



# Tap Your Data Goldmine

Unlock the value of your data to generate new business



Most organizations are sitting on a goldmine of information, from customer purchase histories, to product profitability data. Those who can use data to their advantage will win. The challenge is to get visibility into your data—to gain the insights needed to target the most profitable customers and win new sales. Now it is possible to use familiar tools, like Microsoft Excel, to get to the data you need, and to use that data to generate the insights that will help you grow your business.

As a Solution Partner we would like to be an extension of your team, playing an integral role in your development and growth. We provide assistance in the following:

## Customer Analysis - Profiling of customers based on:

- Demographics – age, income group, location, education etc.,
- Purchasing history – customer loyalty programs – to offer special promotions.
- Customer trends - customer preferences and buying habits. (ex. prefer chocolate ice cream over vanilla).
- Predict customer demand – predict if a customer will purchase a particular product.
- Customer recommendation – provide product purchase recommendations to customer.

## Market Analysis – Segmentation and Opportunity identification

- Market segmentation – based on age, income, education (Clustering)
- Identification of cross-sell/up-sell opportunities
- Measuring campaign effectiveness by analysing:
  - Product sales prior to campaign
  - Product sales after campaign
- Identify those who responded to sales campaigns, new product offerings

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**Human Resources Analysis (HR)** - Helps in lowering costs, increased revenue, and greater profitability.

- Employee/Manager turnaround rate
- Cost per recruitment
- Training costs/profitability
- Employee Talent/Goals achieved
- Identify best source for new hires/success rate
- Comparison of success factors – salary, benefits, awards

**Excel Based Data Analysis-**

- Use raw data in Excel spreadsheets to analyse trends and patterns of business data to explore valuable information.
- Data analysis with charts, graphs and tables.
- Interactive dashboards, KPI's and reports.
- Analyse Key Influencers.

**Data Mining** – Extracts business intelligence from existing data and makes it useful for better business decision making

- **Classification** – creation and assigning of categories to data, that will enable creation of targeted marketing efforts.
- **Clustering** - creation of related groupings of data based on a set of criteria, clusters can be formed based on income and age.
- **Association** – derives insights from transactional data, can identify products that are purchased together, and helps identify opportunities for cross-selling.
- **Regression** - is used to find patterns in data that are used to determine a numerical value, ex, determine interest rate.
- **Forecasting** – used to determine future values based on present and past values using statistical and machine-learning techniques.
- **Deviation Analysis** – identifying irregularities in data and projecting the same, ex. product defect identification
- **Scenario Processing:** What-if and Goal Seek Analysis – Techniques to create simulations in the data to identify the effects of changes in one attribute when another is modified., ex To increase profit by 10 Percent, what should be the increase in selling price.

