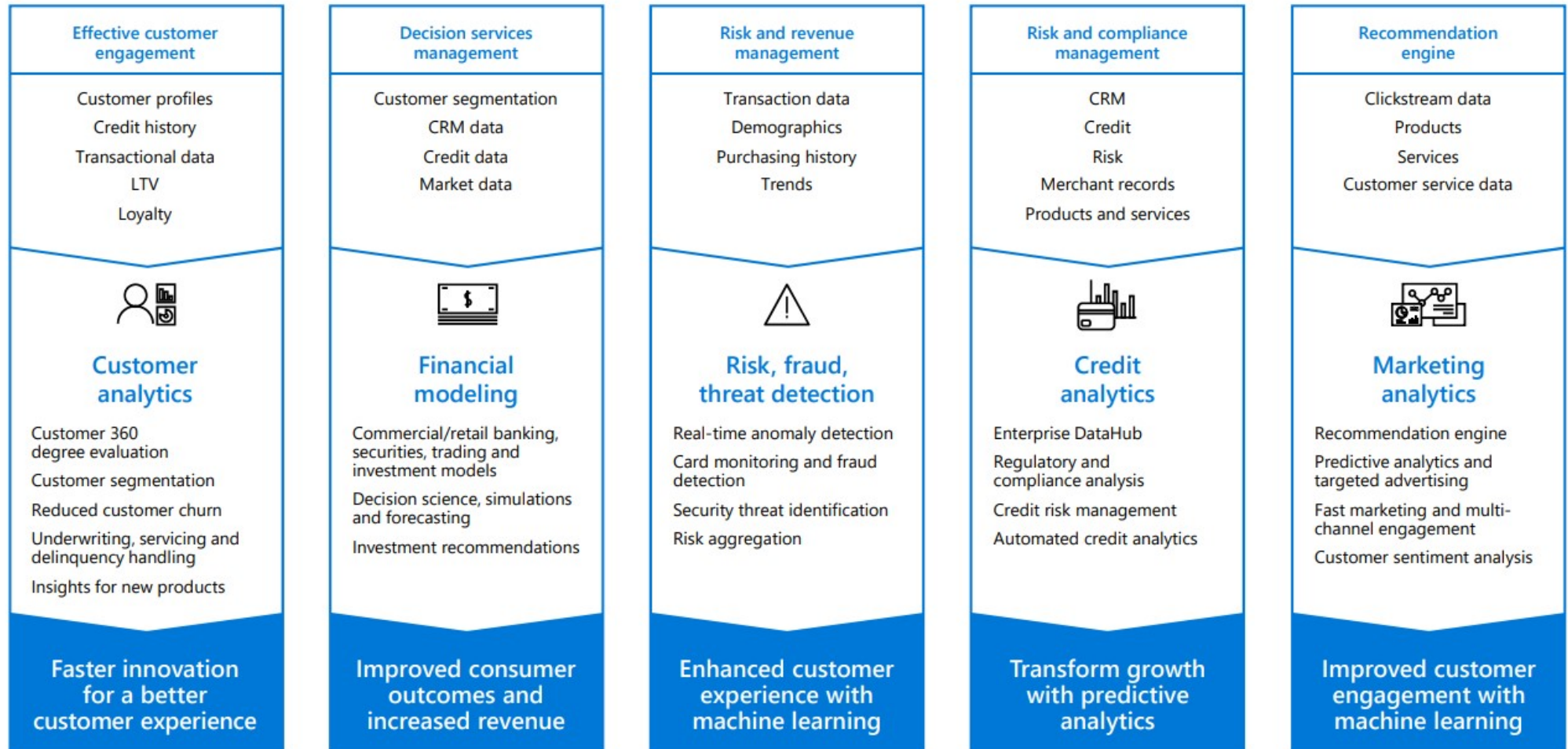
