

What you need is the speed of stats

Scaling up & keep customer happier every day
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Risk Manager, Home Credit
Worked at VNG & Sendo



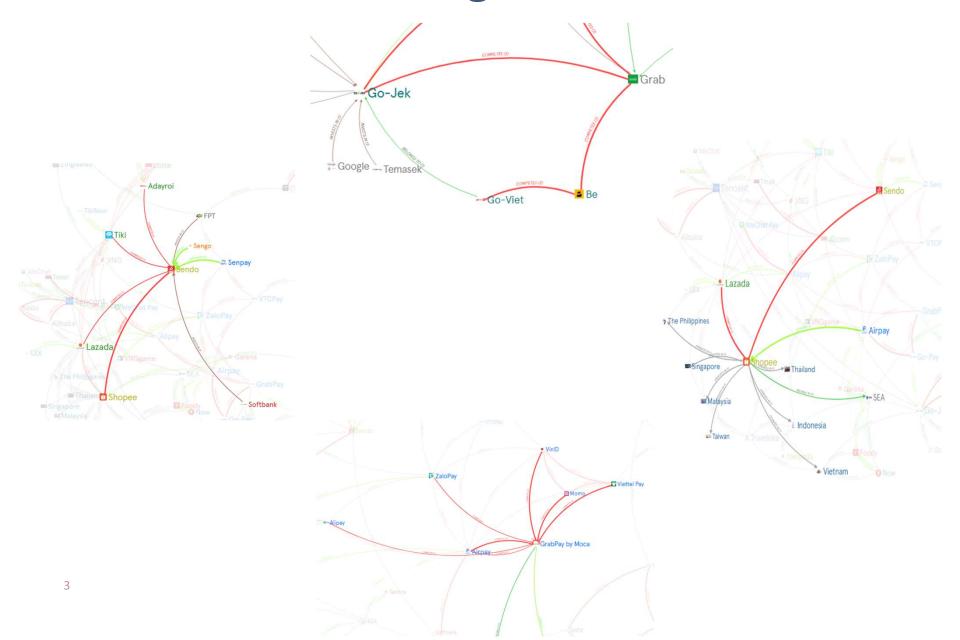
The digital landscape

The data engine

- 1. The speed of stats
- 2. The feedback loop
 - 3. The connection

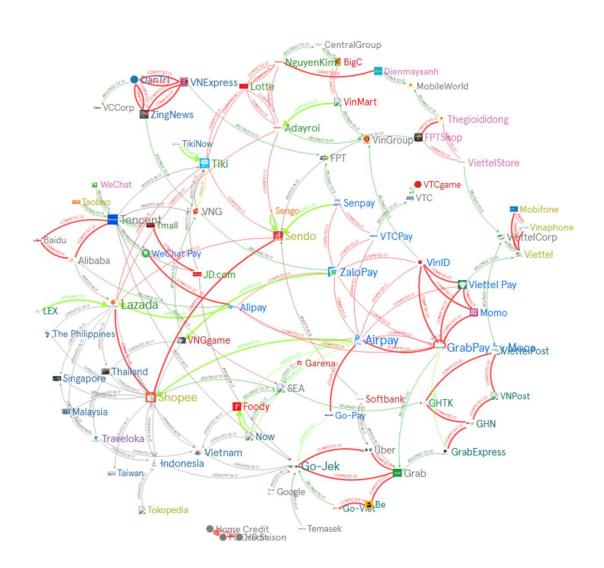
Clusters of digital businesses

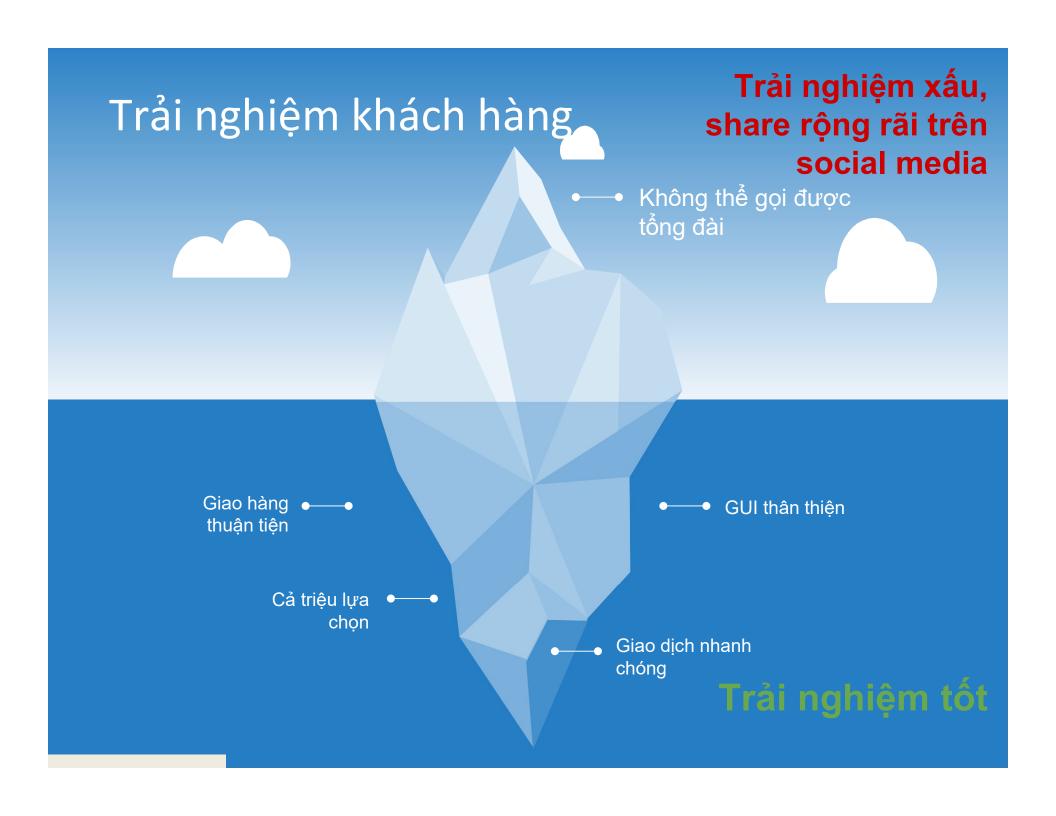






