



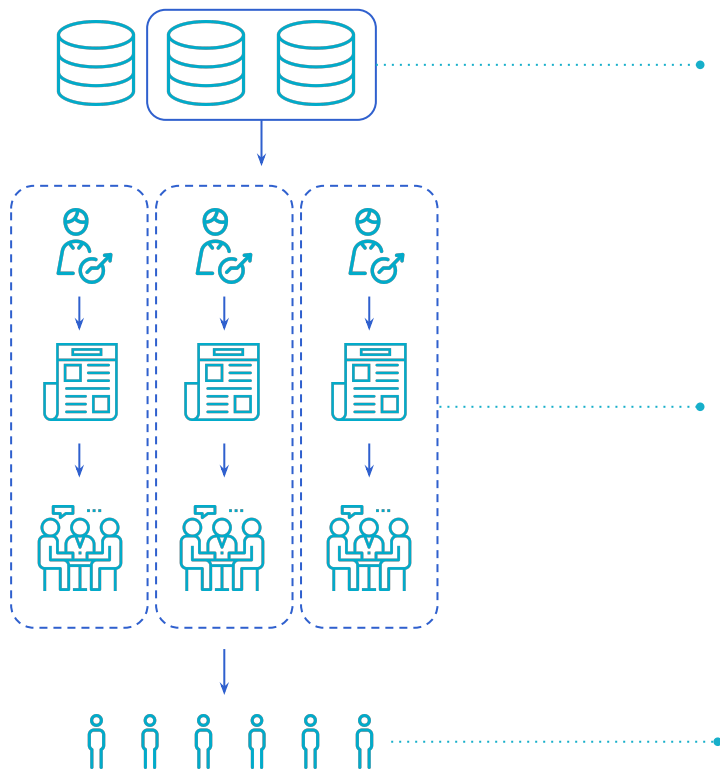
Data Visualization In Practice

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

Condition



Current state of data



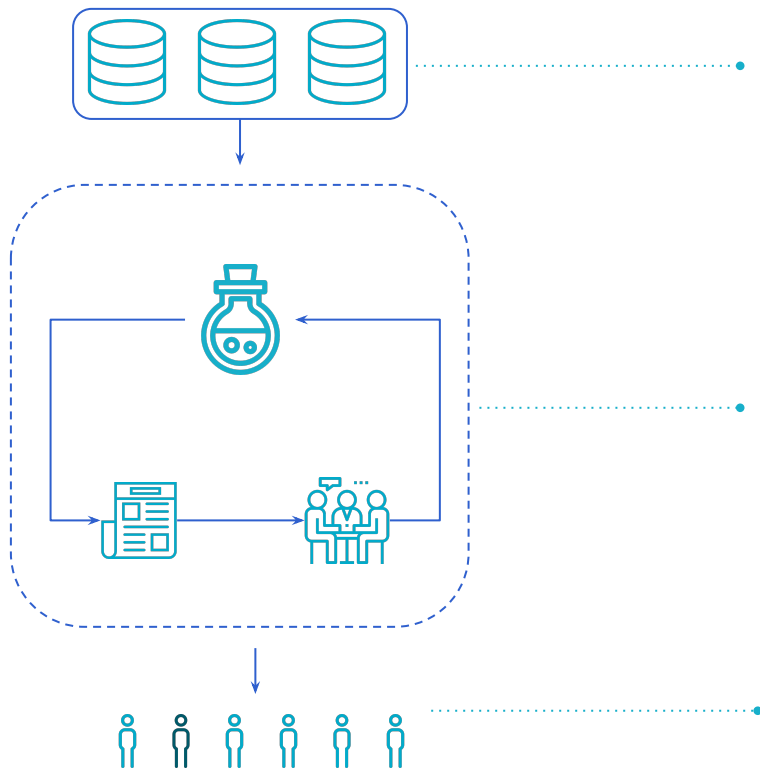
On a daily basis, companies are collecting massive amounts of data. These data are mostly being **kept in Silos** based on the technology being used.