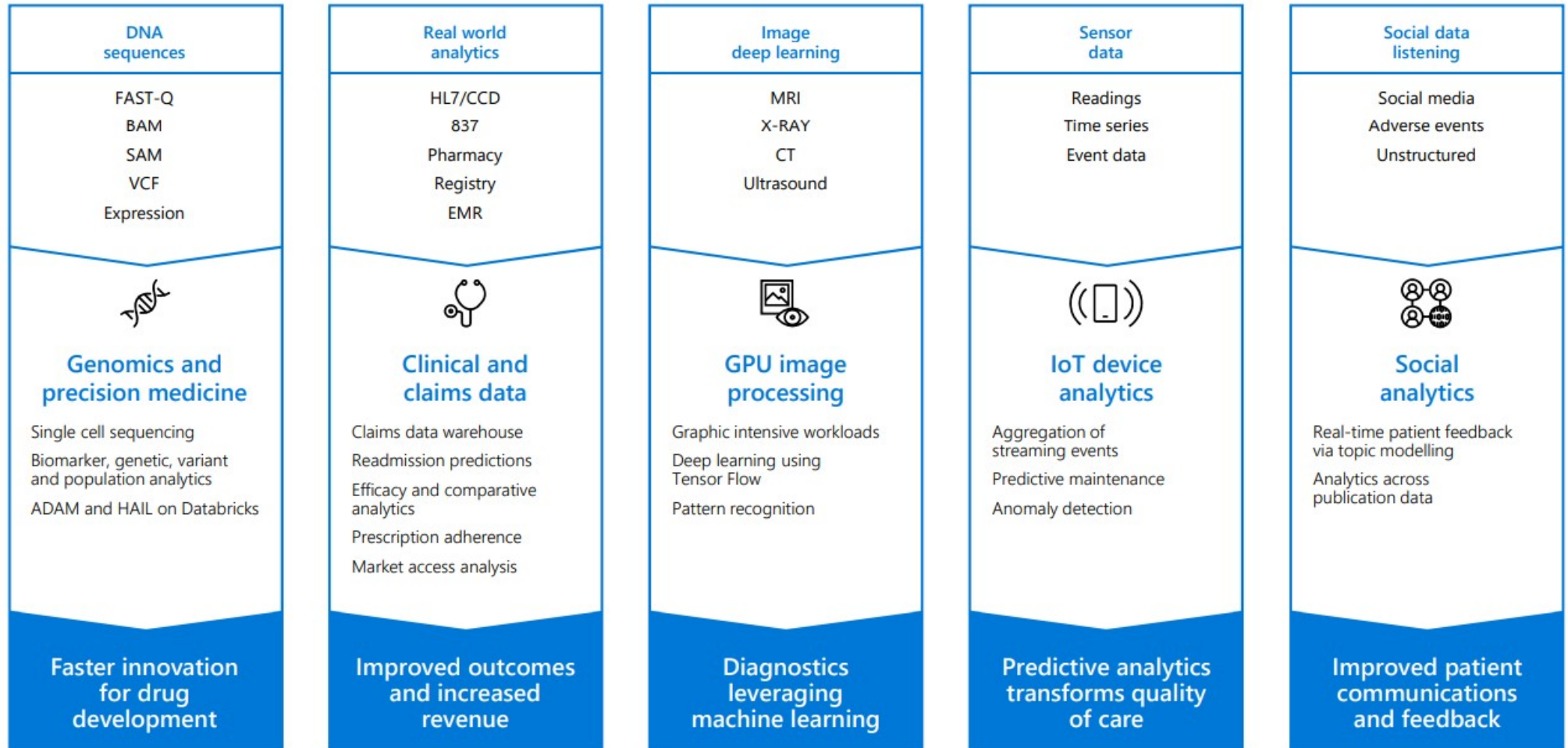