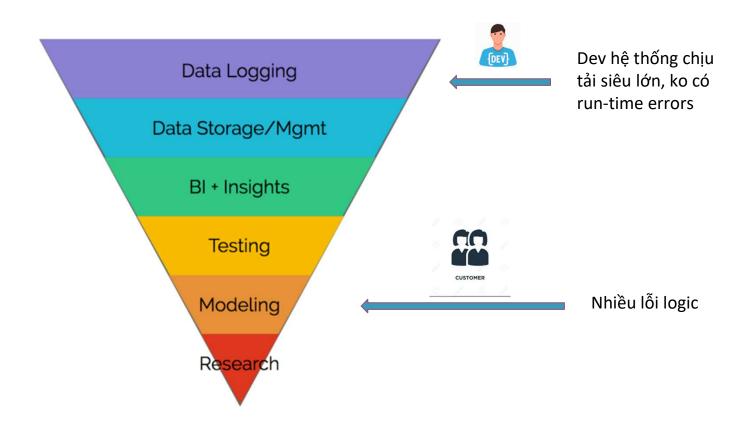
Viet Nam digital ecosystem, in brief







The data pyramid





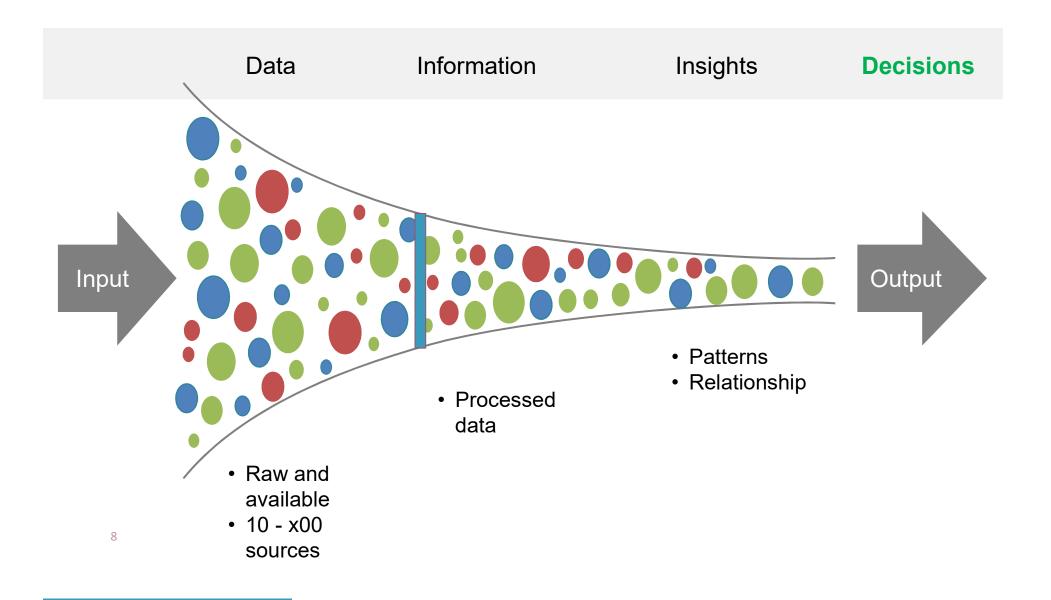
The data engine



Source: https://www.cfmaeroengines.com/engines/



Data flow in an organization





The data engine

The speed of stats

The feedback loop

3The connection



1. The speed of stats



Vấn đề thường gặp

Không thống kê kịp thời những sai sót

Không ưu tiên được những trường hợp phải giải quyết



