

Business IntelliSENSE

Social and Internal Data Marriage for Smarter Decisions

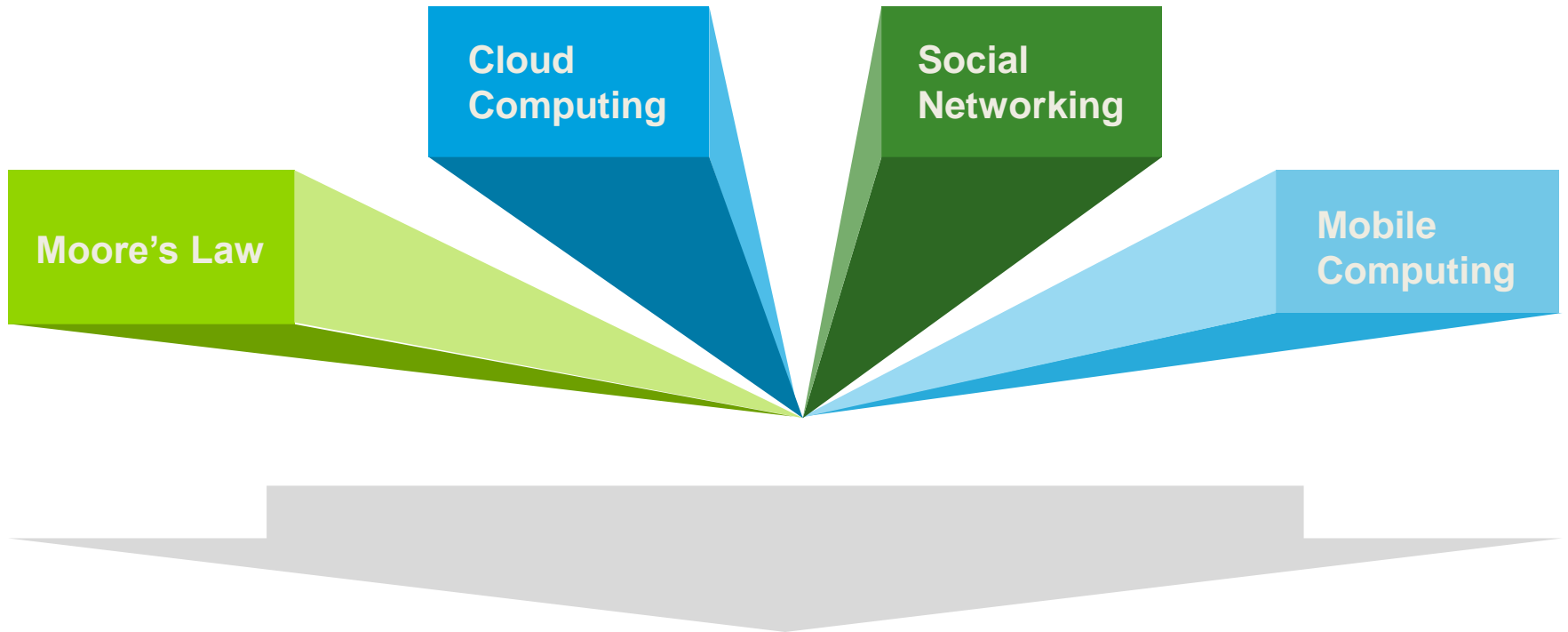
May 2014



BA Convention™
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Big Data — Drivers

Big Data Analytics is a natural result of four major global trends



Analysis of multiple data points emerging out of huge volume, velocity and variety reveals interesting correlations and uncovered patterns, aiding in the crucial business decision making process

Social media and business



Social Media Data is not ONLY Data



It is about Experience, People, Relationship



Only 14% trust on Advertisements



90% of consumers trust on Peer Recommendations



93% of Marketers use Social Media for Business



Conversations on Social networking sites affects... Sales, Credibility, Reputation and Profits



