THAKRAL ONE

Azure Advanced Analytics
Azure ML Service Packages

For more information, connect with us at
www.thakralone.com/contact

Why Thakral One?

Thakral One is a technology consulting and services company headquartered in Singapore, with a pan-Asian presence. We focus primarily around technology-driven consulting, adoption of value-added bespoke solutions, enabling enhanced decision support through data analytics, and embracing possibilities in the cloud.

We are heavily inclined towards building capabilities collaboratively with clients and believe strongly in improving grounded and practical outcomes. This approach is possible through our partnership with leading global technology providers and internal R&D teams.

We are an experienced Microsoft Solutions partner, certified gold in competencies across nine solution areas including Cloud Platform, Productivity, Datacenter and certified silver in competencies across three solution areas.

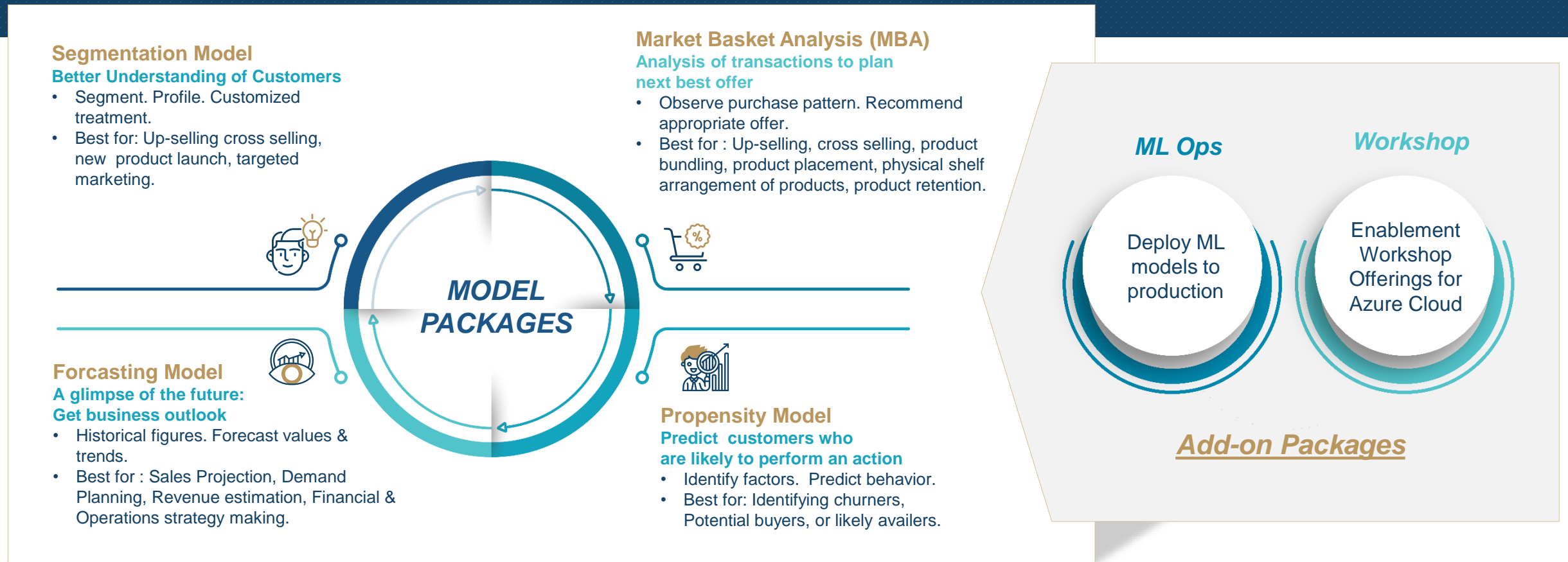| Diversified skills and capabilities across industries and technologies	Strong expertise in the areas of Functional, Technical, Architecture, Project Management, Technical Support, Risk Management, among others	**30+** Certified Microsoft consultants in the region backed by premier support team from Microsoft team

Analytics Service Offerings Summary

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Thakral One offers services in Advanced Analytics that involves **Data Science modeling such as Propensity modeling, market basket analysis, segmentation and forecasting.** Other add in services such as Scoring and Modeling are also available.