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

Reactive action instead of proactive.



How to leverage it?



Bridging Data silos

To compare and query all your data sources

Solving business cases

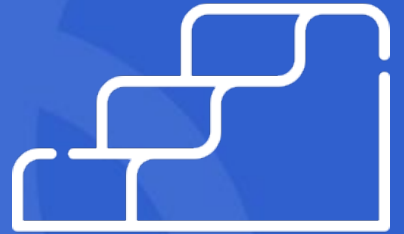
Using the power of AI & Machine Learning

Providing with actionable insights

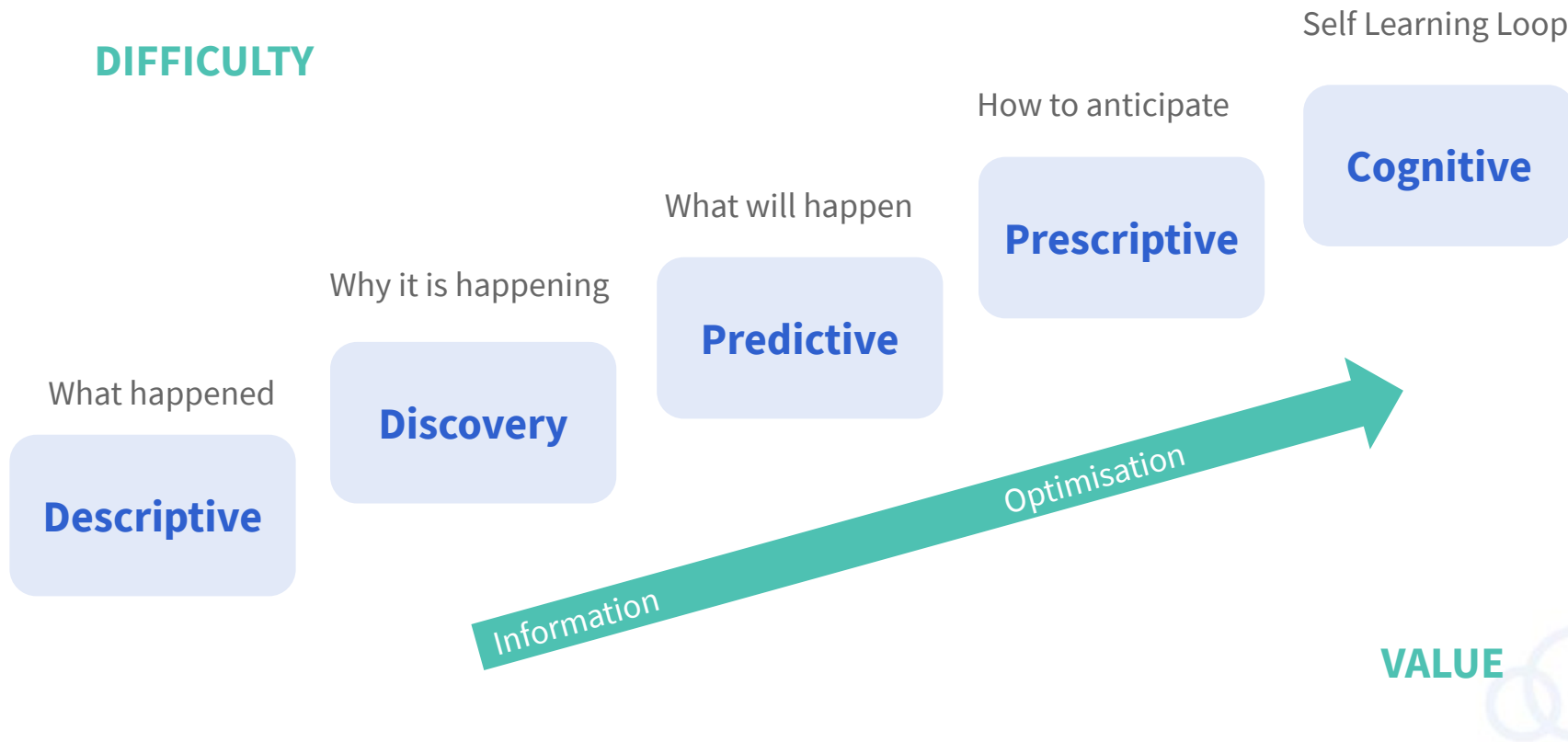
To increase performance & profitability



Steps on Data Science?



