

<the>
**Data
Conference**
2019 </>



**Shape Data Science Desire to commercial
environment!**

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March 14, 2019



KEY enablers to penetrate in Corporations.



Self-image vs Marketing view of Data Science.

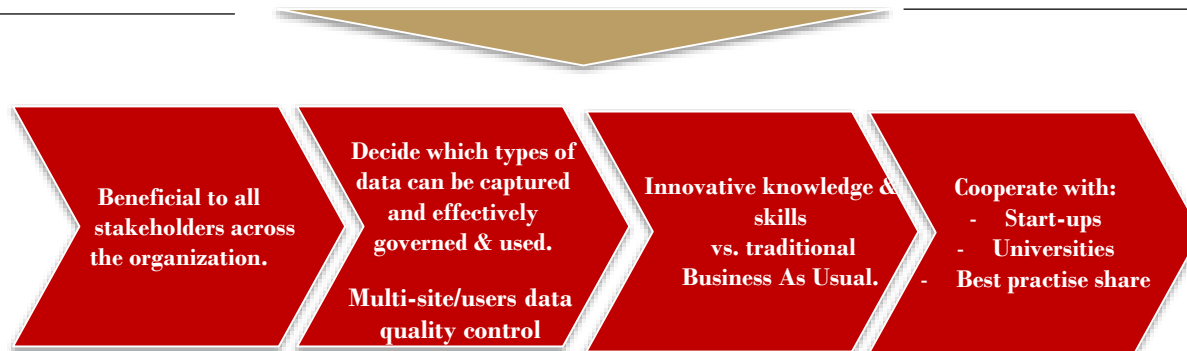
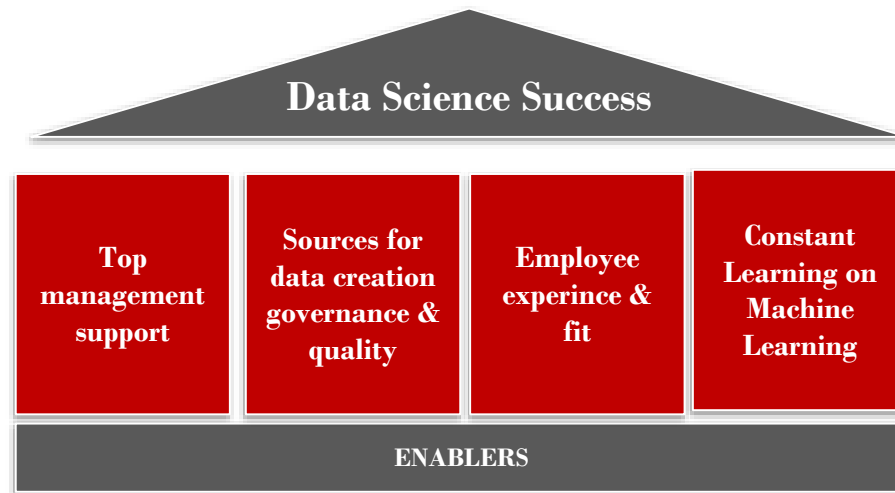


Data Science Value is in Revenue generation.



Implemented Data Science examples from industry.

KEY ENABLERS for Data Science Success in Corporations



Reasons for Data science not penetrating in companies:




