

# Descriptive Analytics

Bootcamp Women in Data

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# Content

- **What is Descriptive Analytics?**
- **General description of the survey**
- **Net Promoter Score and Self-Reports**
- **Passive data collection**
- **Media planning**
- **Compilation and summary of causal data**



- **What is Descriptive Analytics?**

Aggregating past facts to understand situations, using scientific tools to:

Detect - Visualize - Describe - Identify - Calculate - Inquire

For decisions making related to KPI (key performance indicator), like:

ROI (Return On Investment), CLV (customer lifetime value), LCV (lifetime customer value), (LTV) lifetime value, CAC for Cost per Acquisition, etc.

In brief:

Market knowledge - Identify actions - Aid decisions making  
with data

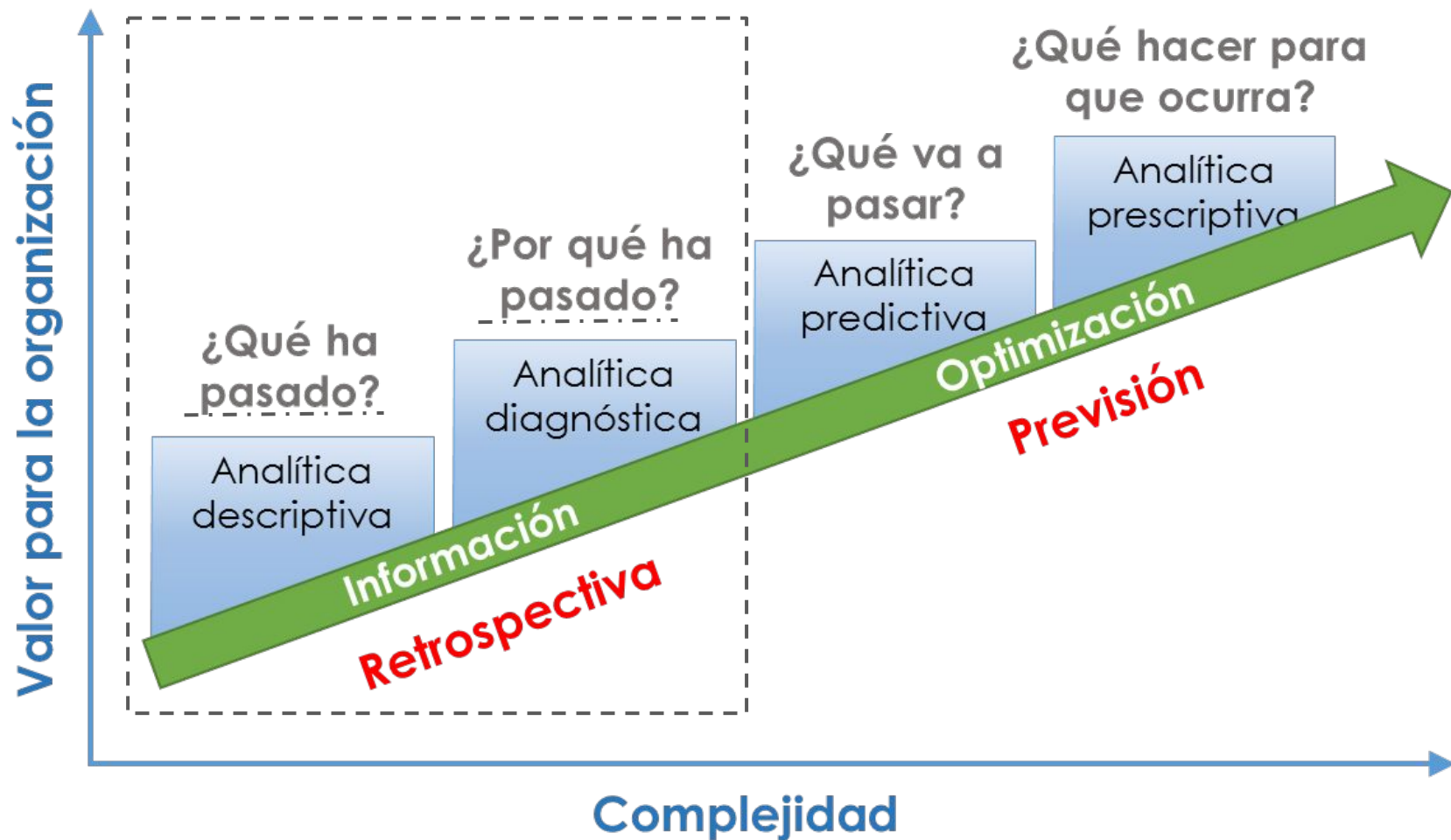
# GOALS

Why use Descriptive Analytics?

