

**Team Id : PNT2022TMID17402**

## **Team Members**

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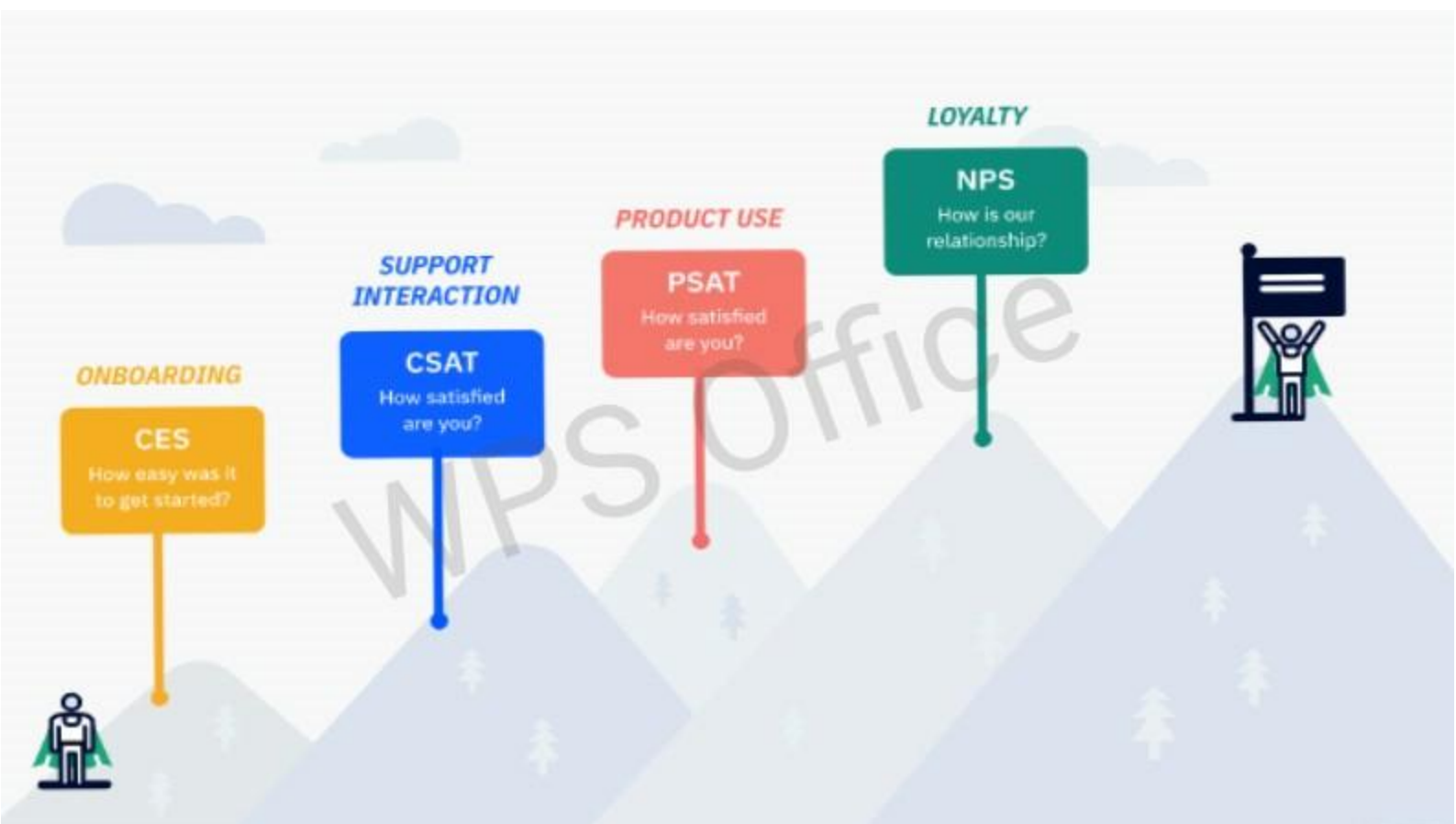


**CUSTOMER  
JOURNEY**



**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 →							
TYPES ↓							
		COMPANY'S OWN DATABASE	SOCIAL MEDIA DATA	ONLINE ACTIVITY	SURVEYS	THIRD PARTY DATA SOURCES	SENSOR DATA
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



