



# TRANSFORM DATA TO ACTIONABLE INSIGHTS

Improve business performance  
and customer experience

# A DEEP DIVE INTO DATA

Businesses are generating lots of data internally from their operations and customer interactions. Additionally, data from external sources are available for businesses. The consumer engagement in the post-Covid world would be more digital and with a greater emphasis on personalized customer experiences.

This will be a wonderful opportunity to use the data to provide an enhanced experience to customers and also identify revenue opportunities. However, the data in its raw form comes with the complexities of - Volume, Velocity, and Variety. The data becomes an asset when it is transformed and curated for actionable insights.

The goal of data sciences is to support the needs of the business by transforming raw data into intelligence. Analytical models are an important tool for data scientists to meet this goal.

The key expectations from the analytical models and the platform enabling them are – accuracy, transparency, real-time scoring, rapid deployment, and flexibility to support customizations.

Consumer-facing businesses have already realized the many benefits of using analytics and data science solutions. According to research\*, 57% use it to analyze large volumes of data, 55% use analytics for better or new data analysis possibilities, and 51% of the organizations said they use it to build predictive models.

**Sciera Analytics Platform is a real-time big data on-the-cloud analytics platform that helps data science teams to go from a development model to a stable and reliable model. It is a workflow-driven solution that is built by integrating multiple software components.**

\*Source: <https://bi-survey.com/companies-use-big-data-analytics>

# KEY BUSINESS OBJECTIVES

In a competitive and digital world, businesses have to be agile in identifying external market and the customer needs and offer the best customer experience while maximizing the customer lifetime value.

The main business applications for using the power of analytics are:

01



Improving customer acquisition and sign-ups

02



Increasing Customer lifetime value by extending the term or life and by increasing revenue by up-sell products and solutions

03



Reducing the cost of churn by retaining at-risk customers

04



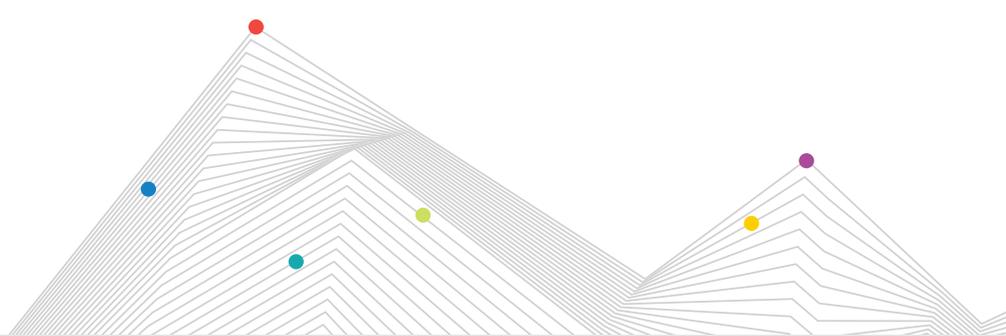
Improving the active base by bringing back lapsed or inactive customers

05



Providing better digital experience by personalizing service delivery and engagement

# BUSINESS GOALS



## CUSTOMER LIFETIME VALUE (CLV)

CLV is one of the key stats likely to be tracked as part of the customer experience program.

### The following methods can be used to measure CLV

- Identify the touch points where the customer creates a value
- Integrate records to create customer journey
- Measure revenue over the lifetime of the customer

## NEW ACQUISITION/ SIGN-UPS

The primary goal of customer acquisition is to gain new customers.

### Components to drive

- Identify potential customers
- Design and implement market strategies
- Follow-up & measure success

## CUSTOMER RETENTION

Identify at-risk customers by using historic patterns, prediction of behavior and triggers.

Initiate customer engagement action to address the issues faced by customers and retain them.

### Actionable areas:

- Address Customer service issues
- Provide appropriate solutions and services
- Provide pricing and promotions to offer better value
- Build an affinity and loyalty in the customer

# ANALYTICS PLATFORM

Where does the data that powers analytics platform come from?