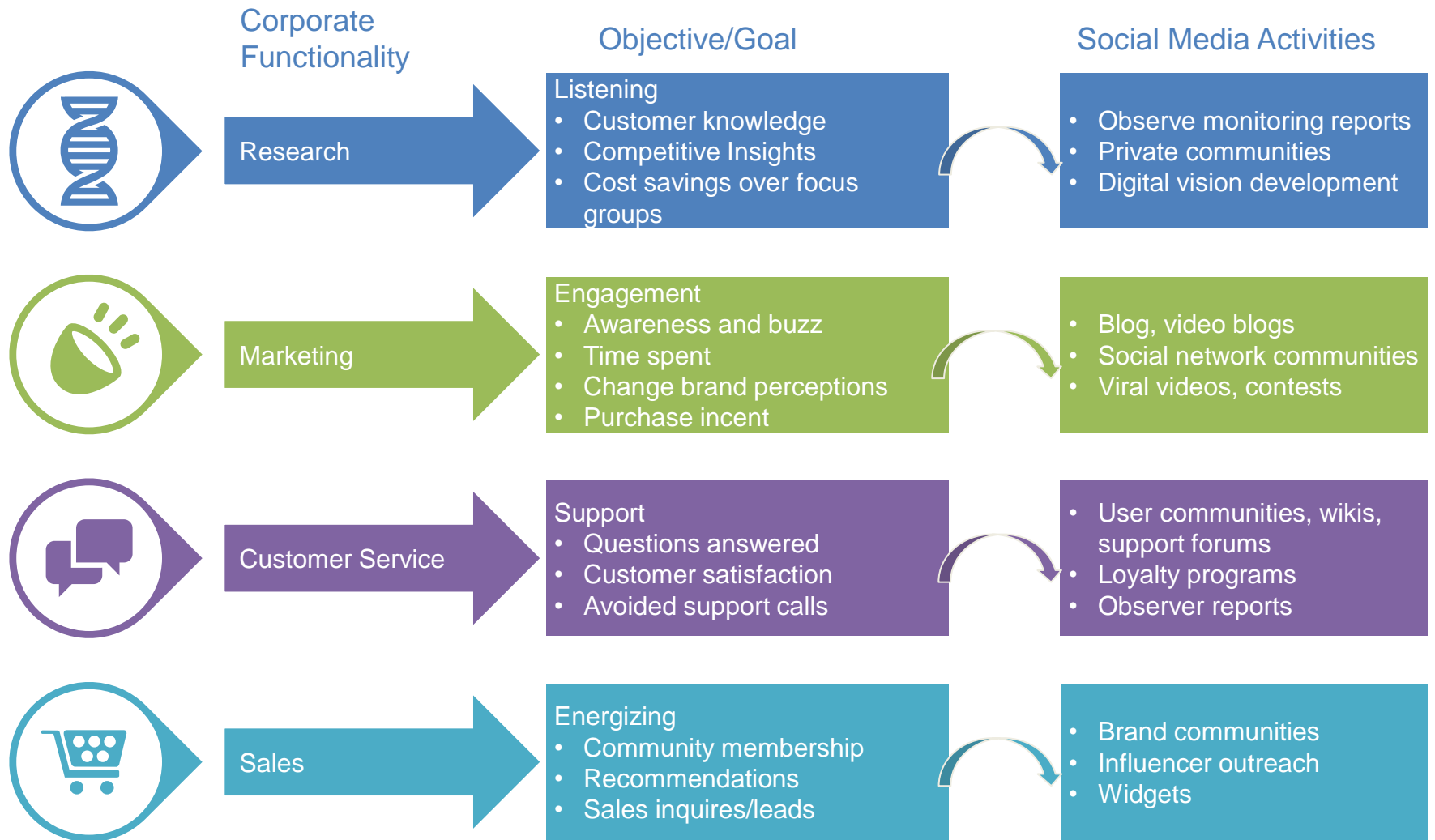
Information Technology buyers generally trust Social Media more than any other content source



