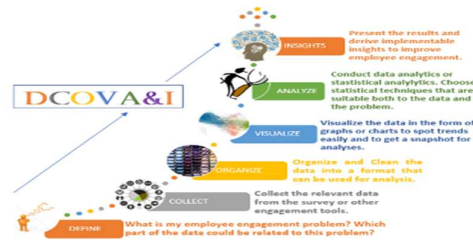




**Case Study 4** – How a manager used Analytics to get insights from the data to better interact with her customers.

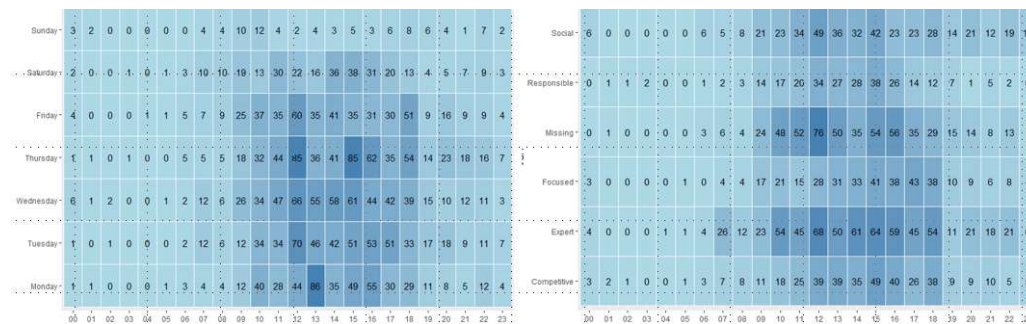
**Industry** – Product Company – into gamification of sales.

We follow DCOVA and I methodology to solve the problem. To Understand this methodology, check this whitepaper - <https://pexitics.com/download/dcova-i-whitepaper/?wpdmdl=2970>



**Business Problem** – The manager has data from google analytics. The data has information on the date and time its customers interacted with the productivity application. The application also sends messages to the customers. Based on the customers viewing habits, the manager wants to know the time the customers interact with the application so that the messages to her customers can also be scheduled accordingly.

The analytics team **explores** the data to **treat the data for missing values and outliers**. The team comes out with many visualizations which would help to get insights. The visualization is shown below -



This graph is the heat map and on x-axis we have the hour of the day and the y-axis represents the viewing frequency on the customers by day in the first graph and the second one by their personality grouping. Based on these insights by the analytics team, the manager updated the application to schedule the messages sent to the customers based on their viewing habits to improve the interaction.

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