

Add Your Website



Project design phase -II

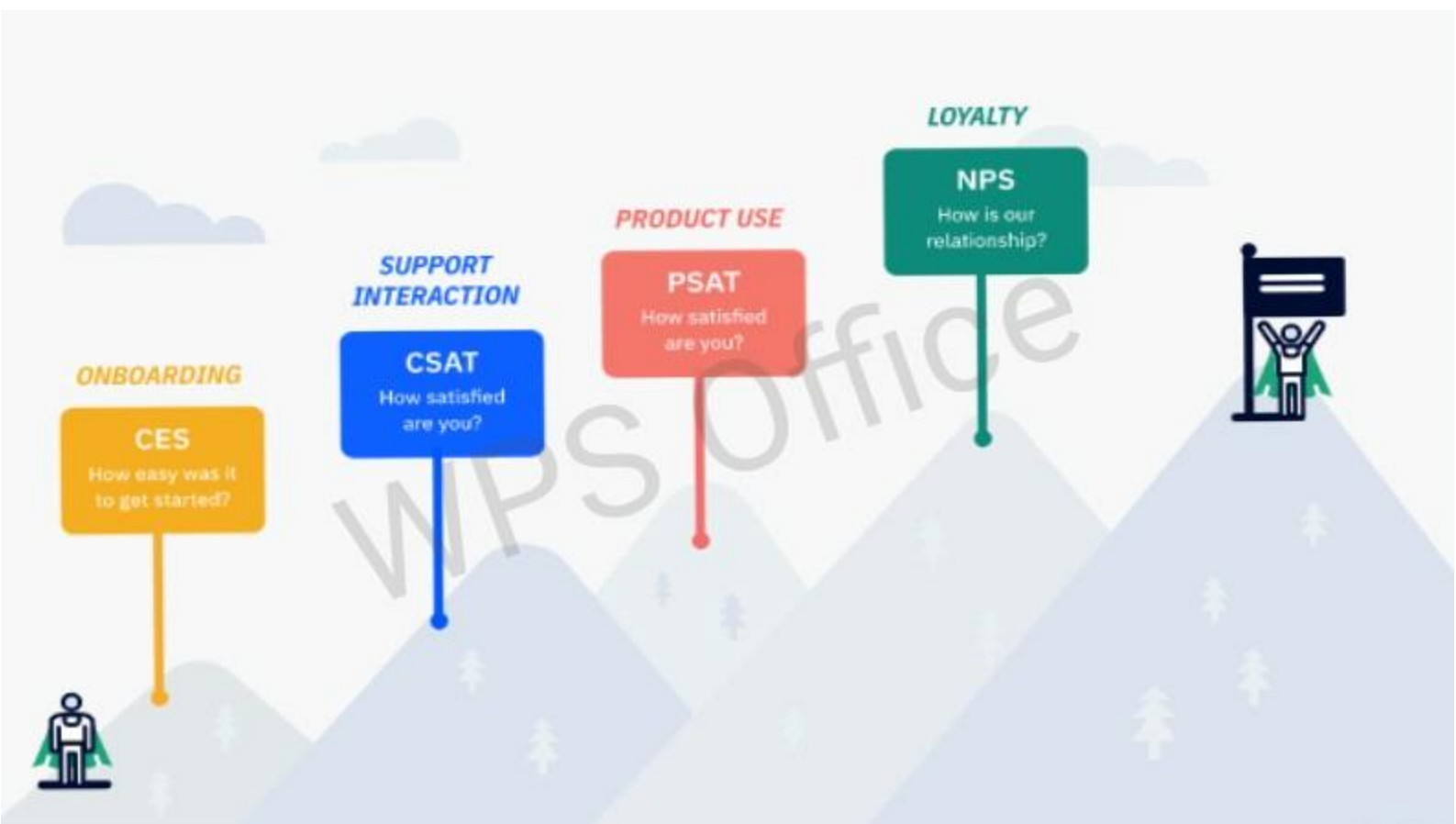
Team Id – PNT2022TMID04948

GLOBAL SALES AND DATA ANALAYTICS

CUSTOMER JOURNEY



CUSTOMER JOURNEY ANALYTICS



LATENTVIEW'S CAPABILITY - ENHANCING DATA DIMENSIONS

"Comprehensive analysis can be done with added layers of data (types + sources)"

DATA ENHANCEMENT

DATA CAPTURED IN A TYPICAL CRM SYSTEM

- INTERACTION DATA
- TRANSACTIONAL DATA
- DEMOGRAPHIC DATA

ENHANCED DATA

SOURCES →		COMPANY'S OWN DATABASE	SOCIAL MEDIA DATA	ONLINE ACTIVITY	SURVEYS	THIRD PARTY DATA SOURCES	SENSOR DATA
TYPES ↓	BEHAVIORIAL DATA			✓			✓
	RELATIONSHIP DATA				✓	✓	
	OCCASION DATA		✓		✓		✓
	PSYCHOGRAPHIC DATA		✓	✓	✓	✓	✓
	INTERACTION DATA	✓	✓	✓	✓	✓	✓
	TRANSACTIONAL DATA	✓				✓	✓
	DEMOGRAPHIC DATA	✓		✓	✓	✓	✓

LatentView has worked with Fortune 500 companies and has an expertise in handling multiple types of data across different sources



