

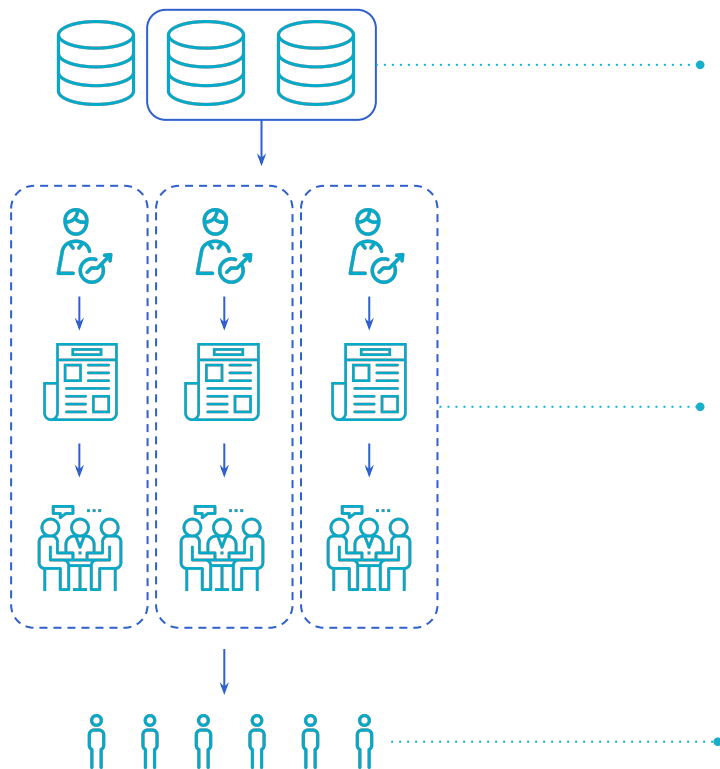
Answering WHY based on data

*Answering the most often WHY question on
daily business, from sales, marketing, finance
to operations*



*This is summary of Datanest Analytics Catalog, for more explanation & catalog,
you can contact us at hello@datanest.io*

Current state of data



On a daily basis, companies are collecting massive amounts of data. These data are mostly being **kept in Silos** based on the technology being used.

Most of this data is **underutilized** and only being stored for monitoring.

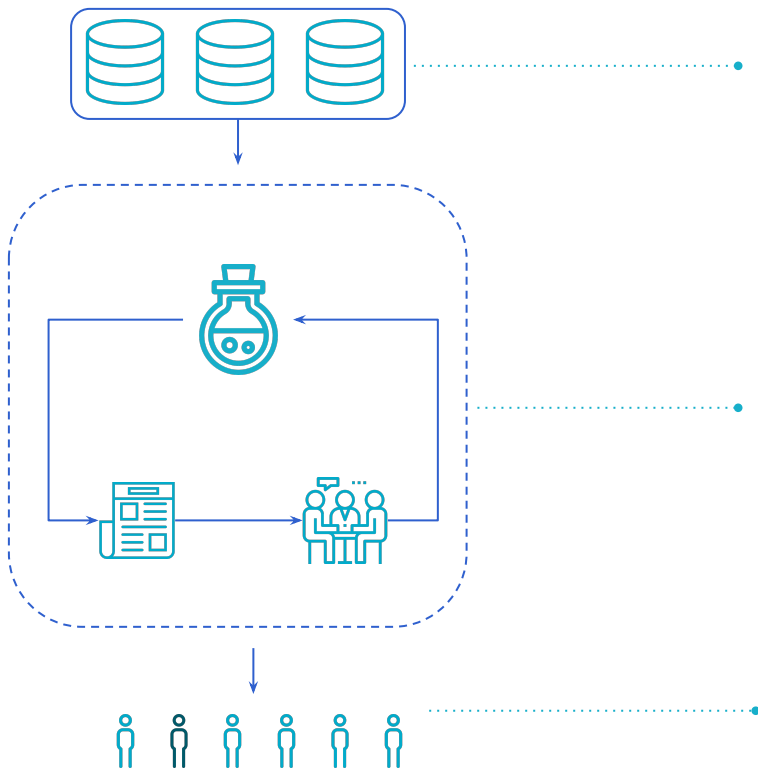
Reactive action instead of proactive.