Internal

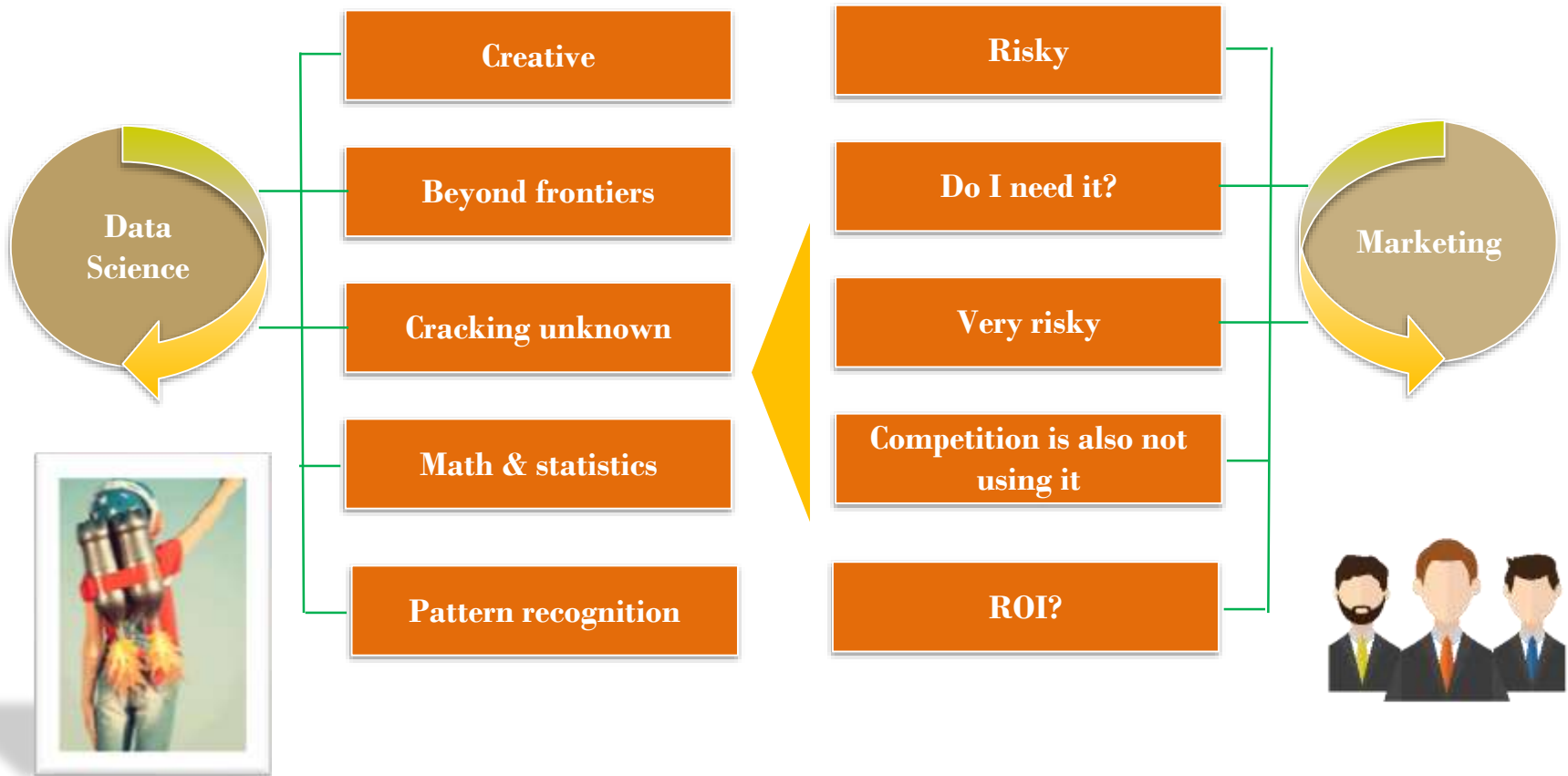
- Knowledge
- Trainings
- Experience staff
- Data Science Managers
- Do we need geeks?