Near Real-time statistics



Complains

Backlog

Fraud

Waste

Retention rate



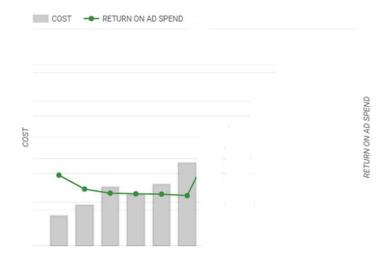


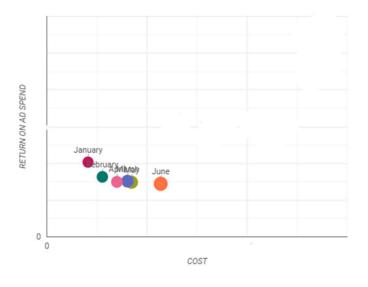
"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

- John Wanamaker,

father of modern advertising and a "pioneer in marketing."







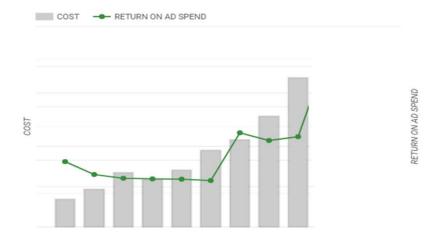
Tối ưu hóa với daily data

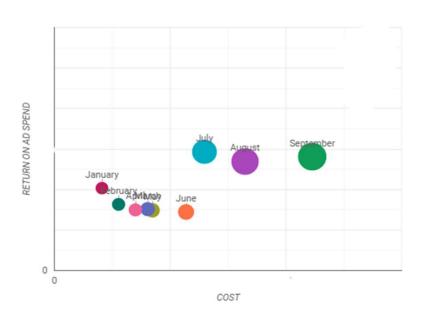
Khi tăng chi phí, tỉ suất sinh lời (ROAS) giảm



