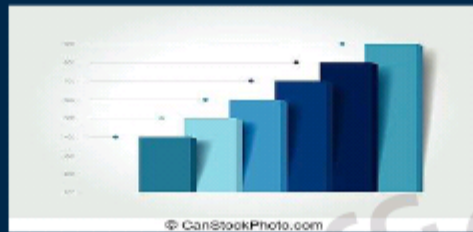


Add Your Website



Project design phase -II

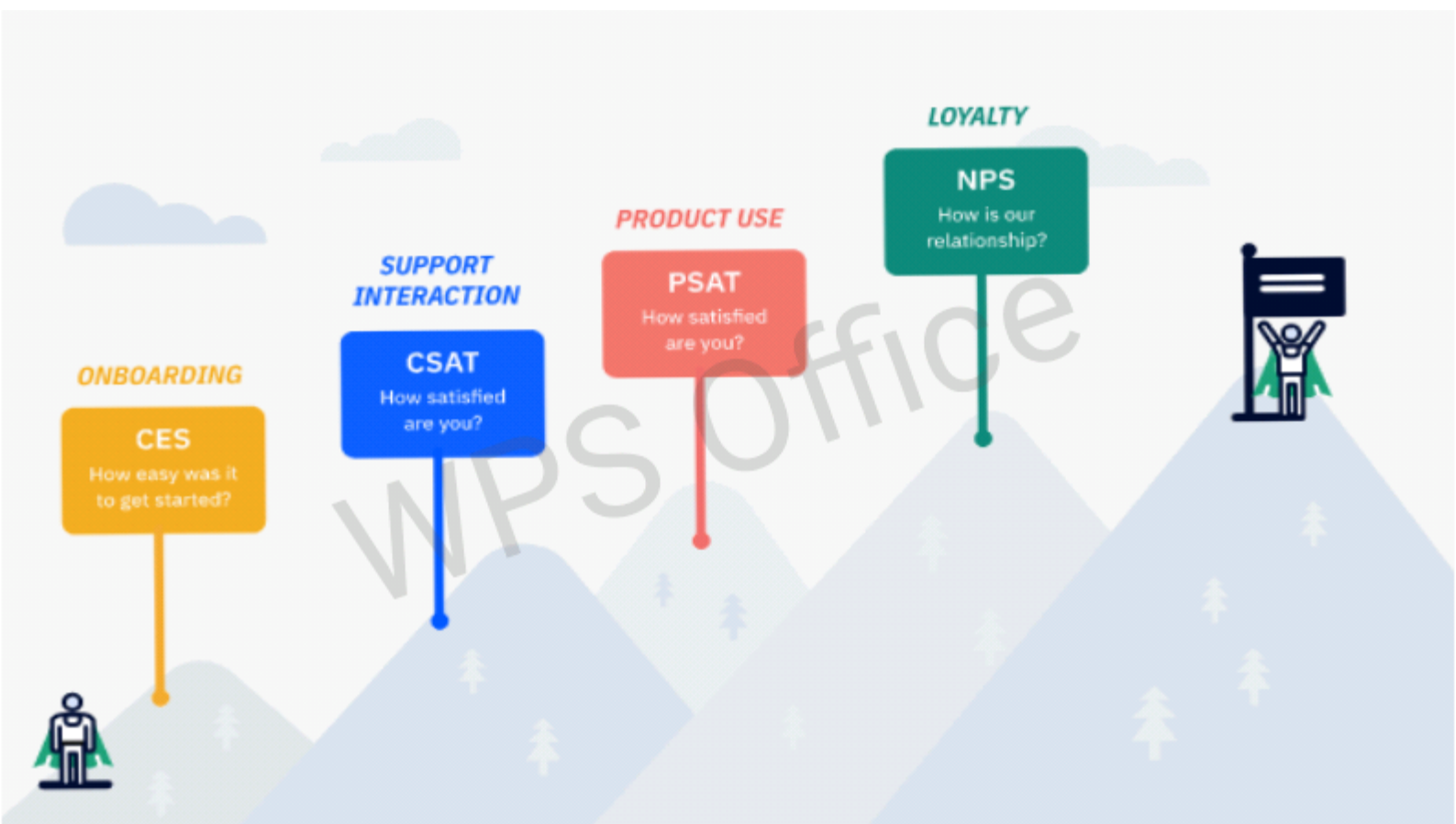
Team ID-PNT2022TMID32235

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 ↓

BEHAVIORAL 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





Thank you

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venkadanathan

Team members:
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