External

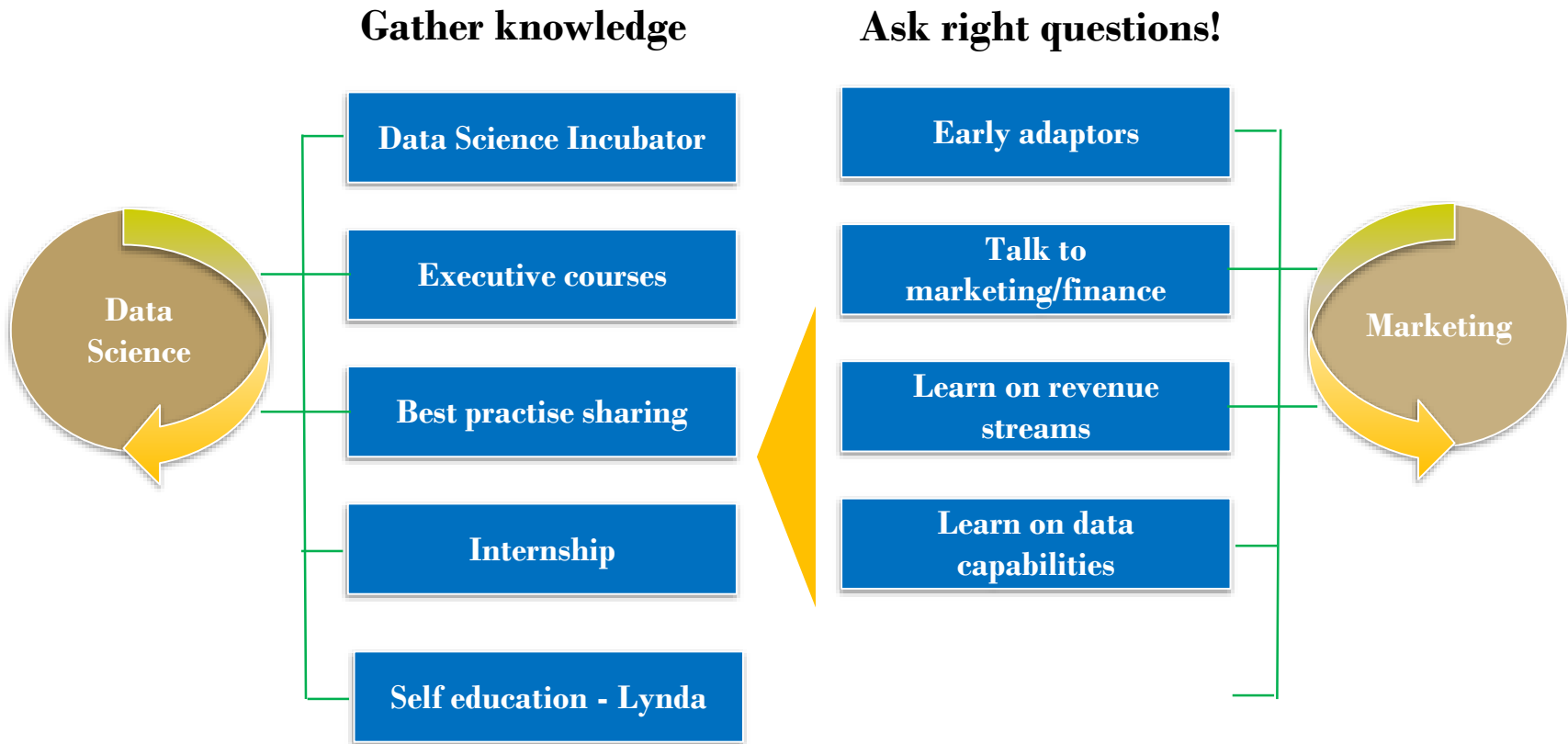
- No tailored apps
- Too tailored apps
- Try me in project
- Continuity work/Data Scientists

- 
- Management support
 - Investments
 - Digital transformation readiness
 - Market readiness (is it too early)

Self-image vs Marketing view of Data Science



Bridge the Gap



**Saving cost is more Obvious but takes 3x more time to adopt.
Propose new revenue streams!**

Value is in Data Science exploitation.



Talk Bilingual

String manipulation and
pattern matching

Feature engineering

PCA/Cumulative
proportion of variance

Hot-key
encoding

Precision/Recall

Understanding customer
need

Segmentation

Right product/Right
time

Software or Licence

Loyalty/Churn
prediction

Upsell/Cross-sell
products

Example: New services based on Data Science.



Telco industry examples


New services

Aggregated Data Analytics as a Service




Foot-traffic over time
Structure of devices
Apps penetration, # users

Real-time offering own products




Daily/Monthly Internet national add-ons
Roaming add-ons
Digital services

Real-time offering 3rd party products



Targeted shopping offerings based on location and time

Aggregated Data from IoT



Additional tool for steering sales demand towards Play+ TPs with higher monthly fee.

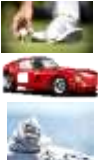



Customers

Travel agency	Market reserach	Banks	New retail
<ul style="list-style-type: none"> How many foreigners (roamers) are in country? How many in city? What's their average stay? 	<ul style="list-style-type: none"> Consultancy on data analytics format Join products & service outline Marketing/sales act. 	<ul style="list-style-type: none"> Bank Mobile App: Penetration & share Foot traffic on ATM 	<ul style="list-style-type: none"> Foot-traffic on locations in time - h/m/d Gender

Own products

- Use data-science to select eligible customers.
- Trigger offers in right moment (walking close to shop).
- Offer Digital services during usage.

Shopping alerts

Interest	ARPU	Location	Gender	Time
	<p><50\$</p> <p>50-100\$</p> <p>>100\$</p>			

Smart Cities



Vehicle manager



Vessel manager



Example 2: Next Best Offer (NBO) – best suitable product offering in right time.



A From 360° customer view

Billing information Usage Behavior Demographic Network information

B NBO algorithm
Uptake probability + real-time trigger + business rules

C Best offer
Ranked list of offers

Black list check

- Offer 1
- Offer 2
- Offer 3

D Channels/
Front end/
Communicate to
customer at any touch point

SMS App Portal

Example 3: Churn prediction modeling: Identify high probability churners using Machine Learning in „R“.



