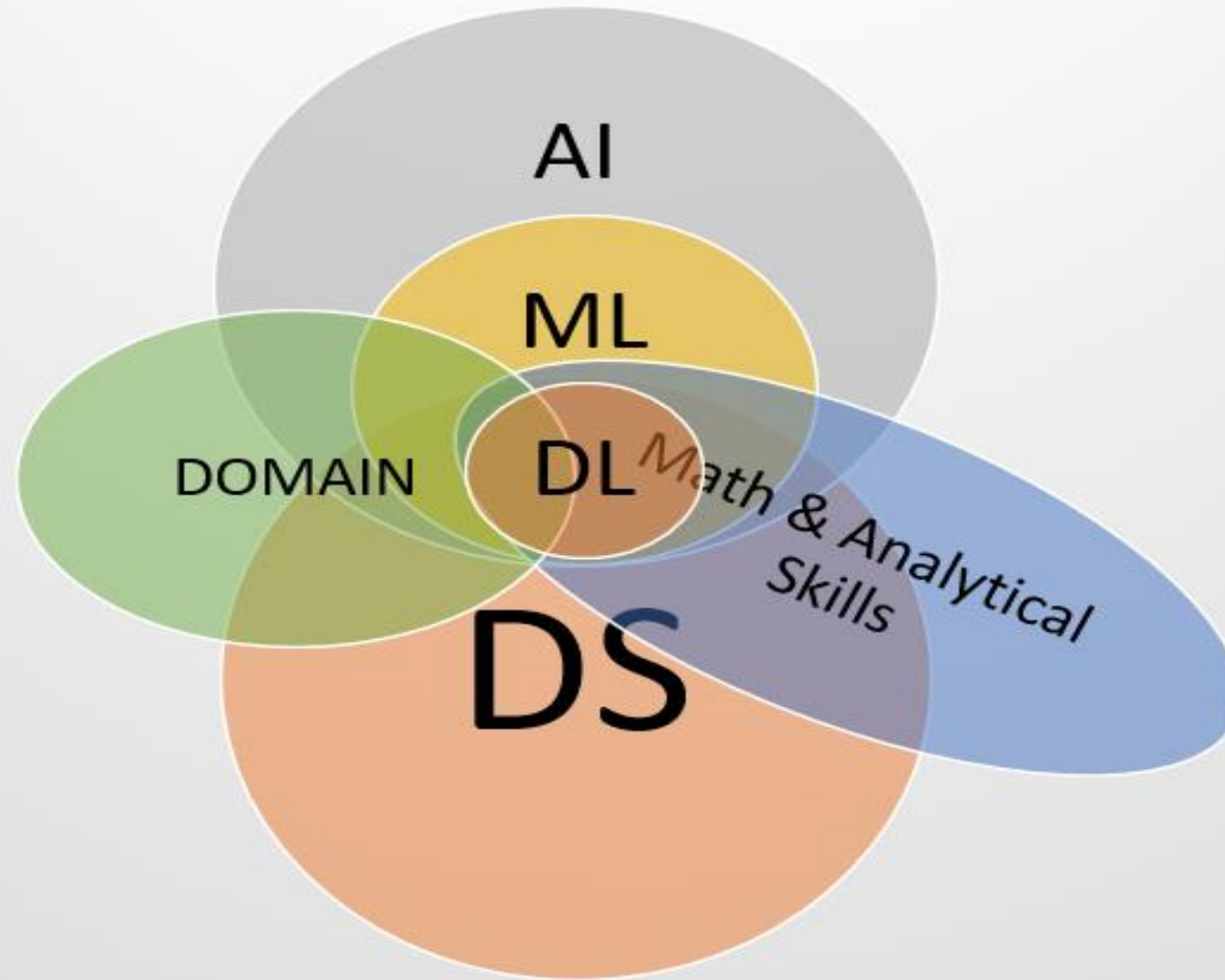
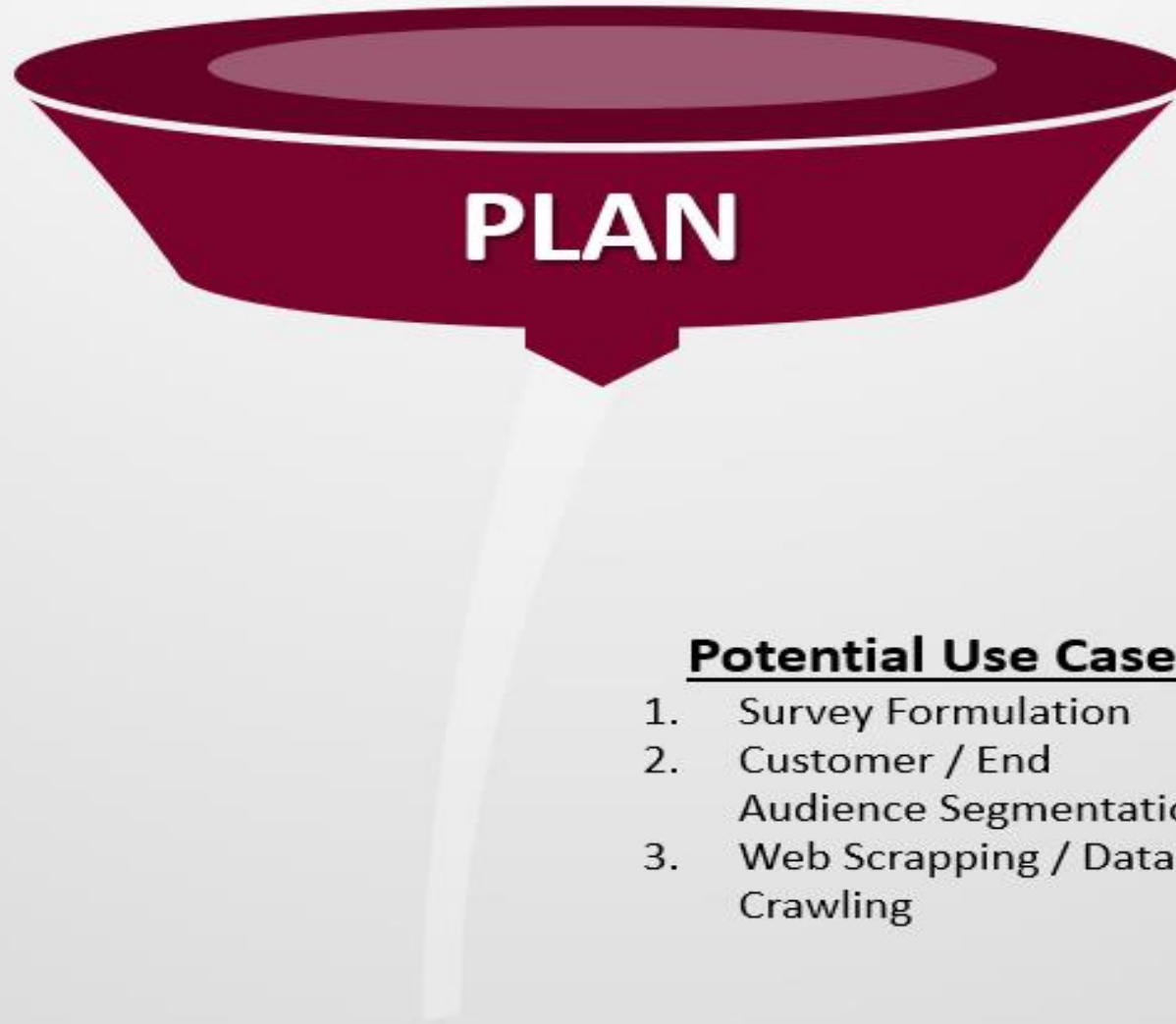


