

Monetizing your Enterprise Datasets

Course Overview

In today's world, companies capture tons of data via enterprise applications like CRM, ERP, POS, MRP and HRM. When properly put together and analyzed, these datasets enable comprehensive and unbiased views of many aspects in an organization, with the potential to deliver positive impacts to the business. Unfortunately, the majority of enterprises do not harness the available data to their benefits.

In this training, participants will be guided through scenarios where datasets from CRM, ERP, and other common enterprise applications are analyzed to enable better decision making. Participants will be able to conceptualize how to unlock the value of their own datasets by building applications such as:

- Direct marketing via customer segmentation
- Customer loyalty prediction
- Product upsell/cross-sell recommendation engine
- Sales and marketing forecasting engine

Relevant datasets for each application will be presented, along with the layman illustration of the step-by-step process in creating and deploying the predictive models.

Target Audience:

C-level executives, sales manager, marketing manager, and other senior management personnel

Quandatics

Big Data, IoT, Smart Analytics

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Course Outline:

Introduction to data analytics

- The variety of data
- The types of analytics
- The importance of data to enterprises
- Identifying data opportunities
- The best practices to initiate data analytics initiatives

Case Study 1: Data Analytics for Retail/Wholesale Businesses

- **Market Basket Analysis** – identify upsell/cross-sell potential with historical purchase transaction data to generate extra revenue
Data sources: CRM, POS
- **Customer Segmentation** – identify groups of customer with similar behaviors to align respective marketing strategies and ultimately improve rates of successful sales
Data sources: CRM, MRM
- **Sales Forecasting** – accurately predict sales performance and profit margins based on seasonal trends and stages of sales funnels
Data sources: CRM, ERP, Accounting Systems

Case Study 2: Data Analytics for the Services Industry (e-Commerce, Telco, Banking)

- **Customer Profiling** – identify the key-drivers in customers' decision making process to improve customer experience and revenue
Data sources: CRM, POS, ERP, Machine Logs
- **Churn Prediction** – predict customer lifetime and implement preventive strategies to ensure high customer retention
Data sources: CRM, POS, ERP, Machine Logs
- **Social Media Analytics** – grasp the real-time trends in your business/industry and align your corporate strategy on the move
Data sources: Web, Media, Social Media

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