



*How might we help B2B businesses
generate actionable insights from
transaction based metrics?*



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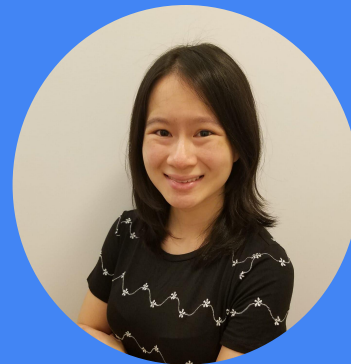
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Surprising Discoveries

1. Only 53% of 'high growth' sales organizations self-rate as effective users of analytics, according to a 2016 McKinsey study
2. Data visualization tools – \$4 billion market in 2017
3. Mastercard's "other revenues" category, which houses their Mastercard Advisors analytical arm, is having greater growth than other payment processing revenue categories



15 Solutions

Optimize store schedules from trends in busyness

A predictive model for sales managers

Real time financial metrics website for small businesses

Enabling smaller business to access new markets by finding new customers

Predicting behavior of competitors to inform pricing strategies

Predict trends and manage inventory with predictions.

Optimal Pricing Algorithm

Data Marketplace

AI / ML / DL Competition Platform

Financial accounting platform for startups and small businesses

Data training program

Marketing tracking and attribution program

Platform that matches industry professionals to data aggregators

A more visual and intuitive user interface

Combine transaction data with other sources of open data to predict trends

A Predictive Model For Sales Managers

- People respond differently from different sales tactics
- Response: Use data to determine which salesperson is best suited to a specific lead



Optimal Pricing Algorithm

Use transaction data to determine the best price for products and services in real time.



Data Analyst Bootcamp

A comprehensive training program to **empower** business practitioners or people looking for a career change to quickly become **effective data analysts**.



Financial Accounting And Benchmarking Platform

An **out-of-the-box platform** that highlights and predicts financial metrics in real time

Compares metrics to **peer groups for benchmarking** and best practices

Provides visual and intuitive **predictive analytics**



Transaction Trend Spotter

- Use transaction data in combination with other sources of open data to predict trends
 - Effects on customers and suppliers,
 - Sales and growth opportunities
 - Changes that are affecting the industry.



5 Solutions



- A. Predictive model for sales managers
- B. Optimal pricing algorithm
- C. Data analyst bootcamp
- D. Financial accounting and benchmarking platform
- E. Transaction trend spotter