

Chataka Technology Solutions

Business Insights

Business Insights

- Improves overall profitability of the business
- Provides greater visibility into customers and product sales
- Improves financial performance and maximize profits through:
 - Better utilisation of resources
 - Reduction in costs and
 - Higher market penetration.
- Works as an enabler for better business decision-making
- Two Technology Trends -
 - Business Intelligence
 - Business Analytics

Varied Benefits of Customer Analytics

What are the most important business benefits that your organization seeks to achieve from implementing customer analytics technologies and methods? (Please select all that apply.)



Figure 4. Based on 2,573 responses from 454 respondents; almost six responses per respondent, on average.

Business Intelligence

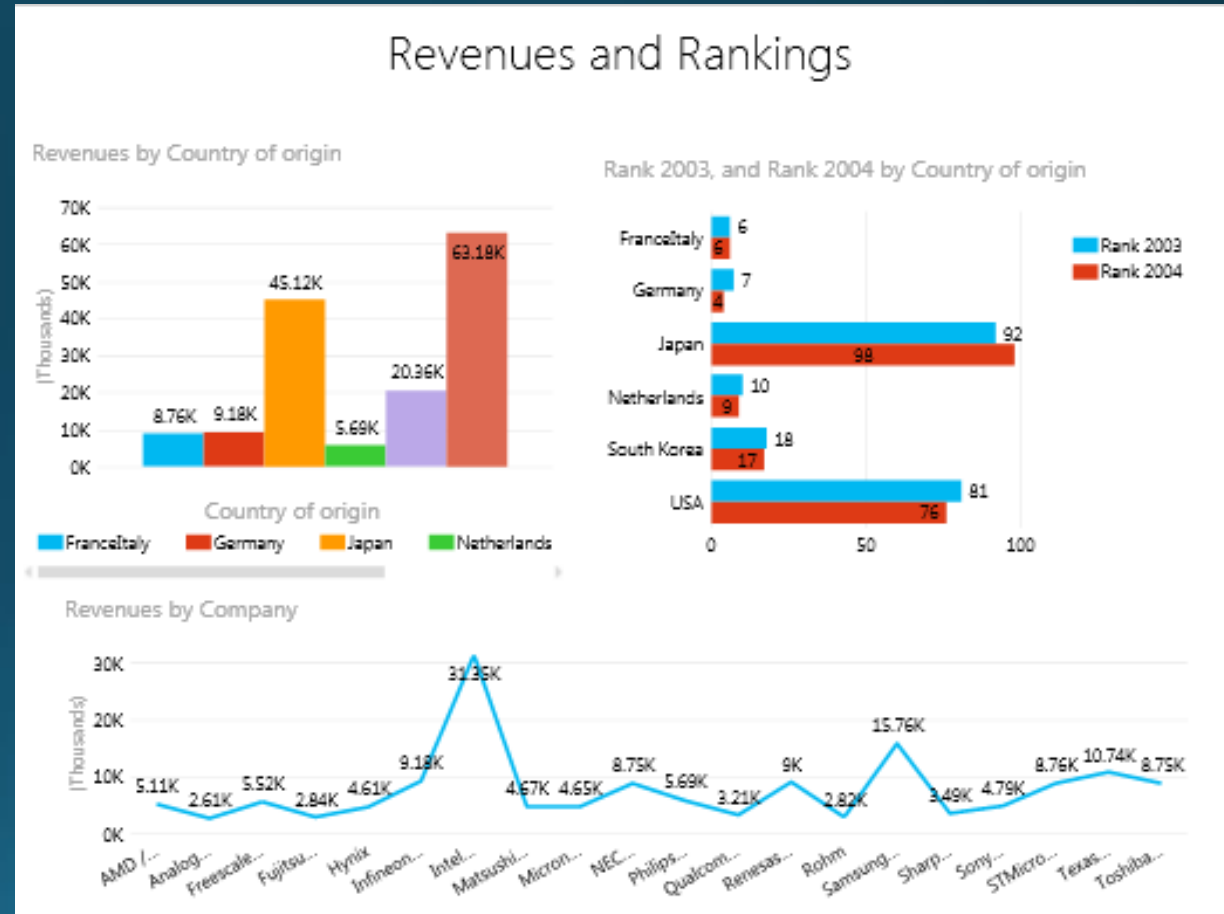
- What it is?
 - Transforms data and information to knowledge.
 - Based on existing data
 - Provides better customer insights and continuous service improvement
 - Provides significant value in terms of efficiency and cost savings
- Defines
 - What just happened
 - When did it happen
 - What is happening

Business Analytics

- What it is?
 - Capabilities and solutions used to determine 'what-if' scenarios
 - Is forward looking
 - Uses predictive and prescriptive modeling and mining techniques of existing and related data to project future outcome
- Defines
 - Why did it happen
 - What will happen next
 - What should we do
 - How should we react