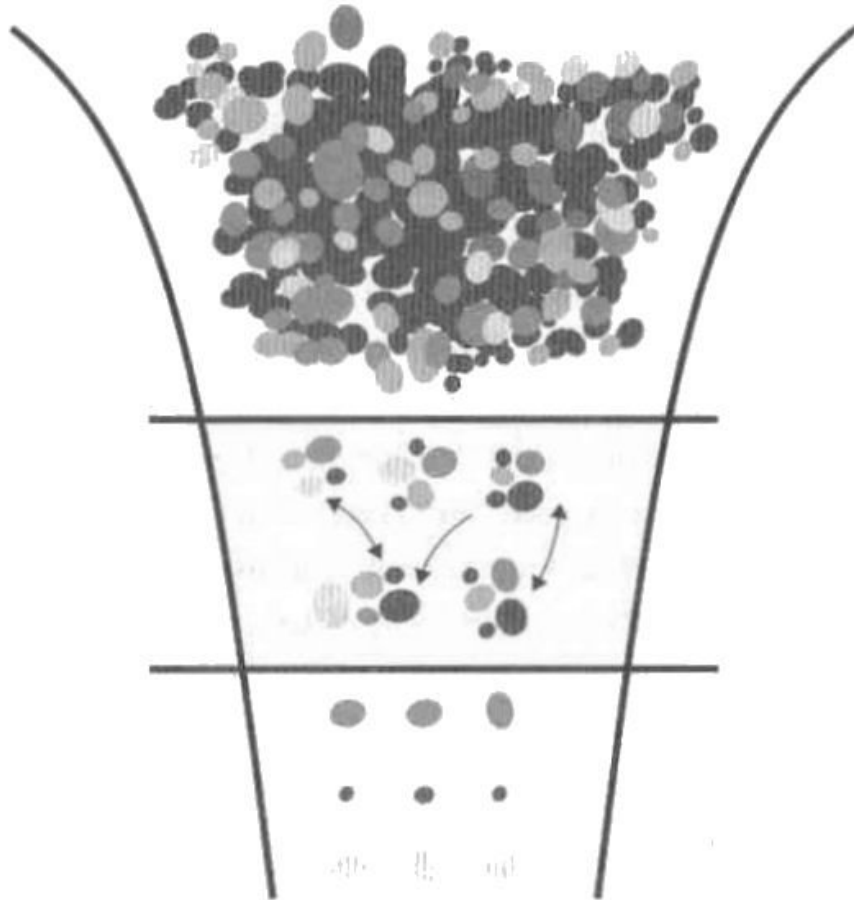
How use it?

What should we be focused on?





# The Knowledge Funnel



Mystery

We don't know  
why things  
happen how they  
happen

Heuristic

We need to  
understand our  
current situation

Algorithm



# Acquiring data from customers:

## Active & Passive techniques

	Surveys	Focus groups	Interviews
Bias?	Useful when you don't want others to bias your participant	Potential of 'group bias' – participants say what they think you or other participants want to hear	Useful when you don't want others to bias your participant
Shared experience?	Participant relies on own experience – may be more difficult to recall.	<b>Useful to talk about shared experiences. 'You bounce off ideas from one another'.</b>	<b>Useful when you want to explore individual experiences.</b>
Idea development aided by others?	Relies on participant able to formulate their ideas without prompts.	FGs are useful when the development of ideas and understanding is aided by other group members.	FGs are useful when the development of ideas and understanding is aided by other group members.
Motivation/Enjoyment	?  Non-response and quality of response as a problem.	Participants generally enjoy the process.* They learn something new.	Participants generally enjoy the process. They learn something new.