Solution ?



How to leverage discovery analytics?



Bridging Data silos

To compare and query all your data sources

Solving business cases

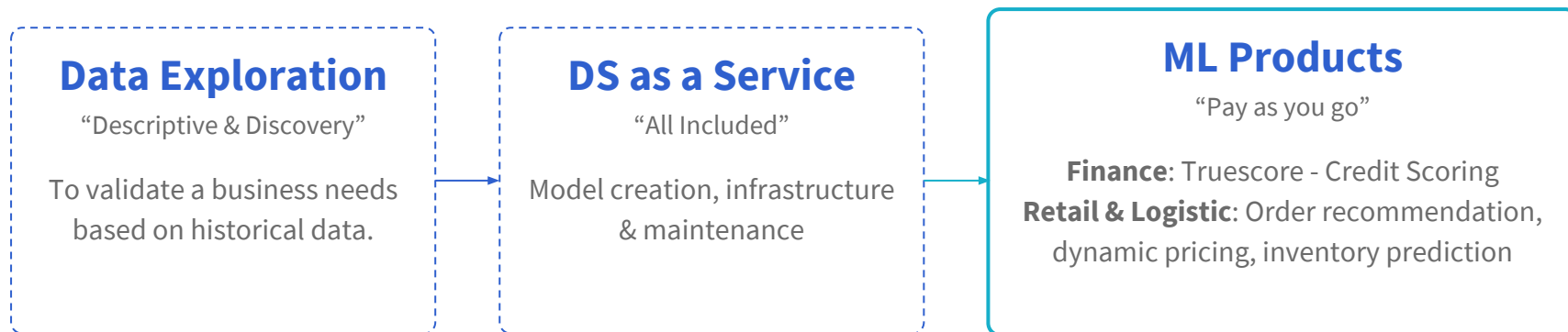
Using the power of AI & Machine Learning

