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Chapter 1 : General Project Presentation

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1 Host Company Presentation

1.1 Presentation of MASS Analytics

MASS Analytics, a Tunisian start-up founded in 2012, is the first and only independent Marketing Mix Modeling (MMM) agency in the MENA region. MASS Analytics' core competency is the deep analysis and understanding of what impacts the consumer's path to purchase to make companies more effective with their marketing budget.

It was founded by **Dr. Ramla Jarrar** (Chief Executive Officer), **Dr. Firas Jabloun** (Chief Technology Officer), **Nadia Bouzguenda** (Business Development Director) & **Rafal Kozlowski** (Director). They brought the essence of more than 20 cumulative years of experience in marketing effectiveness & technology services at the international level to the creation of MASS-Analytics. [1]

Figure 1: Mass-Analytics logo

1.2 Services

- **MassTer Software :** MASS Analytics has been developing internally its own Marketing Mix Modeling Software "MassTer". It is one of the most powerful Marketing Mix Modeling software products/solutions in the world and comes in three packages: standard, professional , and premium. It provides the user with a powerful Modeling platform coupled with a comprehensive data visualization capability to help understand the relationship between different variables and measure their impact on business performance.

Figure 2: MassTer Software logo

- **Training and Consultancy :** MASS Analytics runs specific courses and training sessions on advanced predictive modeling (log linear, nested modeling, fixed effect modeling...), budget optimization and return on Investment calculation. It also offers its clients coaching sessions to help improve their marketing analytics process and project delivery.

1.3 Customers

Figure 3: Some of MASS Analytics' customers logo

2 Project Presentation

2.1 Context

2.2 Objectives

2.3 Problematic

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3 Life cycle

4 Methodology

The choice of the methodology is an important step in software development since it grants formalizing the preliminary steps when establishing a system in pursuance of the client's requirements. The ? scrum ? TDD, an approach that is part of the Agile movement, was used when carrying out this project.

5 Existing Presentation

MassTer Insight Desktop Application is an easy to use software that allows you to run simulation scenarios and allocate your budget optimally

across Regions, Products, Channels and Periods. It tells you how much budget to spend on every single media channel and in which period, given a complex modelling structure. It will helps you to benefit from your Marketing Mix Modelling projects [1].

6 Critics

Today all the company move to cloud, they are tend to by their softwares through cloud SaaS, for more reason : one of the most reason is the security, when you offer an excutable your software is threaten from the crack, an excutable requieres sometimes to take care of your resources needs, an important RAM, CPU, and more. Almost the Exutable save data locally which is a very bad way to stock data, it is possible to loose these data once the hard disk is defect by an external effect or even internal.

That's what we care about, our current solution Masster Insight desktop is threateen by the crack, may will be heavy on machine with smaller resources, wroks only on pc. it requires the process of installation wasted time.

7 Conclusion

This chapter was a presentation of the hosting company, its services, and clients. The problematic of the project was also highlighted, along with the proposed solution and the methodology followed while carrying out the project.

References

[1] Mass. Mass-analytics, mm yyyy. www.mass-analytics.com.