Pilot with Innovative companies

Vendor

- Detailed data sharing
- GDPR
- NDA
- Secure transfer
- Months in advance
- Partial base

Company

- New feature extraction
- More months in advance
- Full customer base



Telesales Renewal

Churn Modeling in „R“



Take 24months data on churn



Extract important features

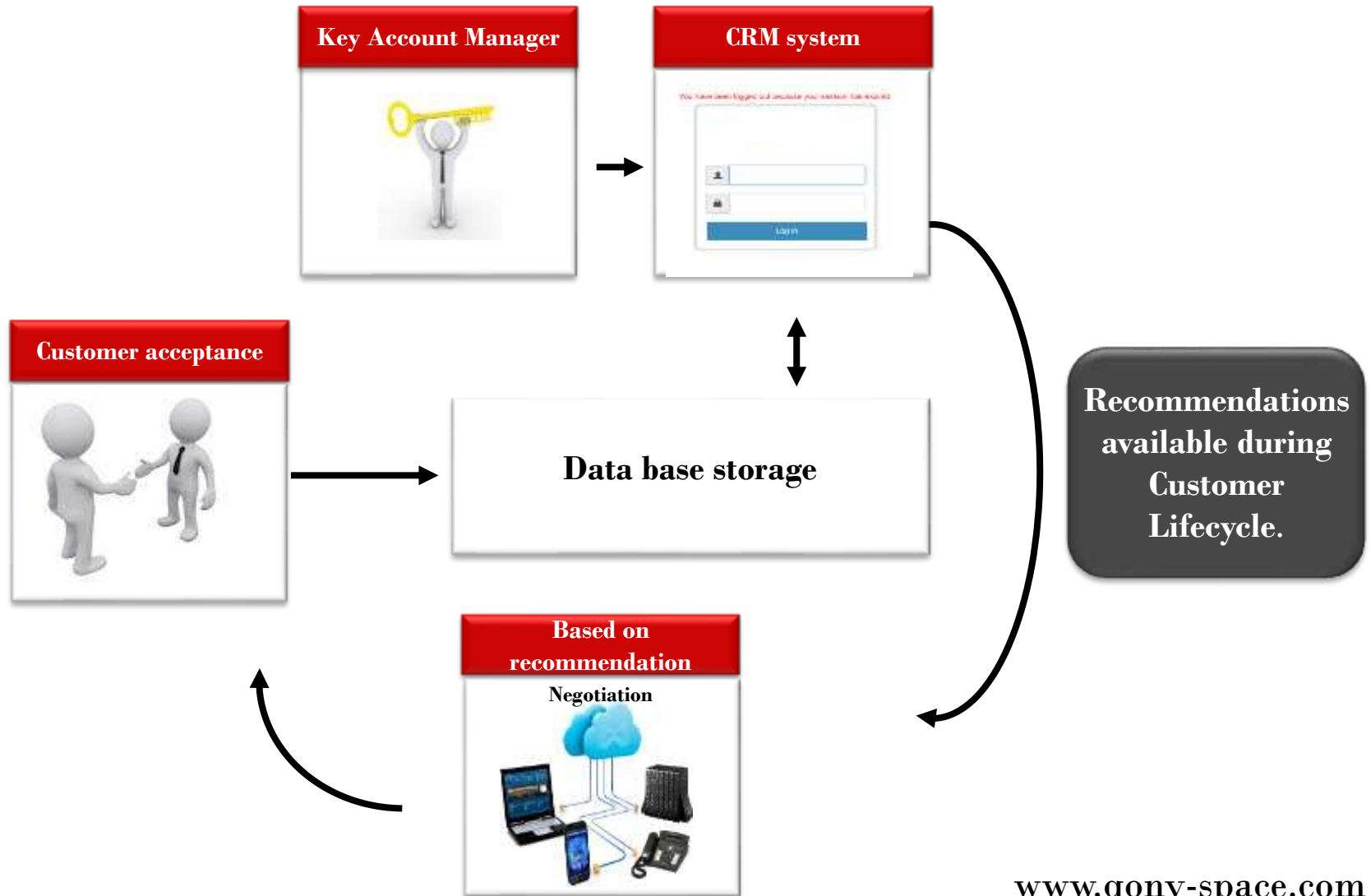


Predictive model for Churn in next 3months



List of potential churners

Example 4: Key accounts recommendation for B2B customers on click in CRM system.



Remember to shape your Data Science Desire to commercial landscape – make it sustainable