Providing with actionable insights

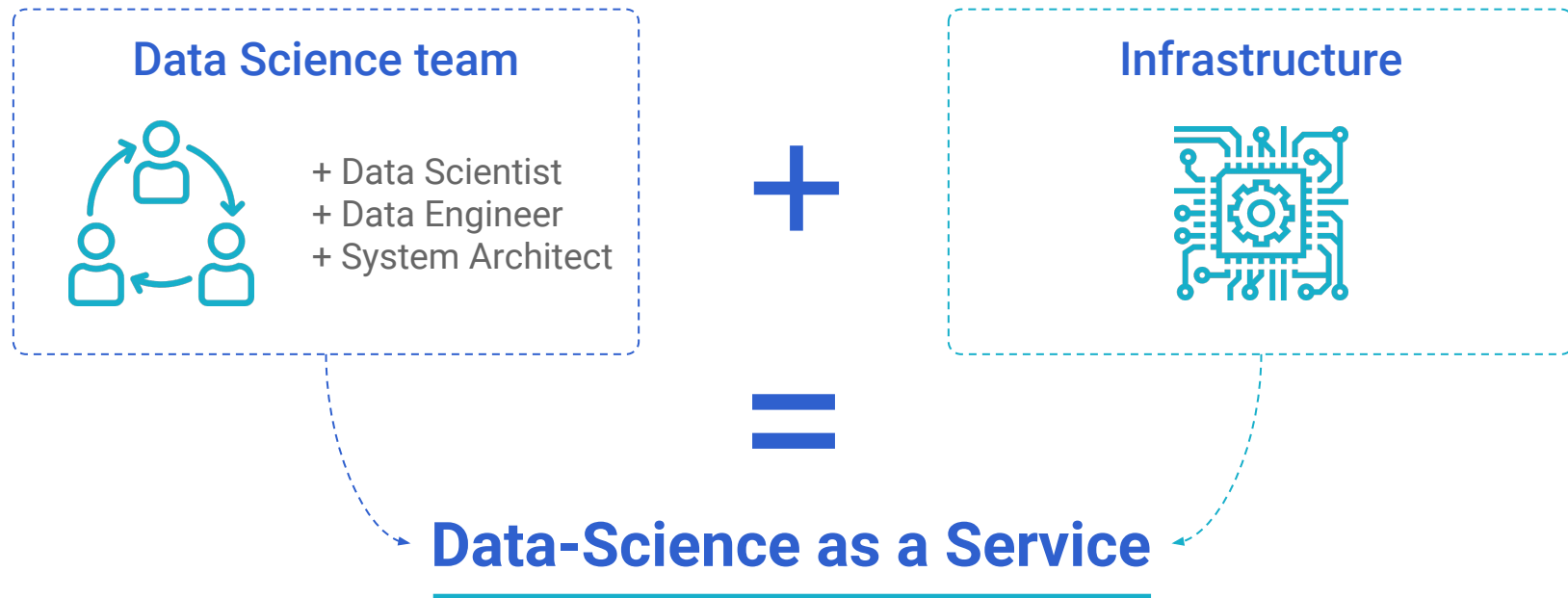
To increase performance & profitability



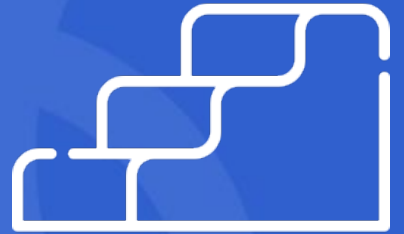
Datanest Solutions



Introducing DataNest



Steps on Data Science?



Datanest Data Science Stage

DIFFICULTY

How to automate

What will happen

Semantic

Why it is happening

Predictive

What happened

Diagnostic

Descriptive

Optimisation

Information

VALUE



How to Answer WHY?



Level 2

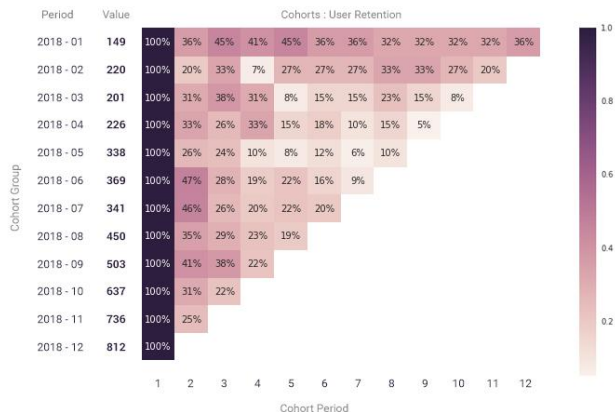
Why Our Customer Leaves Us?

How to reduce my churn rate?

“Why Customers Leave Us ?”

1

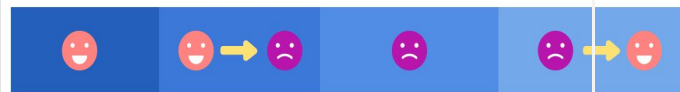
We accidentally change the approach



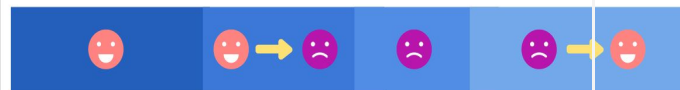
2

Satisfaction level is changing

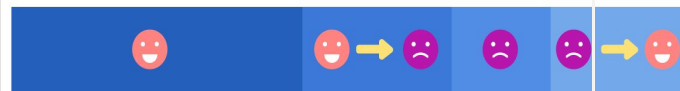
Jan - Feb



Feb - Mar



Mar - Apr



This is just sample, currently we have 9 hypothesis for “Why Customer Leave us?”

How to reduce my churn rate?

“Why Customers Leave Us ?”

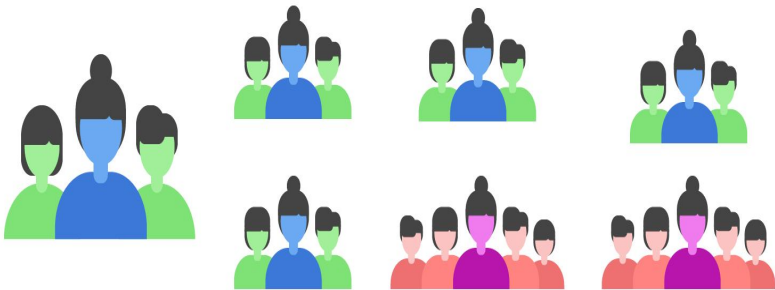
3

Some customer pattern not come back



4

We don't know who they are?



