

# CUSTOMER ANALYTICS ROADMAP

REAL-TIME PROJECT

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PROPOSED BY  
KANTH

**bepec.**  
*Analytics*





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# BUSINESS OBJECTIVE

Our client is leading training provider in industry. Client don't have the proper analytical dashboards or proper KPIs defined for their customer analytics.

The client wanted to analyse their existing data sources and existing processes to identify below:

1. Discover various opportunities for Analytics & Advanced Analytics for multiple data types.
2. Identify quick wins to showcase early finance savings & to discuss with stakeholders.
3. Identify the optimal features and analytical roadmap for business growth.

UNCOVER THE PATTERNS, TO UNCOVER  
THE CUSTOMER CHALLENGES.

# CHALLENGES

1. Client don't have proper data sources pretty suitable for analytics
2. No proper reporting or KPIs for understanding the daily challenges of the customers.
3. No proper analytical goals from the clients. Most of the goals are out of the scope.

# BUSINESS IMPACT

- Interviewed 15 business stake holders across 5 states and 3 countries to understand the business priorities
- Identified and examined 20+ data sources across multiple regions to understand the current state, challenges, analytics requirements, gaps, and recommendations for analytics use cases
- Developed value vs complexity distribution of analytics use cases to arrive at prioritised use cases list with implementation timelines and activities & commentary
- Identified 5 Opportunity areas/use cases in Advanced Analytics, Marketing Analytics, Customer analytics, operation Analytics based on priority of stakeholder discuss.