*BUT: feasibility and practicality may be the largest factors  
(of getting volunteers, organising them together etc.)*

- **General description of the survey**

It is an Active Data Collection, as same as self-reports (consumer behaviors)

Depends on the media, location and context

Media: Personal - Web - Mobile

Context: at the moment to keep it fresh

Type of questions

&

Validity + Reliability



# ● General description of the survey

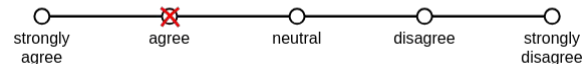
- + Low cost
- + Easy
- + Learn about potential
- Write it biased
- Right audience
- Tools

Please rank the following ice cream flavors.

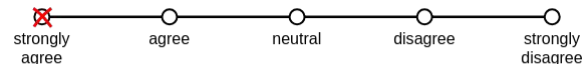
	1	2	3	4	5	6
Chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strawberry	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rocky Road	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mint Chocolate Chip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Cookies and Cream	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Website User Survey

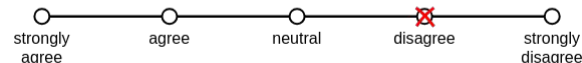
1. The website has a user friendly interface.



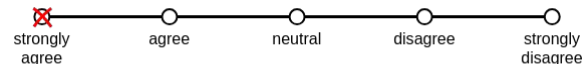
2. The website is easy to navigate.



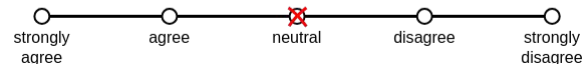
3. The website's pages generally have good images.



4. The website allows users to upload pictures easily.



5. The website has a pleasing color scheme.



# ● Net Promoter Score and Self-Reports

← → ↻ https://www.tigo.com.co/servicios/internet

**tigo** Servicios ▾

Recuerda tu contraseña  
Gratis desde...

**150 MEGAS**  
Llévalo con Triple Play ONE E  
**Pregunta por la promoción del mes**  
¡Compra hoy y PAGA en Mayo!

- 74 Canales HD
- 134 Canales SD
- 50 Canales de Audio
- Incluye el paquete HBO MAX
- 150 Megas de Internet

Tus comentarios nos ayudan a mejorar.

Basado en esta experiencia de solicitar un producto, ¿qué tan probable es que recomiendes Tigo a alguien más?\*

0 1 2 3 4 5 6 7 8 9 10

poco probable muy probable

¿Cuál es la razón principal para esta calificación?

¿Qué tan fácil es buscar información en la página de Tigo?\*

0 1 2 3 4 5 6 7 8 9 10

poco fácil muy fácil

¿Encontraste lo que estabas buscando?

☐ Sí ☐ No

¿Cuál es tu nivel de satisfacción general con nuestra página?\*

0 1 2 3 4 5 6 7 8 9 10

nada satisfecho muy satisfecho

Si necesitas asistencia haz click en el botón de Ayuda en la esquina inferior derecha de esta página

Importante para el usuario ▾ 🔍

**25 MEGAS**  
Llévalo con Triple Play Esencial Plus  
**Pregunta por la promoción del mes**  
¡Compra hoy y PAGA en Mayo!

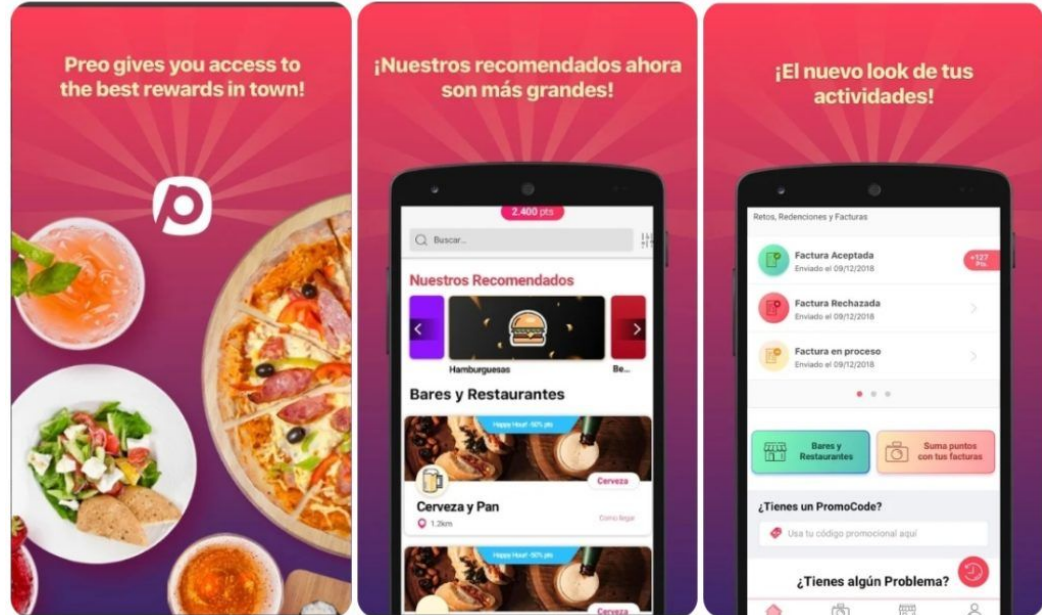
5 Canales HD  
26 Canales SD  
0 Canales de Audio  
5 Megas de Internet