Tối ưu hóa với real-time stats & entire customer journey

Chi phí tăng 2x ROAS tăng 2x

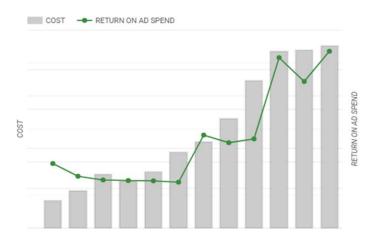


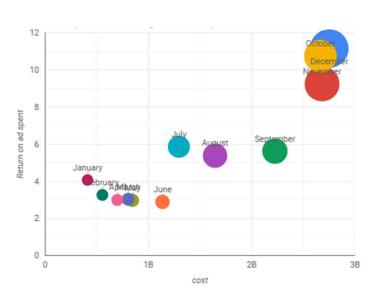




Tối ưu hóa với real-time stats & entire customer journey

Chi phí tăng 3.5x ROAS tăng 2.5x (+ branding)







Takeaways: Real-time customer journey



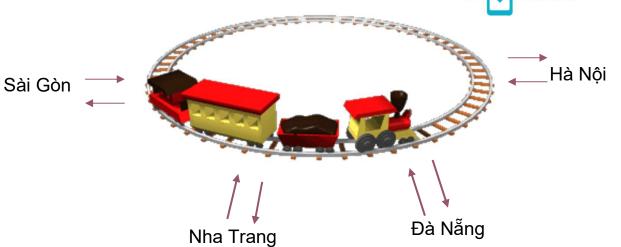


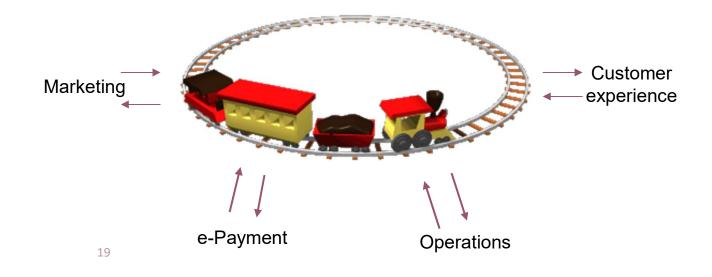
2. The feedback loop



Industry 1.0

Steam engine





Industry 4.0

Data engine



Takeaways

Tạo ra con đường 2-chiều cho data

Mọi nhân viên có thể cập nhật data một cách dễ dàng



3. The connection



Typical problems:

Any part of the process is failing?

Impact of the failure on other divisions?



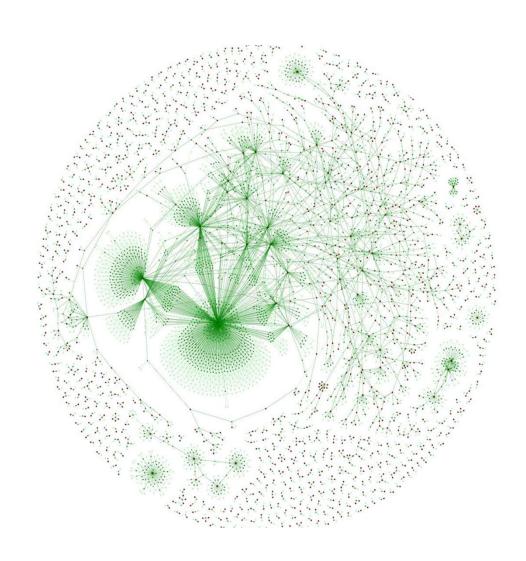
Circles of fraudsters

Speed matters

1 min vs 4 hours

Interesting patterns

Easily missed





Takeaways:

Connected subsystems within company

Visualize and quantify



The data engine

The speed of stats

The feedback loop

3The connection



Thank you!

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CEO: It's time we hire an analyst

(one day before bankruptcy)

#DataStoned