## 01

### INTERNAL AND EXTERNAL DATA SETS.

- Customer data
- Public data - Identified through behavior & social media
- Vendor own data - Showing on different attributes/purchasing patterns

## 02

### REAL TIME BATCH

Real time tells us about solving queries raised by customers then and there. Batch process tells us about their queries and proposed within the frequency of time

### Some of the key data sets consumed for analytics



Household data



Package/Usage



Customer experience



Pricing



Competitive intelligence

# MODELING OVERVIEW

The key steps in the modeling lifecycle

- Data acquisition from multiple sources
- Data Engineering - Enrich and improve data quality
- Training data set
- Identify patterns based on historic data
- Build predictive models - multiple algorithms and ensemble models
- Test/evaluate for prediction accuracy
- Deploy for real time data scoring
  - Daily models
  - Real time triggered models for specific customers
- A/B tested validation of accuracy

## MODELING

Multiple modeling techniques and algorithms are used depending on the data and business objectives. These include supervised and unsupervised models. These cover - classification and regression models.

**Some of the modeling techniques used in Model factory:**

### REGRESSION ANALYSIS

Set of statistical processes, which allows to determine the strength and character of relationships between one dependent variable.

### SUPPORT VECTOR MACHINE (SVM)

Supervised machine learning algorithm which is used to analyze data for classification and regression challenges. Very effective in high dimensional spaces and memory efficient.

# WHAT CAN SCIERA ANALYTICS DO FOR YOU?

## A. CUSTOMER PROFILE- LOOKALIKE TARGETING

- This model identifies a large pool of possible customers by building a robust profile where we can reach out and engage with them that uses lookalike audiences to increase ROI.
- Mainly Lookalike segments, help find clients who behave like best converting customers, and target an audience that is similar to our existing customer base.



Identify your (best)  
customer segment



Create a lookalike  
audience



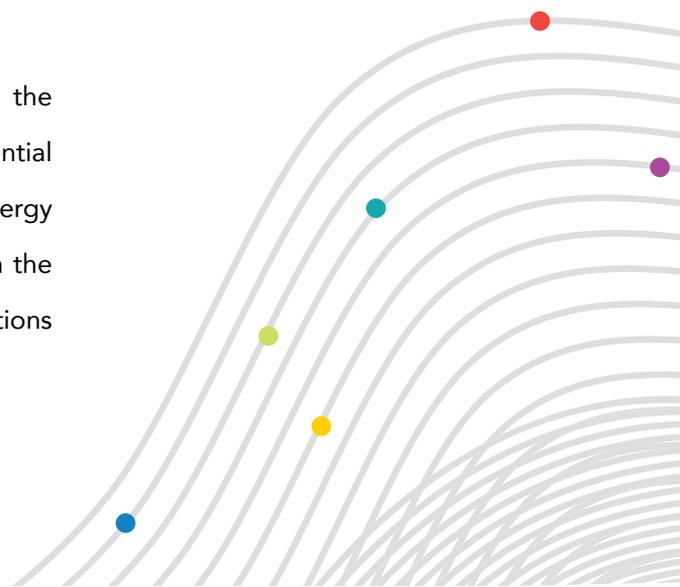
Reach, engage  
and convert with  
targeted ads



Use results to  
automate and scale

## AN APPLICATION OF LOOK ALIKE SEGMENTS AND PROFILING

**RCE Analytics-** RCE is the Unit measured to denote the annual commodity consumption by a single-family residential customer. Usually helps normalize the size of energy companies. We can build customer segments based on the RCE values and use these segments for targeted promotions with segment-specific pricing and sign-up promotions.



## SOCIAL AND ENVIRONMENT FRIENDLY HOUSEHOLDS AND AUDIENCE

There are groups within the communities who share a common interest in socially impacting causes. These can be – environment consciousness, supporting social not-for-profits and other community initiatives. Such groups can be reached out for socially impacting initiatives.

### BENEFITS OF LOOKALIKE MARKETING



Quickly scale your audience search based on best matching data.