**Ayuda**

# ● Net Promoter Score and Self-Reports

Net Promoter Score =

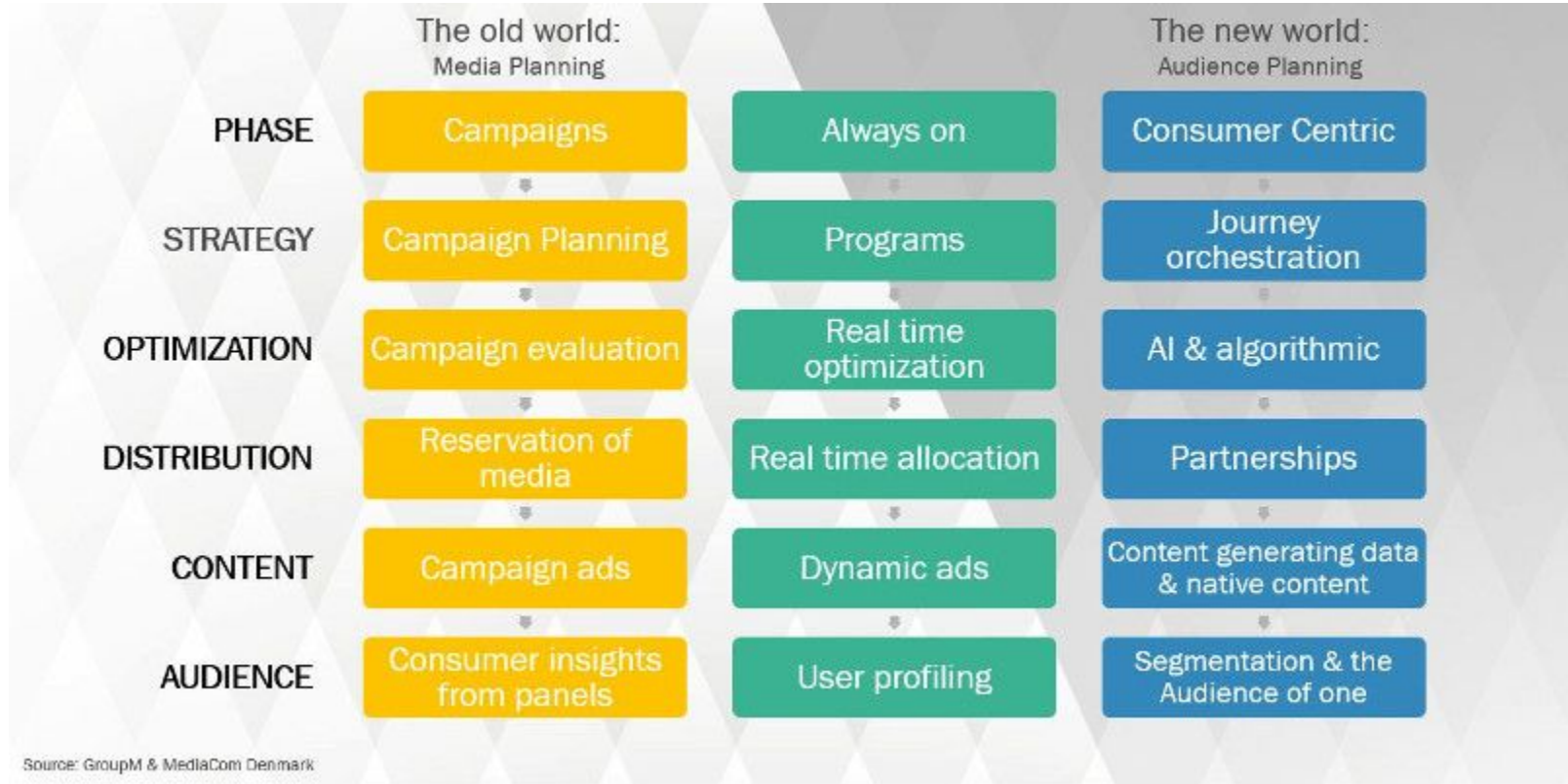
% de Promotores (de 9 a 10) - % de Detractores (de 0 a 6) \*