This is just sample, currently we have 9 hypothesis for “Why Customer Leave us?”

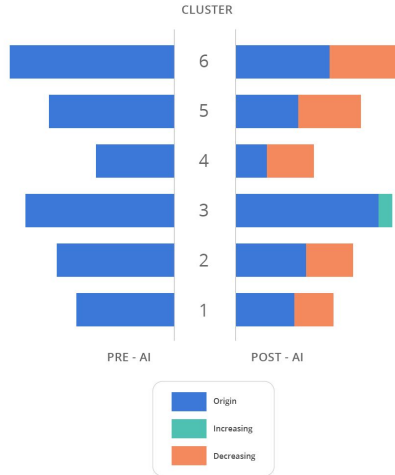
Level 2

Why Our Strategy Doesn't Work?

How to optimize my strategy ?

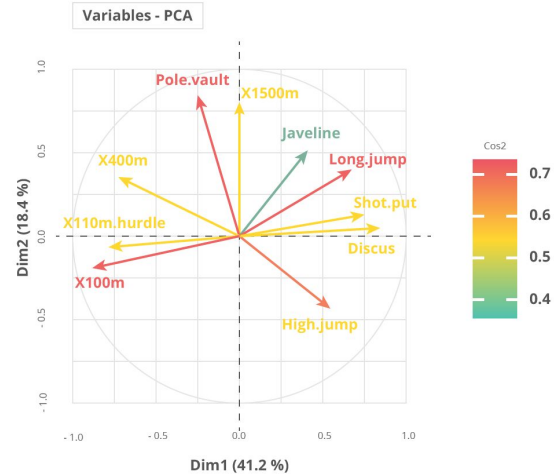
1

Some drop off to



2

Non efficient measurement



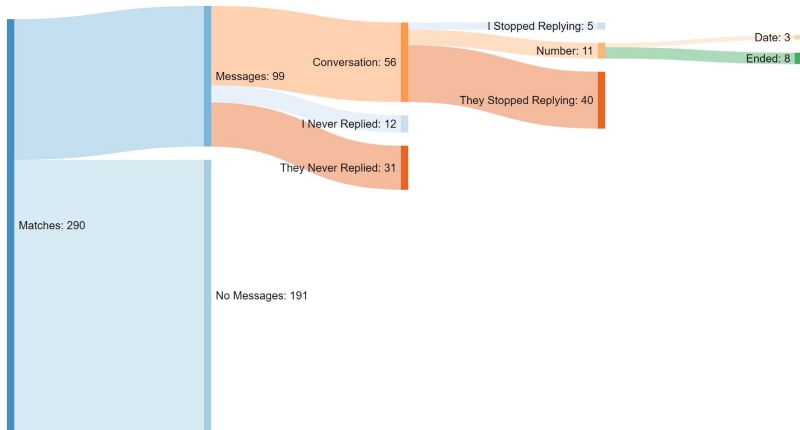
This is just sample, currently we have 7 hypothesis for “Why Our Strategy Doesn’t Work?”

How to optimize my strategy ?

“Why Our Strategy Doesn’t Work ?”

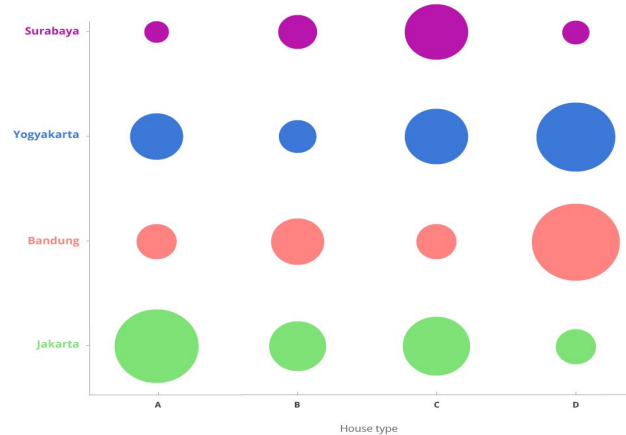
3

Some customer pattern
not come back



4

Wrong product and
wrong segmentation



This is just sample, currently we have 7 hypothesis for “Why Our Strategy Doesn’t Work?”