Maximize campaign ROI with effective targeting

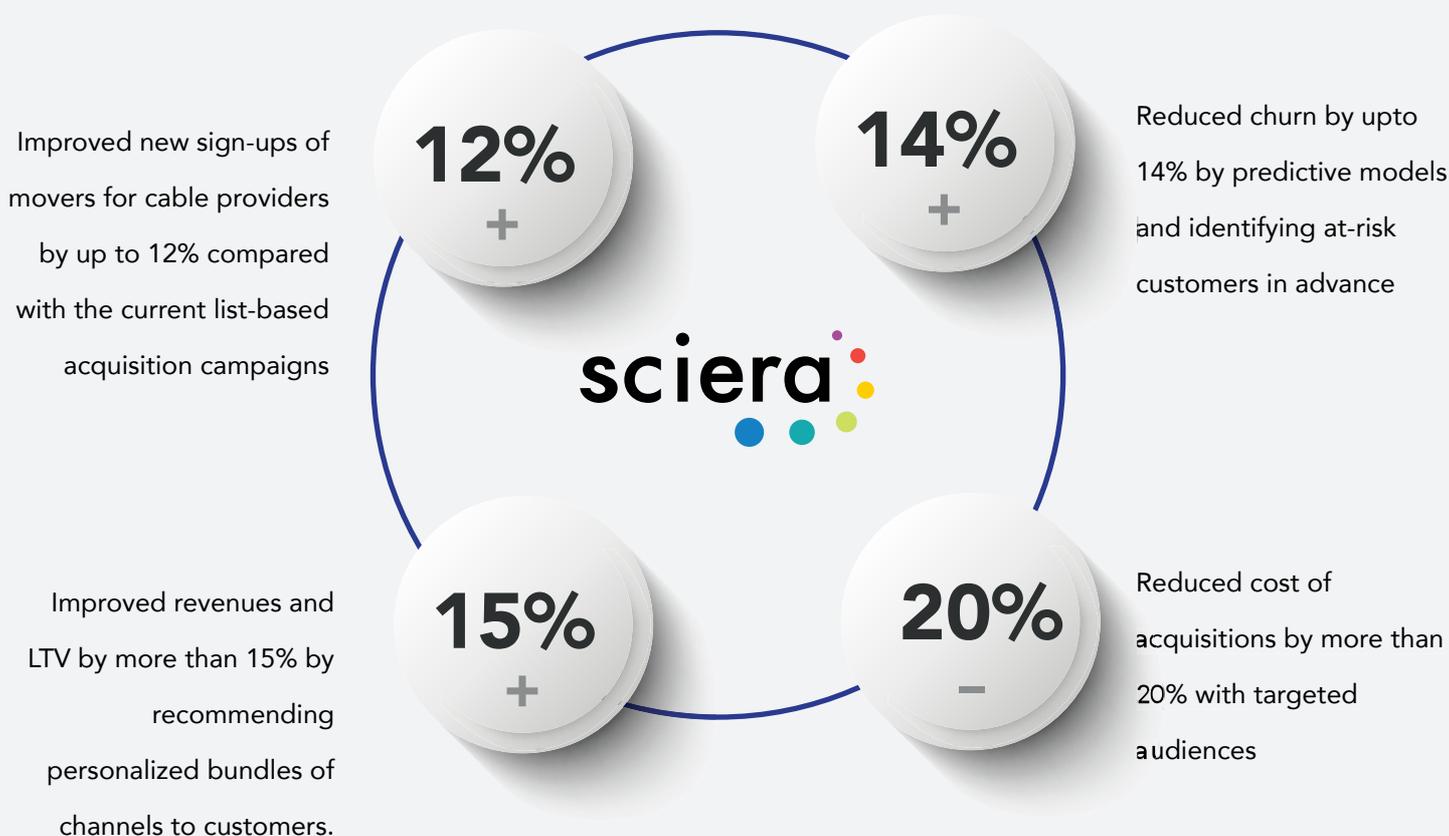


Create hyper-segmentation based on matching audience



Help find high potential clients with ready business

# HOW SCIERA HAS TRANSFORMED BUSINESSES

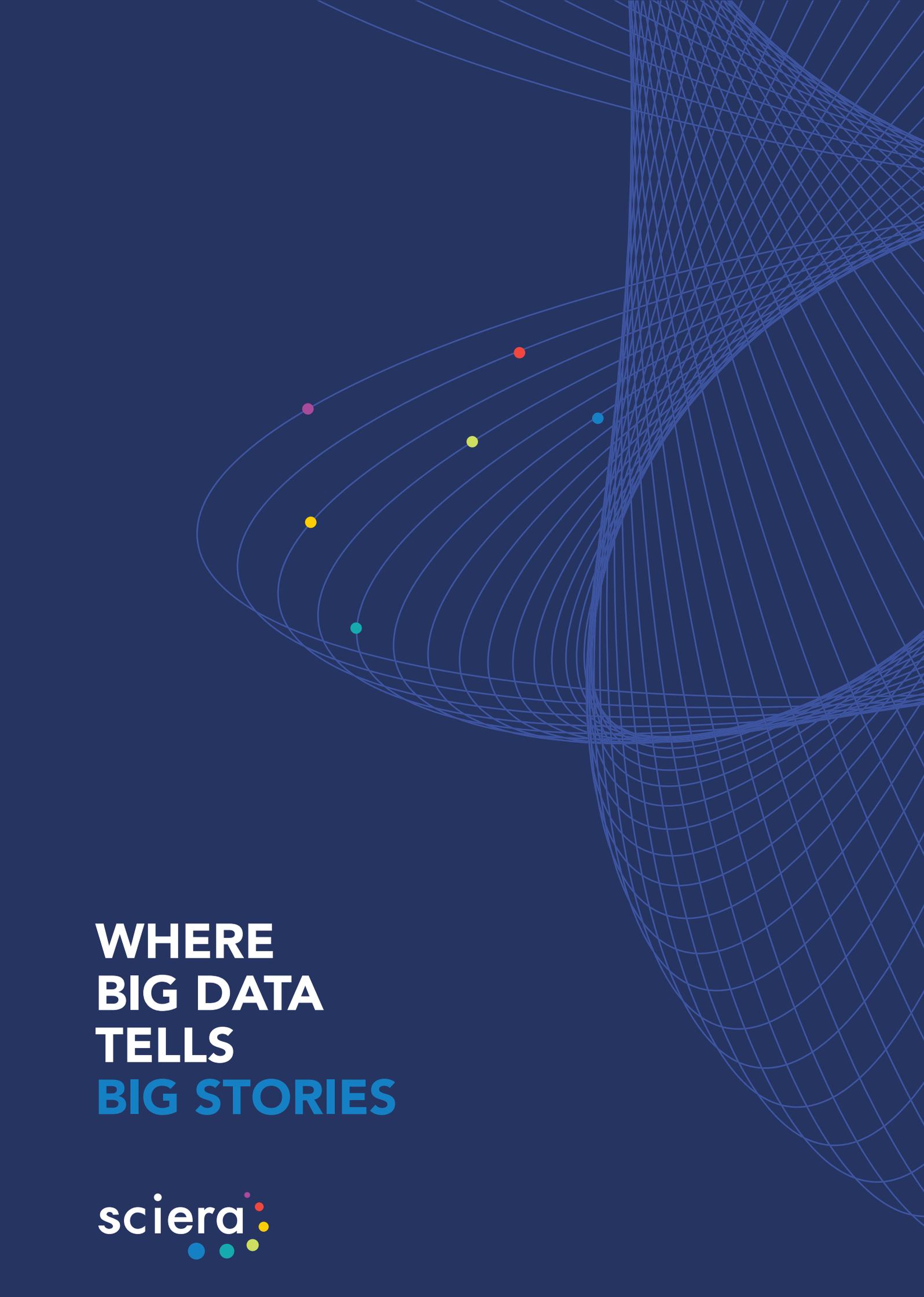


**GET IN TOUCH  
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The background features a dark blue field with a complex, light blue grid of curved lines that create a sense of depth and movement. Several small, colored dots (pink, yellow, cyan, orange, and blue) are scattered across the grid, appearing as data points or markers.

**WHERE  
BIG DATA  
TELLS  
BIG STORIES**

sciera 

The logo for 'sciera' consists of the word in a lowercase, sans-serif font, followed by a graphic of five colored dots (blue, cyan, yellow, orange, pink) arranged in a slight arc.