Datanest Data Science Stage



Level 1

Descriptive EDA

Describe relation

Describe composition

Describe distribution

Compare

Comparison

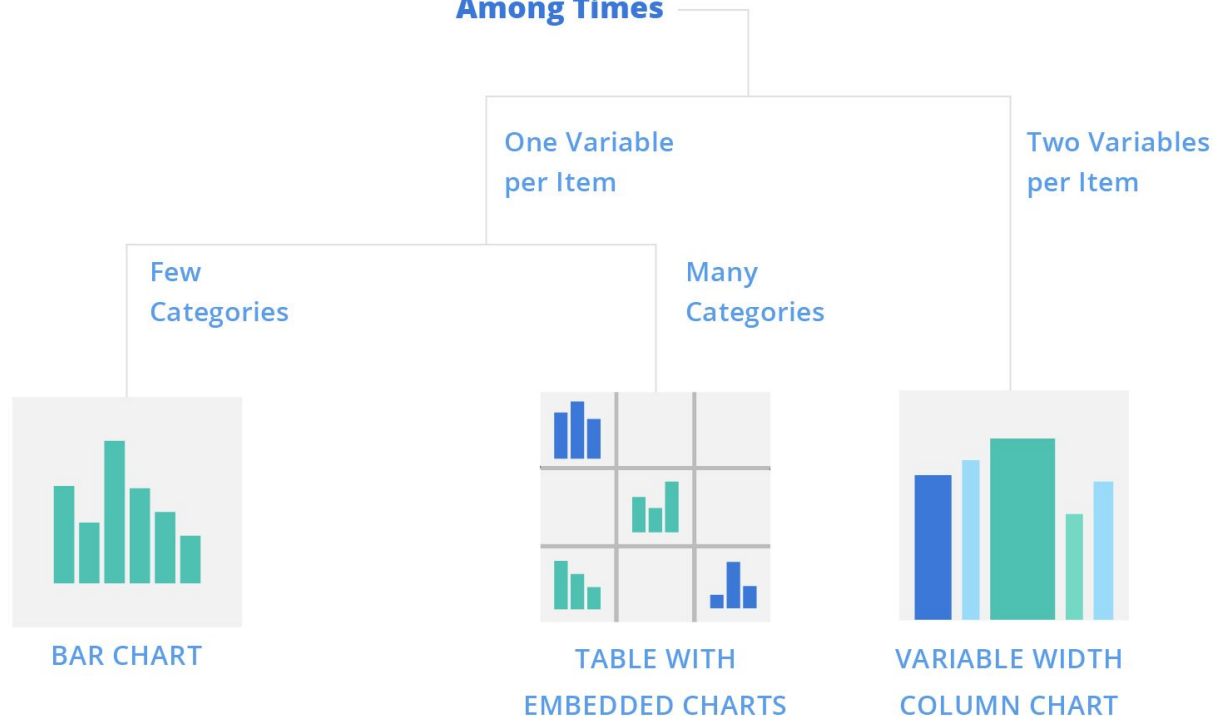
Composition

Distribution

Relationship

COMPARISON

Among Times



Comparison

Composition

Distribution

Relationship

COMPARISON Over Time

Non-Cyclical
Data



LINE CHART

Single or Few
Categories



BAR CHART
VERTICAL

Many
Categories



LINE CHART

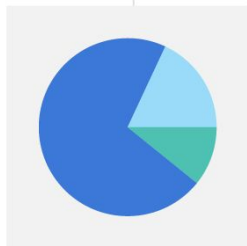
Comparison
Composition

Distribution
Relationship

COMPOSITION

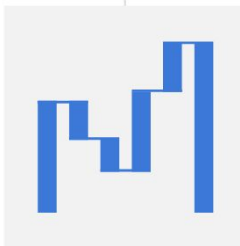
Static

Simple
Share of
Total



