# CUSTOMER360: TRANSFORMATIVE DATA AND BUSINESS INTELLIGENCE (BI) REVOLUTION BY DATA MIND

Transform your business using actionable data insights, all powered by Azure's robust infrastructure and our superb data engineering.

datamind

# BUSINESS CHALLENGES FACED BY OUR CUSTOMERS

Whether you're aiming to optimize your direct marketing or explore new teritories for your shops, the challenge lies in effectively harnessing your data. Data Mind's Customer360 addresses this by offering a pathway from ideation to actionable insights. We understand that your business might be at the stage of needing to clean, merge, and understand data or ready to implement advanced predictive models. Regardless the stage, our aim is to unlock the most value from your data and take you all the way there.

## Primary challenges

Collecting, managing, analyzing, and applying the data to design and execute optimal marketing campaigns or expansion strategies, while being able to measure and improve the performance and impact of their actions.

## Ideal solution

A data analytics platform that can handle any type and volume of data, manage, analyze, apply, and optimize data for marketing or expansion strategies , and evaluate and improve their marketing campaigns or expansion strategies.

## Desired outcomes

Increased customer acquisition, retention, and loyalty, enhanced market penetration, diversification, and growth, and improved return on investment and competitive advantage.

# HOW WE HELP

Data Mind collaborates closely with your team to identify the most profitable areas in your data. Our phased approach includes preparing basic analyses, sample POC models, and comprehensive workshops introducing data science's transformative power.
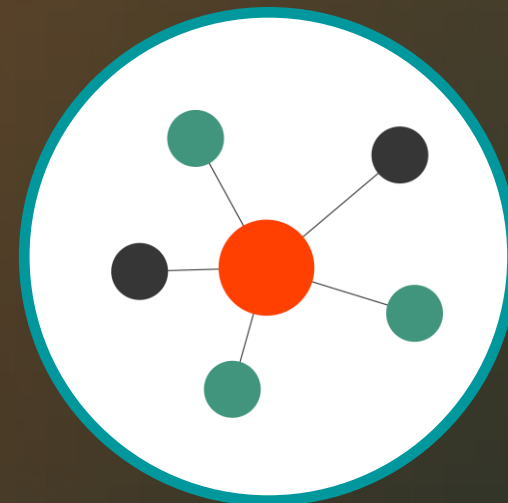
As we progress to more complex models, including customer behavior, logistics and next-best-offer, our Azure-based Customer360 adapts to offer top conversion rates, accurate predictions and clear recommendations.

With Data Mind, you get a reliable partner committed to ensuring a smooth implementation, on the Azure cloud including data integration, dashboards and predictive models.

# CUSTOMER 360 BY DATAMIND

## WHAT YOU WILL GET

**Custom Solutions:** Tailored ML models and BI dashboards for your business needs.

**Agile Process:** Quick, iterative development with continuous refinement.

**Seamless Integration:** Smooth implementation into your systems with Azure.

**Data-Driven Growth:** Empower decisions with predictive insights and analytics.

**Technical Expertise:** Specializing in marketing ML models, customer segmentation, predictive analytics, and interactive dashboards.

# THE CUSTOMER 360 PROCESS

## DESIRED CUSTOMER 360 VIEW…

### CRM
- First name
- Last name
- Email
- Phone
- Location
- *And more*

### Marketing
- Campaign,
- Features,
- Reaction,
- *And more*

### Website Journeys
- Session
- Touchpoint
- Clicks
- Action take
- And more

### Historic purchases
- Product mix
- Purchase volumes
- Repeat purchase window
- And more

### Feedback
- Type
- Rating
- Date
- Reference
- And more

### Psychographics
- *Sentiment*
- *Satisfaction*
- *Persona*
- *Life style*
- *And more*

### Preferences
- Colour
- Size
- Category
- Type
- And more

## …WILL BE USED TO SUPPORT THE FUTURE

### CUSTOMER TAGS
- New/existing
- Tenure
- LTV
- Average monthly revenue
- Product mix
- Persona
- Lifestyle
- And more

### PREDICTIVE SCORES
- X-SELL, UP-SELL
- Next best action
- Product recommendation
- Price sensitivity
- Product sensitivity

# THE DATA ROADMAP

## Data Ingestion

- Optimising the data collection process
- Working with source systems
- Setting up rules to determine "single points of truth"

## Transform, Load, Make business sense

- Choosing the ideal infrastructure
- Design of data models
- Data historization setup
- Anomaly detection and correction

## Reporting / BI Dashboards

- Providing data answers to business questions
- KPI measurement

## Advanced analytics

- Customer tribe analysis (segmentation, prediction of future customer value)
- Location analytics (finding locations for new branches)
- Natural Language Processing (NLP)
- Machine Learning, Neural Networks

# WHAT OUR CUSTOMERS ARE SAYING

*Data Mind is a part of our team, bringing expertise in working with customer data, processing it, and utilizing it in practice*

*– Jan Černý,*
*Manager Customer Intelligence,*
*Philip Morris ČR*

Our solution included Reports and Business Intelligence (BI), Analysis of customer data and products, Marketing analyses, Web analytics, Data Science

**Our solution is viable in the following industries:**
Data Science and Business Intelligence Solutions for Retail, Finance, Healthcare and more

# WHY TO CHOOSE US

**14 years**

in data science,
Modern approaches
and technology

**KNOW-HOW**

**130+**

data
projects for
> 50 clients

**EXPERIENCE**

**Quick
ROI**
in a few months from the
start of the project

**ROI**