- **Passive data collection**

		WHO	WHAT	WHERE	WHEN	WHY
PASSIVE	Analytics		✓	✓	✓	
	Customer Service Records	✓	✓			✓
	Feedback forms		✓	✓		
	Social Media Listening	✓	✓			✓
	Net Promoter Score		✓			
ACTIVE	Targeted Surveys		✓			
	Focus Groups	✓	✓	✓	✓	✓
	Customer Interviews	✓	✓	✓	✓	✓
	Usability Tests	✓	✓	✓	✓	

- Media planning

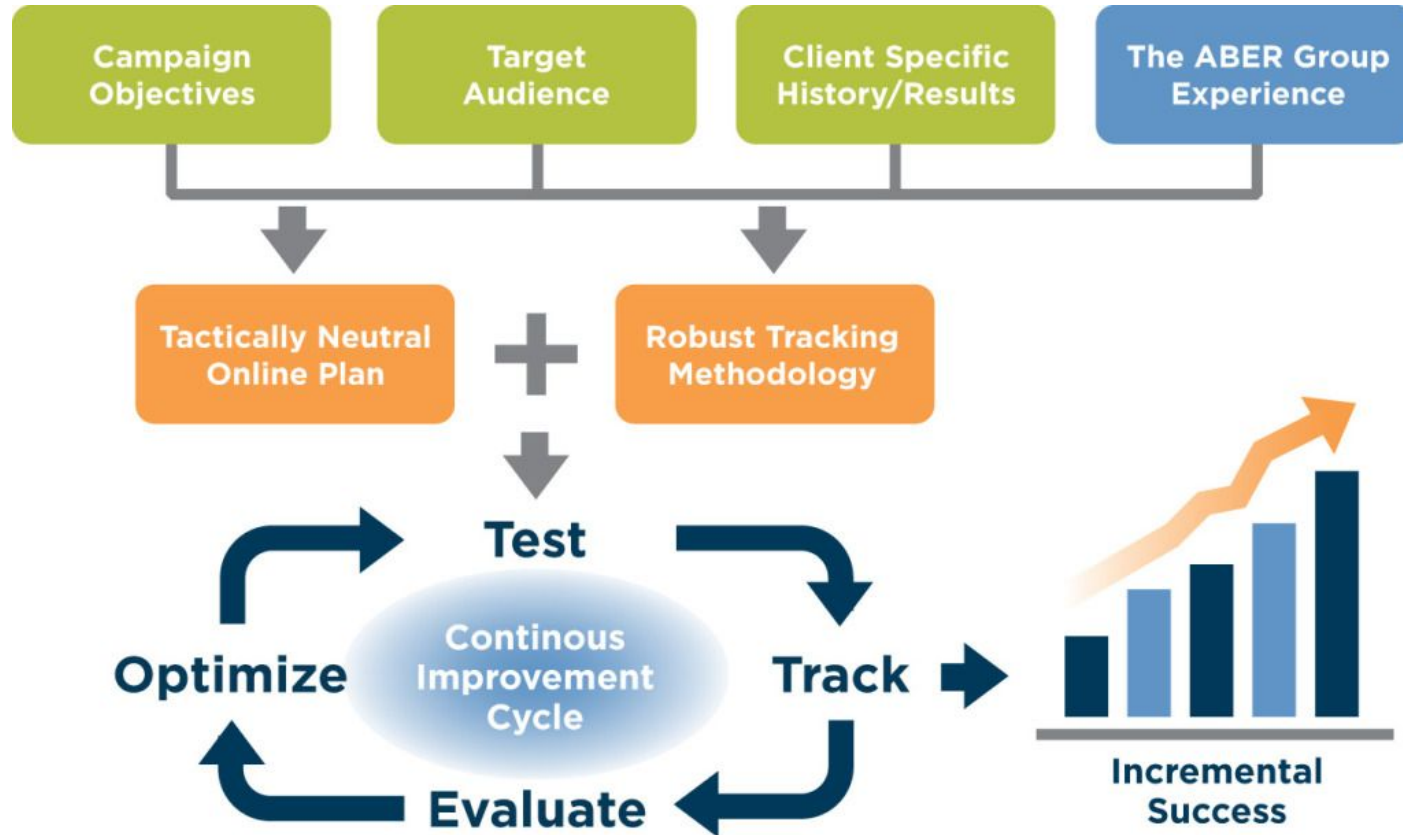


# The Stages of the Customer Lifecycle





# A company example

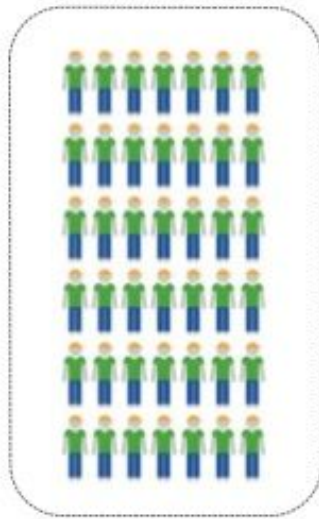




# Goal: Profiling and look alike

## Scaling through audience lookalike modeling

### Algorithmic profiling



- **Compilation and summary of causal data**