PIE CHART

Accumulation or
Substraction
to Total



WATERFALL CHART

Components
of Components



STACKED 100%
BAR CHART WITH
SUBCOMPONENTS

Accumulation to
total and absolute
difference matters



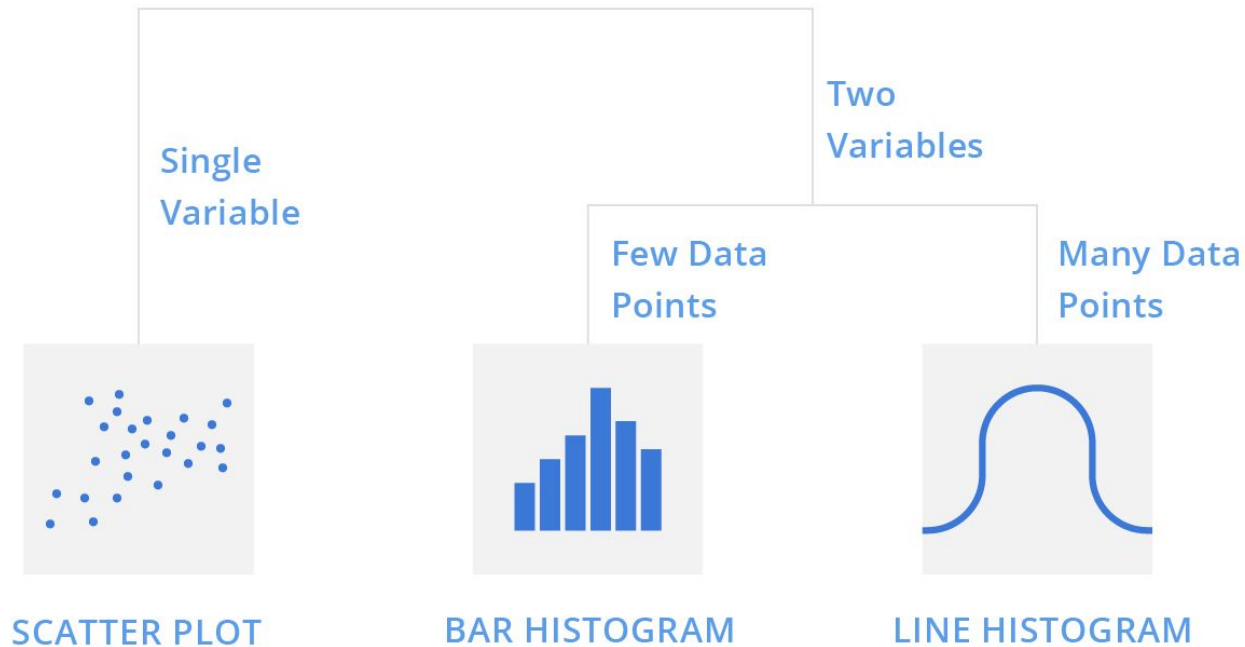
TREE MAP

COMPOSITION

Changing Over Time

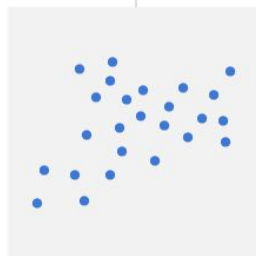


DISTRIBUTION



RELATIONSHIP

Two
Variables



SCATTER PLOT

Three or More
Variables



SCATTER PLOT WITH
BUBBLE SIZE

Level 2

Discovery

Why Customers Leave Us ?

Why Our Strategy Doesn't Work ?

Why Our Profit Decrease ?

Level 2

Why Our Customer Leaves Us?

How to reduce my churn rate?

