

Data Source

Collect

Transform

Analyse &amp; Visualize

Activate

Customer reach

## Data source & Collect

Web engine

└ User I.P.

└ Time stamp

└ Content time

└ Time spending on Promoted VDO

Own online platform

└ Personal Profile — Age

└ gender

└ Contact — E-mail

└ Tel No.

└ Cart — items

└ View frequency

└ Time stamp — add to cart

└ Time use convert to order

└ Payment method — cash

└ Credit

└ QR payment

└ Pay later

└ Address

Inventory — Items

Historical order — Product

└ Branch

└ Try own History

└ Spending — Total amount

└ Total items

└ Most Product purchase

└ Frequency order

Customer rating / Satisfaction — UX score

└ Review (Term)

└ Product rating

Return rate — reason

└ Items

└ Amount

└ Product

└ User

Data Source

Collect

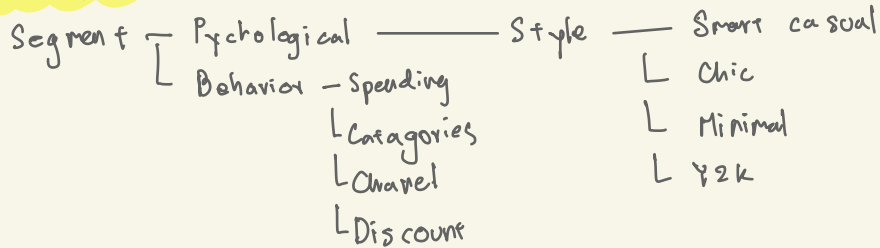
Transform

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Customer reach

## Analyse



Age  $\times$  View Trendy campaign

Age  $\times$  Order

View  $\times$  Order — Impulse order

Time in Cart  $\times$  Order — Extensive order

Increase revenue

## Segment movement

Time stamp  $\times$  View Churn Analytic

Time stamp  $\times$  Order Growth Analytic

Purchased item  $\times$  time (last 3 months)  
Up 2 cross sell

## Action

Total amount spending  $\times$  User  $\times$  ARPU —

- Current High value — Upsell
- Current fair/Low value — Cross sell

Last purchased item  $\times$  time — Loss customer — Discount campaign

- Association

Campaign Scoring

Scoring Personalize ad Segment  $\times$  Order

Clearance sales Inventory  $\times$  Behavior

Personalize offer

Produce recommendation

User  $\times$  Behavior

Team member

Ween

Plan

Gain

Q

Poom