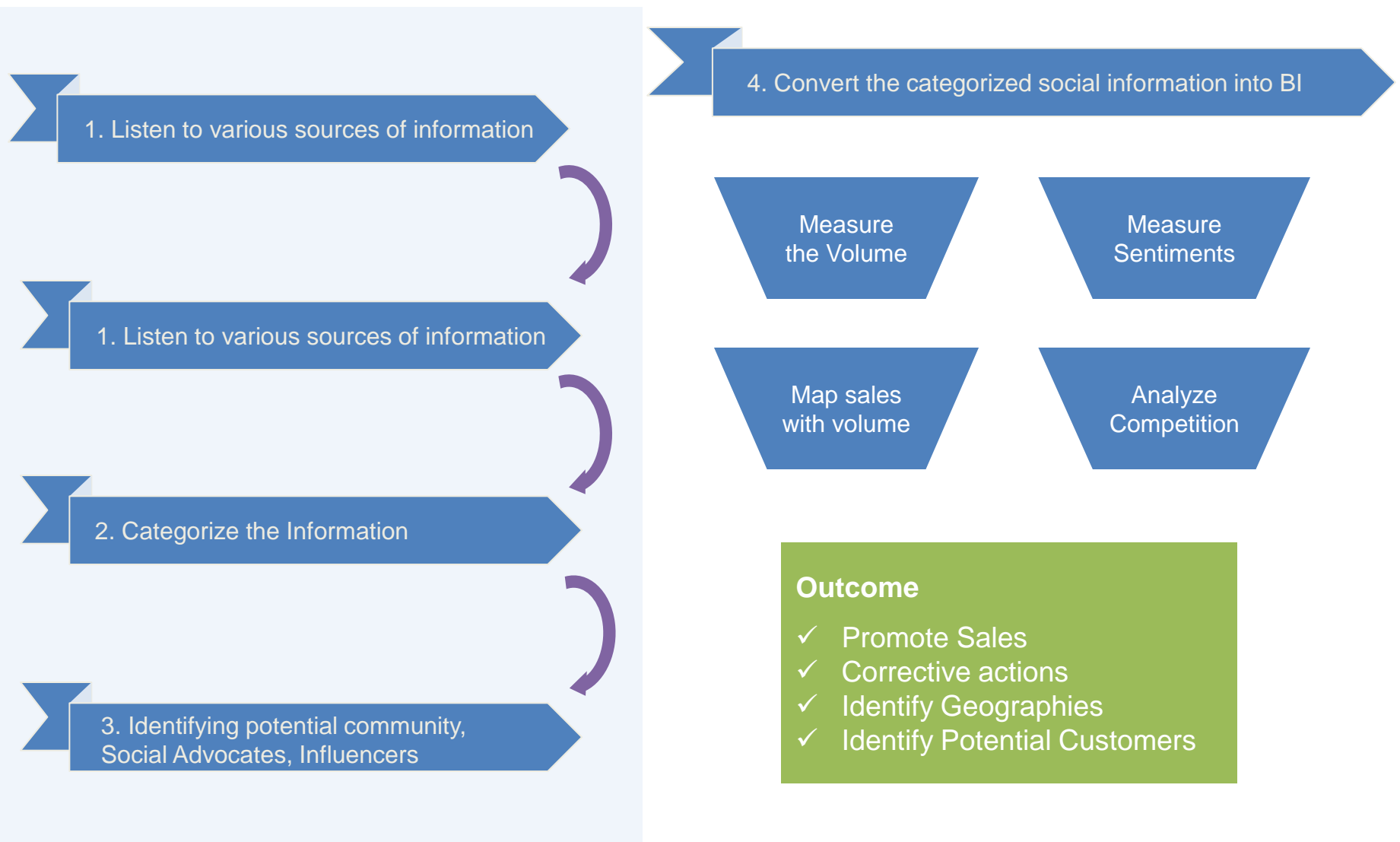
One word-of-mouth conversation can have the impact of 200 TV ads

25% of search results for the World's Top 20 brands are links to user-generated content and 34% of bloggers post opinions about products and brands