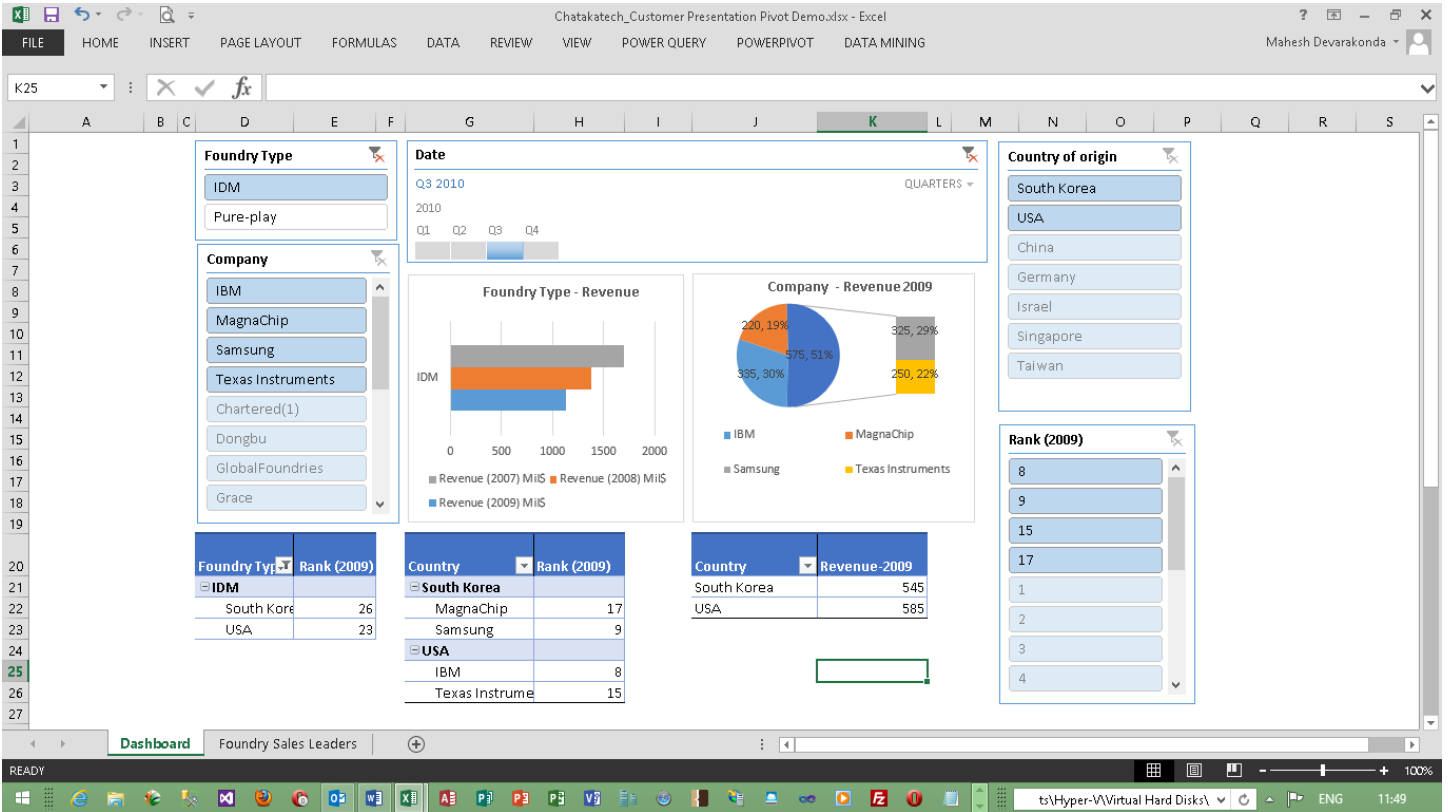


Figure 1. Example of a Dashboard -PowerPivot

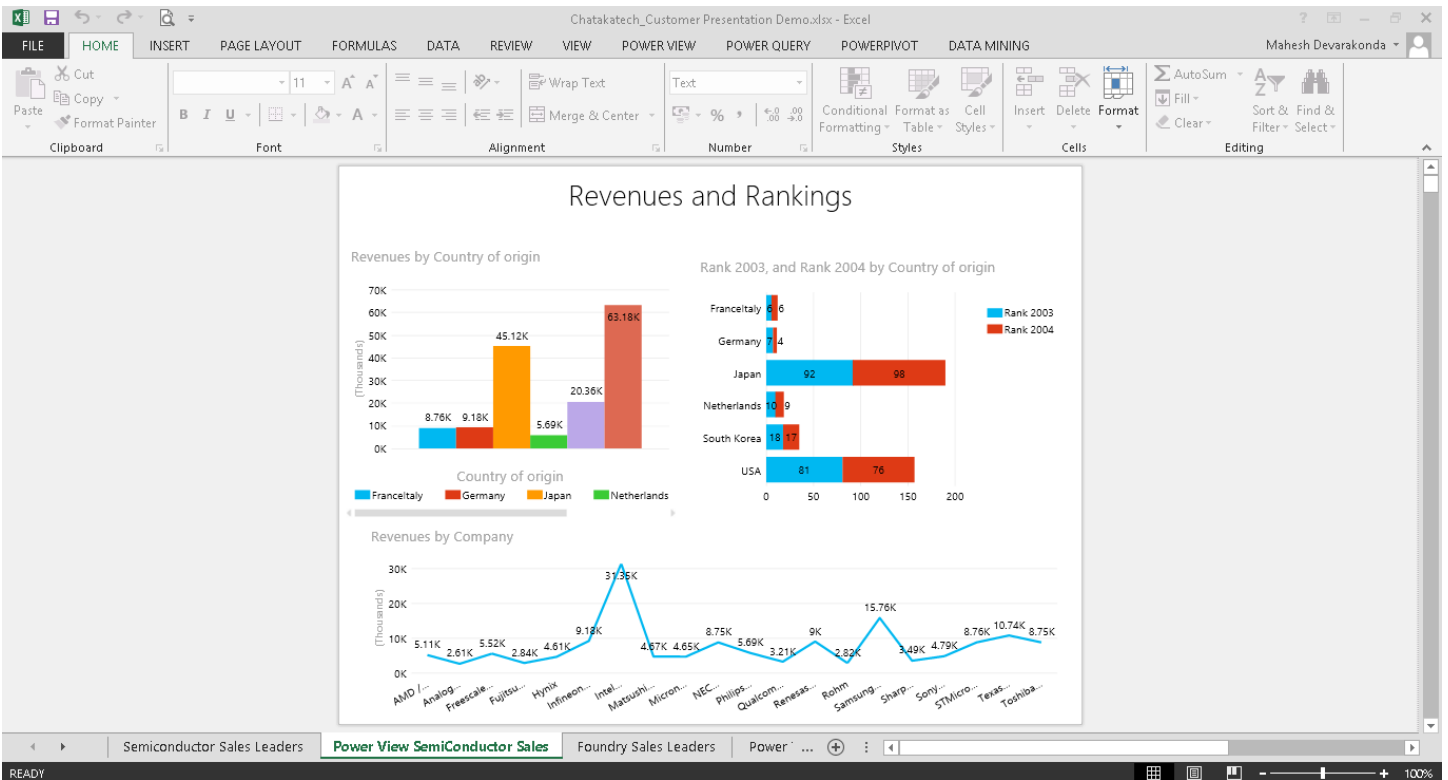


Figure 2. Example of Dashboard - PowerView (Excel 2013)