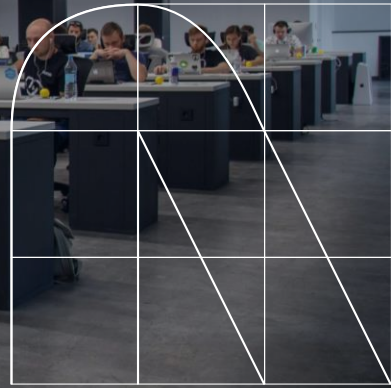# NTT DATA

Delta
Consumer Analytics Tool

Artificial Intelligence

Delta takes a different approach and provides meaningful insights within a few days, while only depending on a single source of data.

Overview

Our Delta solution was developed with the intent of providing a comprehensive business algorithm that can describe business variables (incl. customers) in a unique numerical way at all organizational levels. This AI fueled decisioning science solution provides business leaders with the opportunity to pin-point business areas that should be investigated. It provides unique and new content to the world of consumer analytics

Business Challenges

- Understanding customer base at an intricate (numerical way) level.

- Lack of insight on how to expand i.e. Product line in a specific region.

- Inaccurate industry and market growth tracking

- No existing AI/advanced analytics solution in place.

Areas of Transformation

- Sustainability
- Increased Revenue
- Efficiency
- Reliability
- Cost reductions
- Scalability
- Productivity

Solution

We at NTT DATA have recognized that AI has not delivered its full promise in the past.

The AI process is typically time consuming, data-heavy and costly. It is based on a lot of trust and belief that it will deliver a solution or provide better benefits.

The world of consumer analytics will undoubtedly be the next big focus area for analytics. NTT DATA has focused on developing a general-purpose customer/consumer algorithm over the last couple of years. This algorithm can describe the state of your customers at all organizational levels in record time.

We appreciate the need to deliver results fast and without delay, and typically the first results are without any cost. For that reason, we have taken a different approach. We are not looking at all data sources, rather we focus on a metric like revenue. Our algorithm was developed using fundamental principles of physics, specifically those related to changes in velocity and momentum, as they pertain to customer revenue at all levels.

The result is that we ended up with is an algorithm that supplies an index named Delta.

Delta works on a scale of -1 to 1 and scores all customers, and all combinations (dimensions / lenses) of customers, on that scale. This means you can look at your customers' results from different lenses. Examples of lenses could be company, country, business units, regions, departments, products, client managers, customers, and all combinations.

Typically, the data that we require to run the algorithm is easy to source in all organizations and this ensures the efficiency of deploying Delta within a few days.

Value of the NTT DATA Solution

- Business Analytics at Record Speed
- Improved business predictions
- Business Intelligence
- Support Sales and Marketing
- Improved Information Security

- Complex data interpretation
- Decision Making
- Automated Recruitment Processes

"Deltð delivers good insights and typically asks a lot of questions, rather than providing answers, but it absolutely provides unique and new content to the world of consumer analytics."
- Chris Wiggett, Head of Data and Analytics, NTT DATA Middle East and Africa