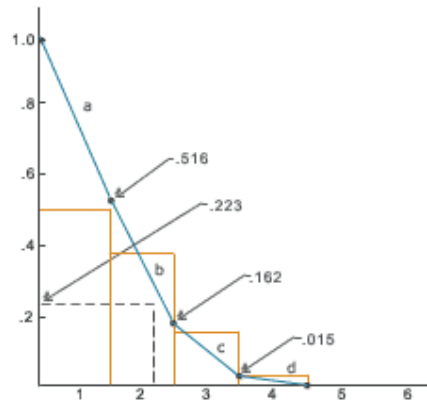




Data Analytics

Convert your data into intelligence:

Organizations accumulate large volumes of data over a number of years. Very often this data contains hidden relationships and patterns. Data mining is the art and science of the extraction of hidden predictive information from this data. Using powerful analytics, you can uncover critical information that can be transformed into a competitive edge. Many successful organizations are turning to data mining for better decision-making.



Information by itself is like a resource in the mine. Transaction processes that organize the information only squeeze the first layer of value from information. Formalized intelligence tools go deeper into the information and mine the full value of the information. Alternatively, while the transaction tools add value to operations, the intelligence tools are key to competitive success as they enable strategy and innovations.

We enable organizations set up mechanisms to learn from their interactions with customers, and develop an intimate understanding of their needs and desires. We bring a combination of creative and strategic thinking along with deep analytics expertise to help organizations align themselves to cater to the changing needs of their customers.

What we can do for you

IDENTIFY

- Potential profitable customer segments
- Potential profitable services per segment
- Market baskets
- Cross selling, up selling opportunities to improve share of wallet

EVALUATE

- Pricing strategies
- Customer Acquisition Strategies
- Promotion strategies for churn reduction
- Partner programs for cross-sell
- Customer Loyalty Initiatives

DEVELOP Decision Support Systems

- Customer Dashboards
- Increase market awareness by mapping overall market surveys to customer segments
- More accurate marketing message design
- Optimize organizational resources to meet customer segments' needs
- Optimize sales channels
- Improve underwriting for financial loan products
- Develop targeted products and services
- Bundling of services, service packages

DecisionCraft's team of consultants has strong Management background and experience, having worked at top levels in/for large, professional, multinational, multi location organizations. Our expertise spans all the areas of management including Finance, Marketing, Manufacturing, Systems, Technology, Internet medium, Supply Chain, and Business Strategy.