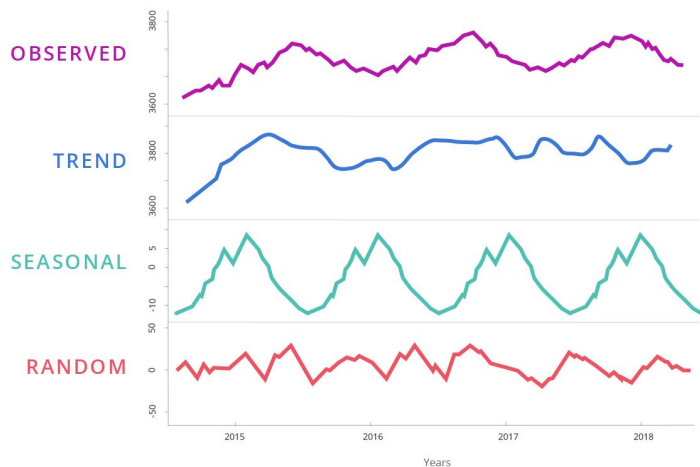
Level 2

Why our profit Decreases?

How to optimize my profit ?

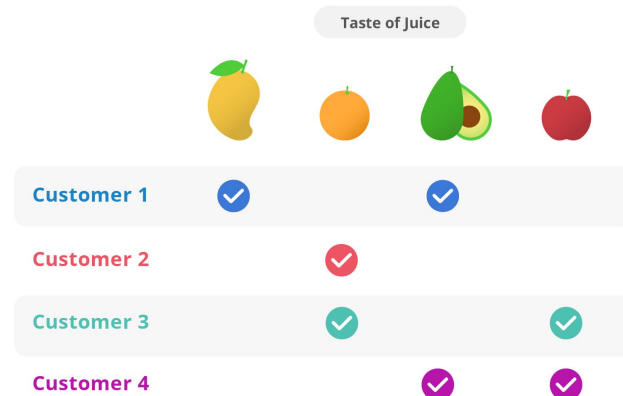
“Why Our Profit Decrease ?”

1 Command Trends



2

Move to less profitable item



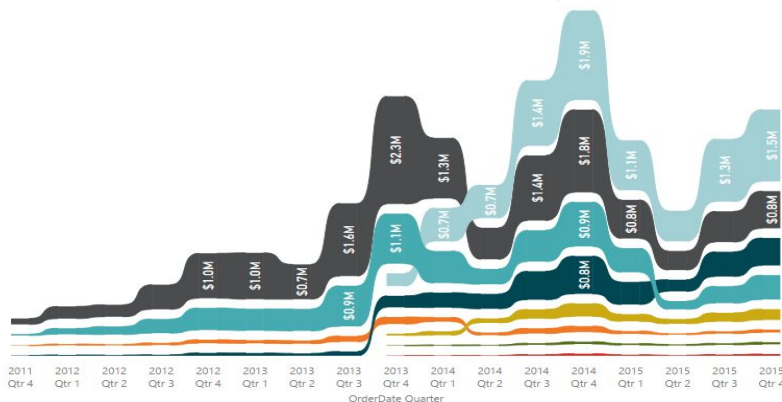
For get complete catalog you can contact us in hello@datanest.io
This is just sample, currently we have 9 hypothesis for “Why Our Profit Decrease”

How to optimize my profit ?

“Why Our Profit Decrease ?”

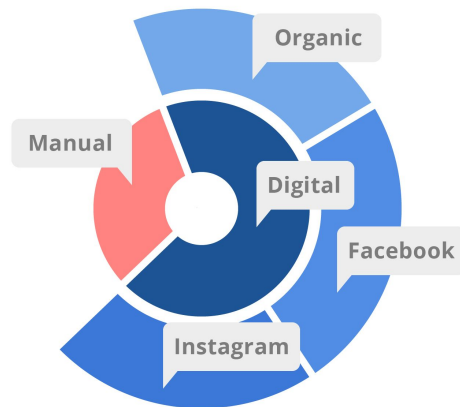
3

We can't catch customer movement



4

Come from expensive Channel



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This is just sample, currently we have 9 hypothesis for “Why Our Profit Decrease”



End