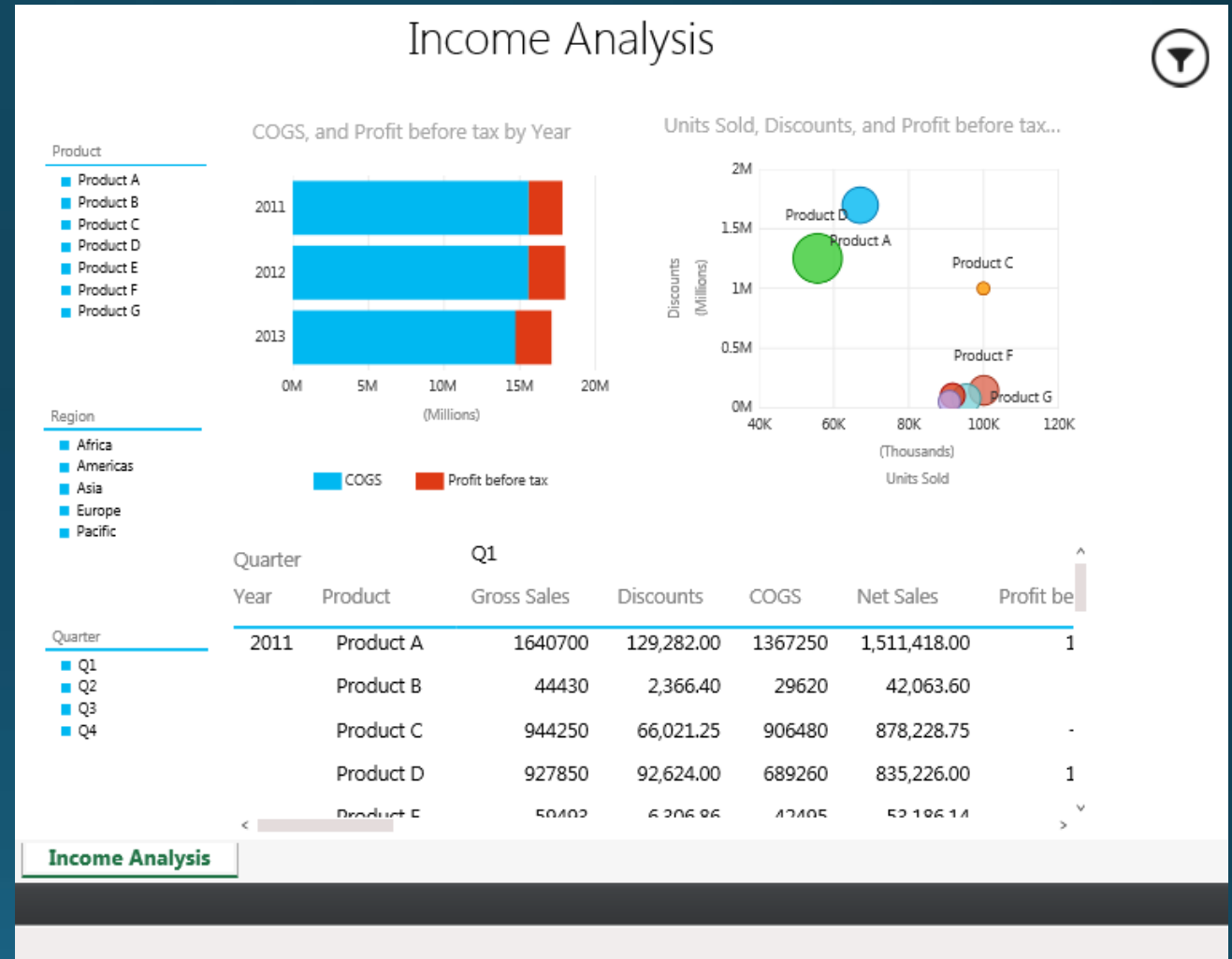
Elements of Business Insights

- Interactive Dashboards
- Reports
- Query drilldown
- Statistical analysis
- Forecasting
- Predictive analysis
- Optimization



Features

- Highly visual.
- Interactive features such as graphs and pie charts.
- Reports provide immediate insight into factors such as
 - trends
 - profits
 - expenses
 - customer behaviour
 - market share & competition.
- Senior management can quickly drill down into more detail.



Business Performance

- View actual performance and see the results in a holistic view for continuous improvement.
- Get visibility into your business and identify pain points to solve the problems that affect it.
- New insights often lead to more probing questions and greater business intelligence.
- Create KPIs to monitor business parameters (ex: customer churn and profitability).
- Company can improve efficiency while empowering users to make better, data-driven decisions.



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