

Visualization

Benefits

- Gives more understandable product for the business
- Further analysis of the results
- Analysis of impact

Process

1. Define the goal of the visualization
2. Choose the support
3. Define KPI/Graphics
4. Architecture/Design

Types of Goals

Data Analysis	Model Analysis	Impact Analysis
<ul style="list-style-type: none">- Description of the population- Features Analysis	<ul style="list-style-type: none">- Process description- Performance indicators- Comparison of models	Analysis on the data post-marketing campaign, showing its impact on the churn rate.

Types of Support

Static	Report	Apps
<ul style="list-style-type: none">- Excel- Outputs : matplotlib, seaborn..	<ul style="list-style-type: none">- Power BI- Tableau- Data Studio	<ul style="list-style-type: none">- R Shiny- Django- Flask

Statics Visualizations

Advantages	Disadvantages
<ul style="list-style-type: none">- Easy to implement- A lot of solutions- Total flexibility on the graphic design	<ul style="list-style-type: none">- Choosing among all solutions- Not dynamic : every parameter changed means a new display

Reports

Advantages	Disadvantages
<ul style="list-style-type: none">- Solutions « click-button »- Dynamic : graphics and KPI's change when user applies filters- Relatively easy to implement (security issues taken care of by the software producer)	<ul style="list-style-type: none">- Unflexible : often you can't create your own graphics.- Special kinds of languages : if you want to unlock the full power of those software, you need to learn their languages (DAX and M for Power BI)

Apps

Advantages	Disadvantages
<ul style="list-style-type: none">- Total Flexibility : you can create your own graphics and fully manage the User Experience- Dynamic	<ul style="list-style-type: none">- Difficult to implement : security issues appears because Apps are linked to a network.- Special langages : if you want to fully manage your app, you need skills in informatic langages like Java, HTML, etc.

Louis Vuitton

- Drives Emailing Campaigns by searching for the number of clients that will most likely be responsive.
- Uses multiple features, including other Scoring projects (10k, P10k, Turnover 1Y, etc)
- App Dataiku

CAPTURE D'ECRAN DE L'APP (confidentiel)