Various Use cases where one can apply Data Engineering/ Data Science.

Financial services use cases



Health and life sciences use cases



Media and entertainment use cases

Personalized recommendations

Customer profiles
Viewing history
Online activity
Content sources
Channels



Content personalization

Personalized viewing and engagement experience
Click-path optimization
Next best content analysis
Improved real time ad targeting

Faster innovation for customer experience

Effective customer retention

Customer profiles
Online activity
Content distribution
Services data



Customer churn prevention

Quality of service and operational efficiency
Market basket analysis
Customer behavior analysis
Click-through analysis

Improved consumer outcomes and increased revenue

Information optimization

Consumption logs
Clickstream and devices
Marketing campaign responses



Recommendation engine

Ad effectiveness
Content monetization
Fraud detection
Information-as-a-service
High value user engagement

Enhance user experience with machine learning

Inventory allocation

Transactions
Subscriptions
Demographics
Credit data



Predictive analytics

Predict audience interests
Network performance and optimization
Pricing predictions
Nielsen ratings and projections
Mobile spatial analytics

Predictive analytics transforms growth

Consumer engagement analysis

Content metadata
Ratings
Comments
Social media activity

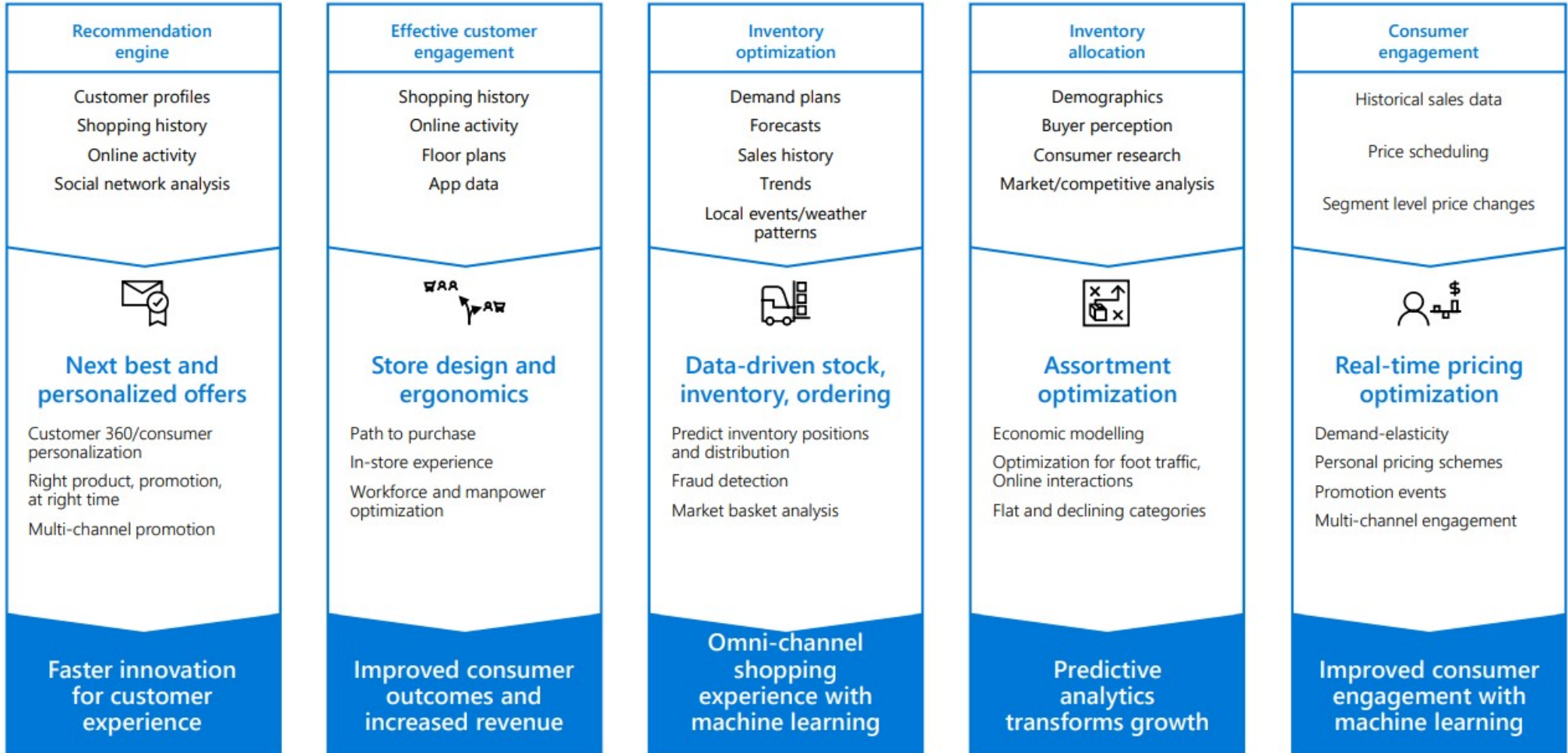


Sentiment analysis

Demand-elasticity
Social network analysis
Promotion events
time-series analysis
Multi-channel marketing attribution

Improved consumer engagement with machine learning

Retail use cases



Advertising and marketing tech use cases

Effective customer engagement

Customer profiles
Online history
Transaction data
Loyalty



Customer value analytics

Customer 360, segmentation aggregation and attribution
Audience modelling/index report
Reduce customer churn
Insights for new products
Historical bid opportunity as a service

Faster innovation for customer growth

Recommendation engine

Customer segmentation
CRM data
Credit data
Market data



Next best and personalized offers

Right product, promotion, at right time
Real time ad bidding platform
Personalized ad targeting
Ad performance reporting

Improved outcomes and increased revenue

Risk and fraud analysis

Transaction data
Demographics
Purchasing history
Trends



Risk and fraud management

Real-time anomaly detection
Fraud prevention
Customer spend and risk analysis
Data relationship maps