Service Offering	Type of Service	Details
AZURE ML AA Offering	Azure ML: Propensity Modeling	Churn models, Propensity to buy
	Azure ML: Market Basket Analysis	10 SKUs for starter MBA
	Azure ML: Segmentation	Clustering & Segmentation
	Azure ML: Forecasting	ARIMA / ARIMAX
AZURE ML AA Add On:	Azure ML Ops: Scoring and Modeling	Deployment & Monitoring
	Enablement Workshops	Azure ML cloud Enablement

AA Models Overview

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Address customer needs, target the right audience, and develop proactive plans for your organisation through Advanced Analytics using Analytical Modelling.

How can you address your organisation's needs through data? Use Advanced Analytics to help your organisation:
- Develop predictive model using your company's data
- Create wiser business decisions to stay competitive in the market.

Segmentation Model
Better Understanding of Customers
- Segment. Profile. Customized treatment.
- Best for: Up-selling cross selling, new product launch, targeted marketing.

Market Basket Analysis (MBA)
Analysis of transactions to plan next best offer
- Observe purchase pattern. Recommend appropriate offer.
- Best for : Up-selling, cross selling, product bundling, product placement, physical shelf arrangement of products, product retention.

MODEL PACKAGES

Forcasting Model
A glimpse of the future: Get business outlook
- Historical figures. Forecast values & trends.
- Best for : Sales Projection, Demand Planning, Revenue estimation, Financial & Operations strategy making.

Propensity Model
Predict customers who are likely to perform an action
- Identify factors. Predict behavior.
- Best for: Identifying churners, Potential buyers, or likely availers.

ML Ops
Deploy ML models to production

Workshop
Enablement Workshop Offerings for Azure Cloud

Add-on Packages

Models Summary

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	Segmentation Model	Market Basket Analysis (MBA)	Propensity Model	Forecasting Model
Azure Product	Azure Machine Learning Studio (Designer, Auto ML, or Notebook)			
Data Preparation	All data must be in Azure SQL database or Azure Blob Storage			
Model Development	Cluster Analysis	Association or Sequence Analysis (Recommender System)	Regression or Tree Model	ARIMA/ARIMAX
Estimated Duration	11 weeks	10 weeks	13 weeks	10 weeks

Benefits of Leveraging on Advanced Analytics

Increase ROI

Reduce operational and marketing cost

Enhance service and Product quality

Improve overall Customer relationship

Sample: Propensity Model Package

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DESCRIPTION

- Development of Propensity Model
- Propensity Modeling = predict likelihood that customer will perform a target action (avail promo/product, churn)
- Model accounts for and identifies significant factors that may affect behaviour.
- 3 types: Propensity to BUY, CONVERT OR CHURN

BUSINESS OBJECTIVES

- An alternative to randomized trials or A/B testing, this can help cut marketing costs by focusing efforts on customers with high probability [of target action]
- By identifying factors affecting OR related to target action, marketers can work on specific strategies impacting said factors, consequently influencing the "target" action.
- **Propensity to Buy** → helps in strategizing the right level of aggression to offer, managing both cannibalization of margin and incremental revenue
- **Propensity to Convert** → helps design a cost effective marketing strategy to only focus on those most likely to avail/engage thereby maximizing revenue while minimizing risk of wasting marketing efforts
- **Propensity to churn** → helps prevent losing customer base by putting on watch-list identified risky customer, and can be targeted for win-back or retention campaigns

TOOL PACKAGE

- Azure Machine Learning Studio

DELIVERABLE(s)

- 1 Propensity model (Convert, Buy, OR Churn)

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13
BRD	X												
DESIGN		X											
DATA PREP			X	X	X								
EDA						X							
MODELING								X	X	X	X		
KT												X	X

TIMELINE & ASSUMPTIONS

- Data is inside Azure Data Lake / Azure Blob Storage
- Low Model Complexity
- Subject to change depending on results of Requirements Gathering session.
- Data has label (buy, convert, churn)