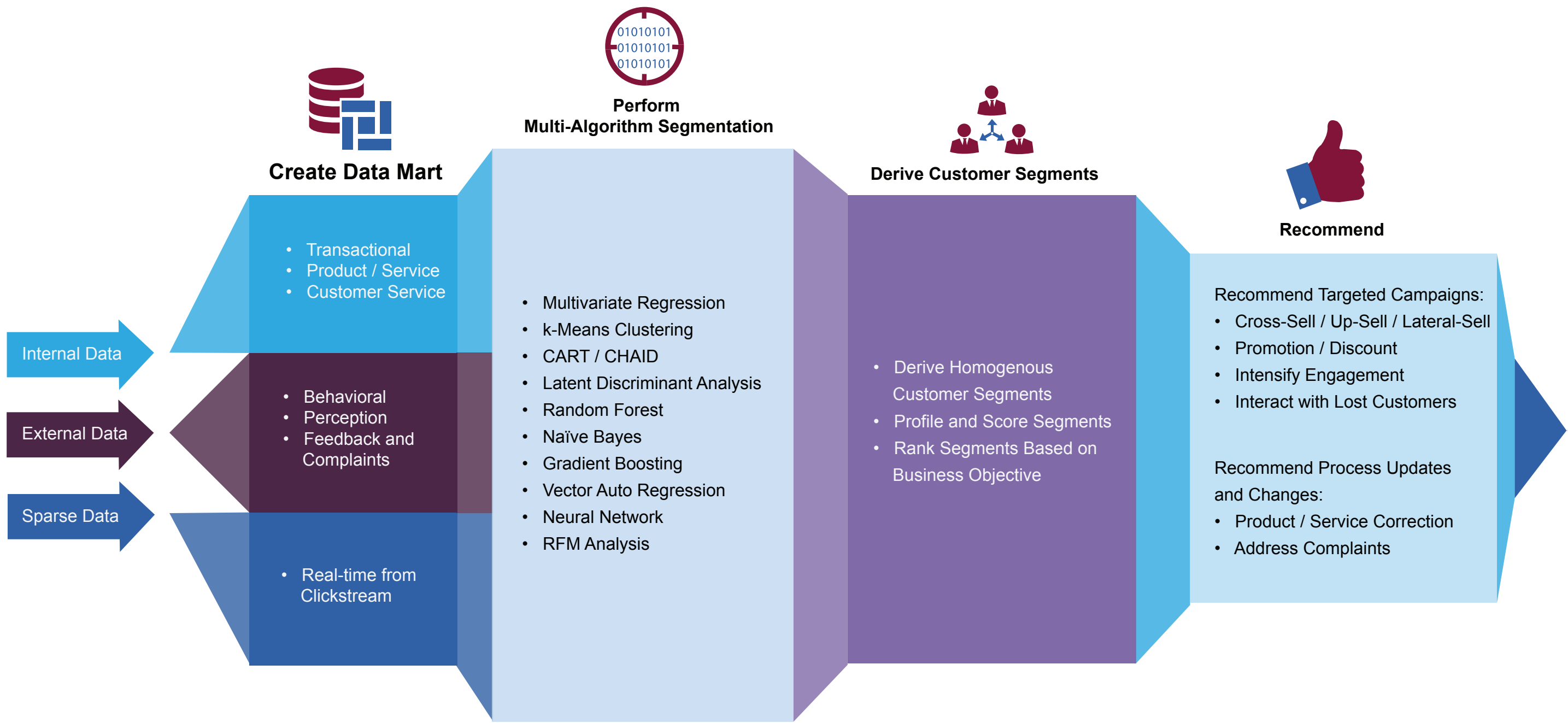- Assortment Optimization
- Network Optimization

Pre-emptive Analytics
- Recommendation Engine
- Churn / Attrition Modeling
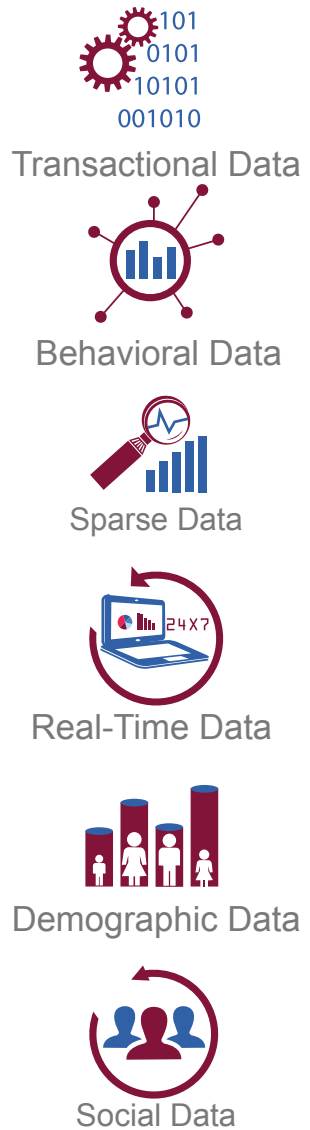- Customer Targeting
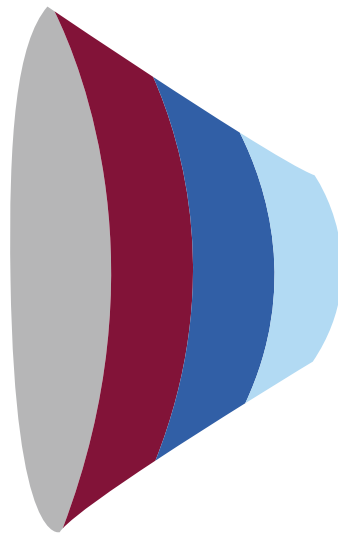- Real-Time Data Analytics

VISUALIZATION

Spotfire® TIBCO Software

QlikView

R

tableau SOFTWARE

Framework for Relevant Targeting

Create Data Mart

Perform Multi-Algorithm Segmentation

Derive Customer Segments

Recommend

Internal Data

External Data

Sparse Data

- Transactional
- Product / Service
- Customer Service

- Behavioral
- Perception
- Feedback and Complaints

- Real-time from Clickstream

- Multivariate Regression
- k-Means Clustering
- CART / CHAID
- Latent Discriminant Analysis
- Random Forest
- Naïve Bayes
- Gradient Boosting
- Vector Auto Regression
- Neural Network
- RFM Analysis

- Derive Homogenous Customer Segments
- Profile and Score Segments
- Rank Segments Based on Business Objective

Recommend Targeted Campaigns:
- Cross-Sell / Up-Sell / Lateral-Sell
- Promotion / Discount
- Intensify Engagement
- Interact with Lost Customers

Recommend Process Updates and Changes:
- Product / Service Correction
- Address Complaints

Multi-Source Analytics

Raw data is sourced from various systems

Transactional Data

Behavioral Data

Sparse Data

Real-Time Data

Demographic Data

Social Data

Data is harmonized using multiple analytical techniques.

Cleanse

Classify

Profile

Analysis ready data sets

Benefits

- Holistic Analytics Using Multiple Sources
- Insight Generated from 360 Degree Customer View
- Hidden Insights Derived
- Utilization of Sparse Information for Directional Understanding