Risk management with machine learning

Campaign reporting analytics

CRM
Merchant records
Products
Services
Marketing data



Sales and campaign optimization

Optimizing return on ad spend and ad placement
Multi-channel promotion
Ideal customer traits
Optimized ad placement

Predictive analytics transforms growth

Brand promotion and customer experience

Social media
Online history
Customer service data

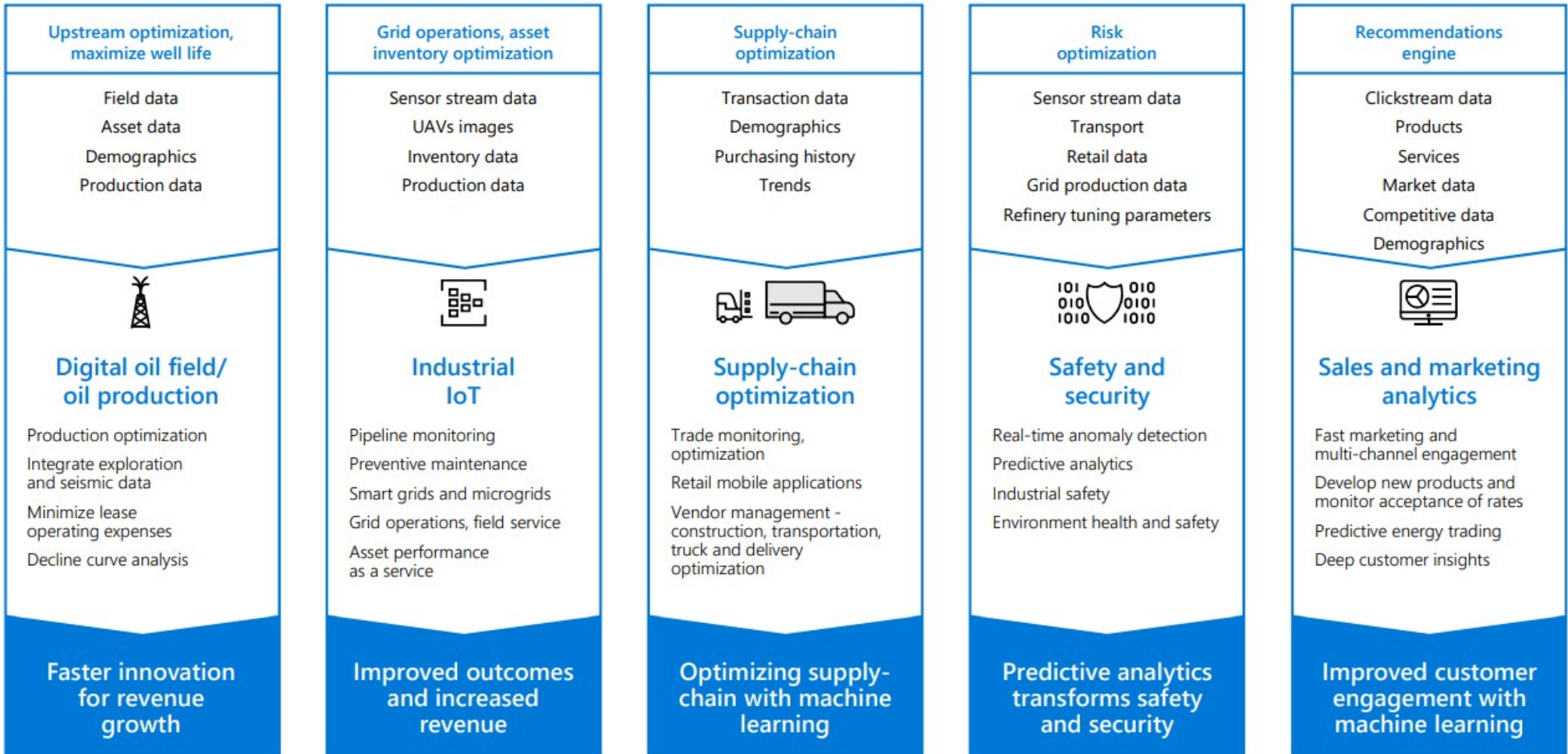


Sentiment analysis

Opinion mining/social media analysis
Deeper customer insights
Customer loyalty programs
Shopping cart analysis

Improved customer engagement with machine learning

Oil, gas, and energy use cases



Security use cases