Social media helps business objectives

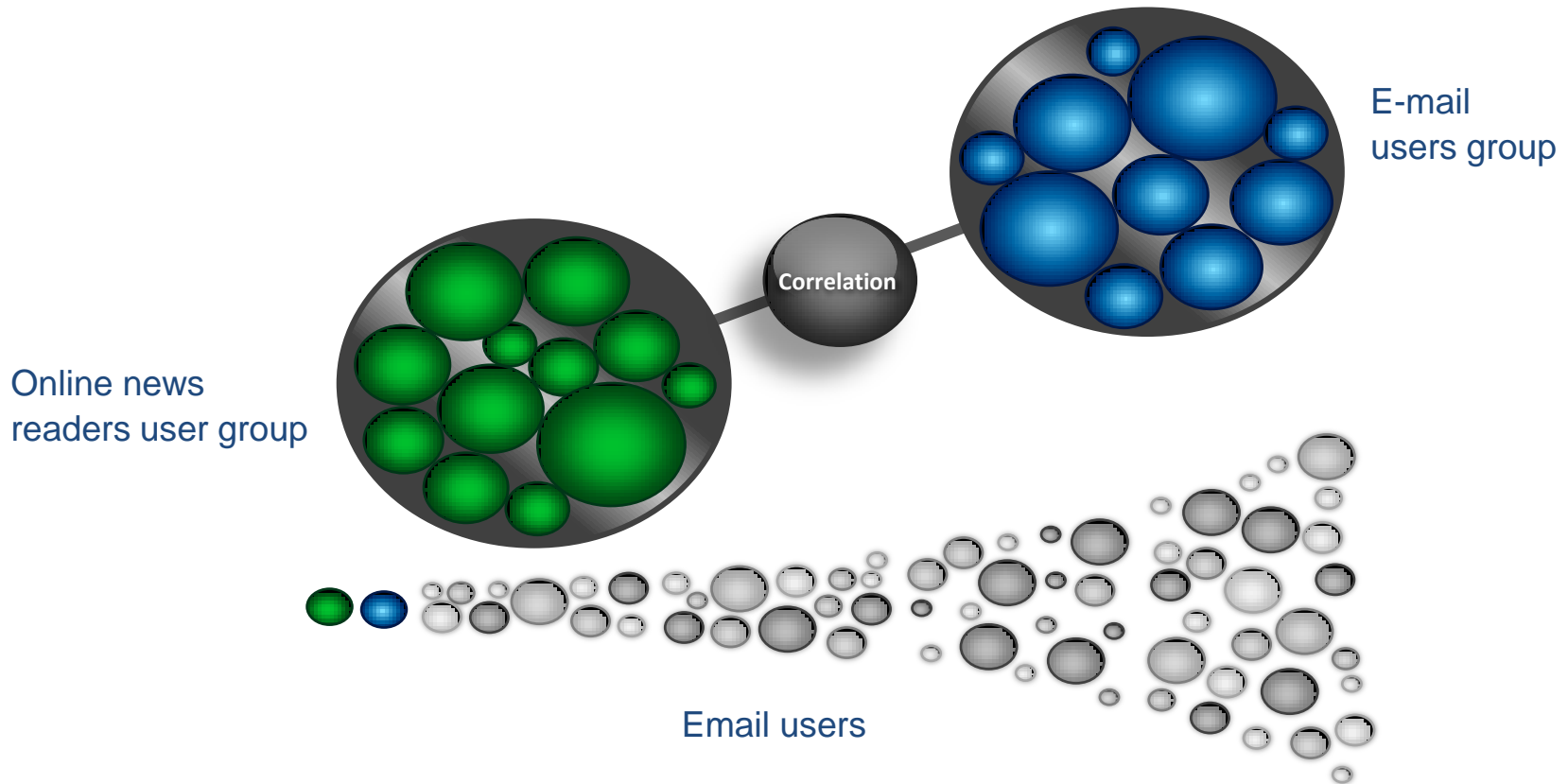


Steps to convert social media data into BI



Use case: Email and news — How correlated are they!

Data analysis showed that new email users like to read news when they read email. By adding a news preview window for new users of the email service, the return rate increased by 40%.



E-mail user's return rate increased by 40% !!!

Framework for social media analytics



Data Extraction

Analysis and classification

Presentation

Extract the data from Social Networking sites

Cleanse and Classify unstructured data through algorithms

Map social data with business parameters for decision making

Cross industry framework: can be tailored for any industry

C&IP

E&R

FSI

LSHC

PS

TMT

Hygiene Surveillance Tool

POC Overview

- ❖ Social media contains large amount of structured and unstructured data (customer reviews, ratings, comments) which can be analyzed to identify customer sentiments by geography and time
- ❖ Hygiene rating received by each restaurant can be collected and visualized for better decision making
- ❖ ~17k data points collected for restaurant A, ~16k data points collected for restaurant B comparison
- ❖ Data Sources: Social Networking Websites, Restaurant Blogs and Forums

Tool Capabilities

✓ Visualize Hygiene Data at different granularities

✓ Measure customer sentiments by indicators:
Service, Taste, Price, Hygiene

✓ Analyze and compare performance with competitors by time, geography and category

✓ Evaluate success of ad campaigns and product launches

Business Impact



✓ Key Inputs to Performance Management

✓ Provide Internal feedback to outlets

✓ Correlate Sales with sentiment and hygiene data

✓ Measure customer feedback in real time

✓ Devise customized promotions and campaigns

Thank You!



Learn more. www.baconvention.com