Correlation  $\leftrightarrow$  Causation

A & B  $\rightarrow$  C      A  $\rightarrow$  B

AB TESTING\* intentional changes in processes to be measured



# RESUME

Why use Descriptive Analytics?

Handling knowledge about market behavior and business model

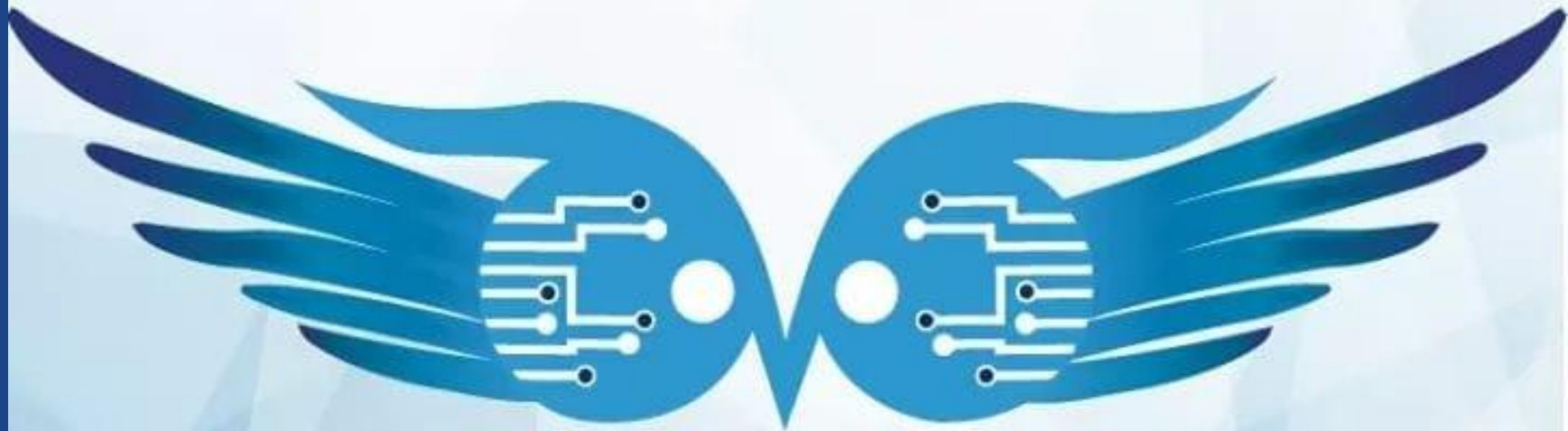
How use it?

Research → Causal questions → Data collection → Tools

What should we be focused on?

**Collecting & interpreting data**





# **CIENTIFICAS** **DE DATOS**

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