

# Data Analytics

Your Data Intelligence Solution Proof Of Concept

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**Programmer's**<sup>®</sup>  
Beyond IT

**Microsoft  
Partner**

Gold Cloud Platform  
Gold Data Analytics  
Gold Data Platform  
Gold Cloud Productivity  
Gold Application Development

**Industry:** Businesses today are under pressure to drive innovation and improve results. Programmer's has designed accelerators to help you explore the benefits of Data Science and AI applied to your business.

With a 3-week engagement that aims to explore one business scenario at your organization and leverage Data Science to improve results. It's the best starting point for evaluating the potential of Data Science to boost your business.



## CHALLENGES

Businesses today are under pressure to drive innovation and improve results:

- increase sales.
- maximize profitability .
- reduce costs.

## IDEAL SOLUTION

With a proof of concept, we designed accelerators to help you explore the benefits of Data Science and AI applied to your business.

## DESIRED OUTCOMES

Quick engagement with small investment to explore how data science can improve current processes and results.



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## Data Analytics

Accelerate to help you explore the benefits of Data Science and AI applied to your business.

1

### ASSESSMENT

Programmer's will kick-off the engagement to define: goals, business scenario and assess the data we can leverage.

2

### Science Laboratory

As soon as we have the data available, we'll explore it, transform and experiment with it on our data science laboratory, using data services on Azure.

3

### ALGORITHMS

We will then build and reuse our algorithms to provide you with the results. Along with that, we will provide you with a roadmap, pointing out the areas we expect to get the most benefit.

# [Programmer's] [Data Analytics] & [Microsoft Azure]

We connect the right technology options over the business target. With Microsoft Azure we can have a business centric approach, that allows to clearly align practical objectives with growth needs: business value, business agility and business fit.

## Modernize with Microsoft Azure

We will analyze your business aspects by connecting them to the best cloud technology, Microsoft Azure, for your data.

## Strategy with Microsoft Azure

Ideal strategy for a fast time-to-value.

## Business Goals.

Business-oriented journeys, made of several fast-tracks that connects the technology implementation with business goals.



# Customer success: Burger King– Improved Marketing Strategies with Data Science

*“Coupons are strong in our sales today. But to create appealing offers that motivate the sale of a 4th item on a tray, we could only analyze a small sample of the data. We looked at a short period, some test stores, and grouped data by product. But we could not get an accurate view from the customer.”*

Company’s Coordinator of Marketing Analytics.

## AI and Data Science

- ✓ Next Best Action algorithm

## Up-Sell Strategy

- ✓ Up-Sell Strategy with coupons: Ideal tray items combination

## Microsoft Azure

- ✓ The best technology to better results.

# Programmer's – Data Analytics Proof Of Concept

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Ask a question via email: [comercial@programmers.com.br](mailto:comercial@programmers.com.br)

Link to your Microsoft Commercial Marketplace offer



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