What is DS ?



Stage 0

- Brainstorming & Feasibility studies
- Market Research on Product & strategies
Survey Launch (Crowd Sourced)
- Scoping & Budgeting for Goal
- Measurement Analysis
- Synthetic Data Creation / Data Procurement



1

Potential Use Cases

1. Survey Formulation
2. Customer / End Audience Segmentation
3. Web Scrapping / Data Crawling

Stage 1

Exploration

Search Engines, Social Network , Publishers & Blog

Potential Use Cases

1.) EDA on Likes, Shares, Comments, Visits , Impressions

REACH

KPI

- *Unique Visitor*
- *Value Per Visit*
- *Fans / Followers*
- *Bounce Rates*

2

Stage 2

Decision Making

Company Website,
Blog, Community

Potential Use Cases

- 1.) Chatbot Personalized on Customer Activity to find Intent
- 2.) Engaging with the customer proactively on the site looking at his / her activity using Conversational AI
- 3.) Start Forecasting Demands based on Site Visits & User Interests



- *Leads Conversion Rate*
- *Time on Site*
- *Shares / Comments/ Likes*



3

Stage 3

Purchase



Ecommerce Process,
Product, Price &
promotion

Sales
Revenue / Profit
Average Order Value

Potential Use Cases

- 1.) Customer Journey Path Formulation
- 2.) Analysis of Product & Screens using Association Rules
- 2.) Collaborative filtering & Personalized Recommendations Items

CONVERT

4

Stage 4

Potential Use Cases

- 1.) Detecting Subjectivity vs Objectivity , Positive vs Negative Sentiment , Sarcasm on User Reviews / Rating using NLP
- 2.) Summarizing & Categorizing Customer Reviews as Feedback for Business
- 3.) Churn Prediction / Survival Analysis
- 4.) Loyalty calculation from Customer Data uploads (Images / Text and perform OCR if needed)

Customer Advocacy

KPI

Repeat Purchase (LTV)
Satisfaction & Loyalty
Advocacy

ENGAGE

5

The Data Science Way..