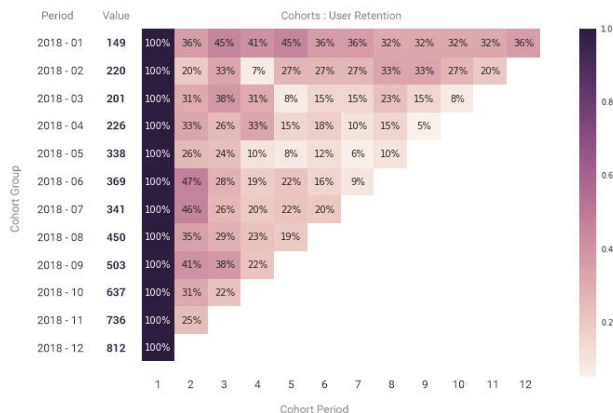
“Why Customers Leave Us ?”

1

We accidentally change the approach

2

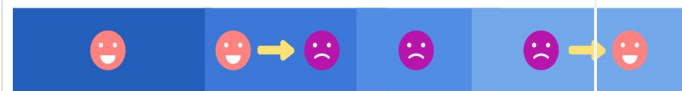
Satisfaction level is changing



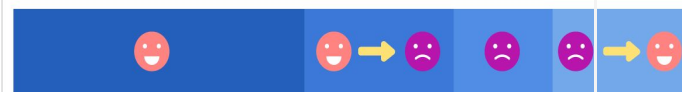
Jan - Feb



Feb - Mar



Mar - Apr



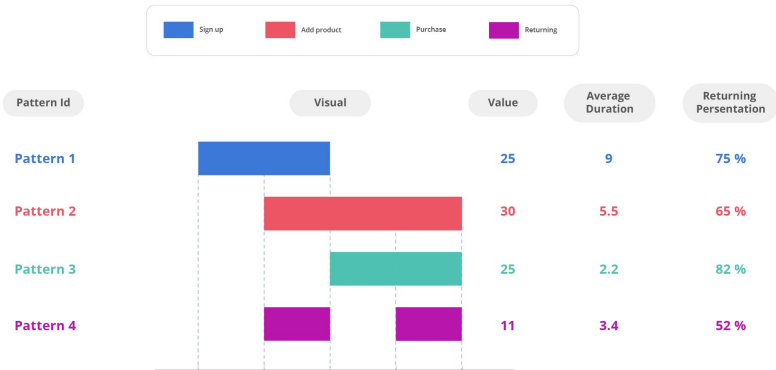
This is just sample, currently we have 9 hypothesis for “Why Customer Leave us?”

How to reduce my churn rate?

“Why Customers Leave Us ?”

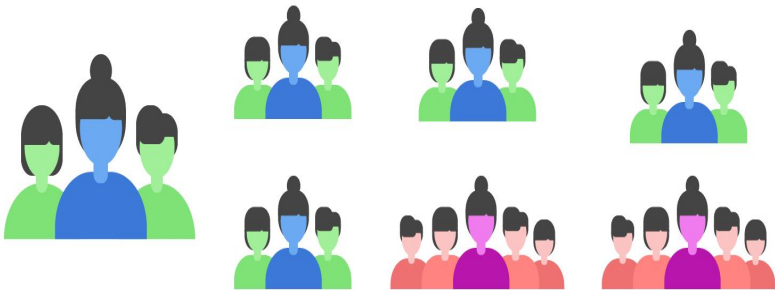
3

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?”



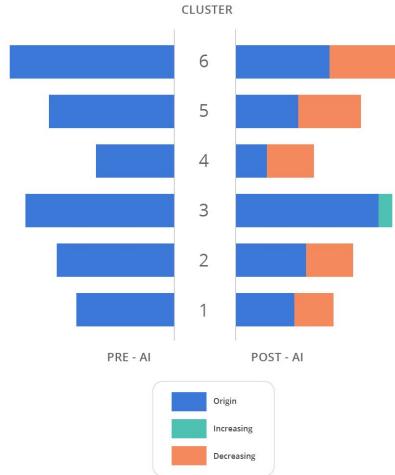
Level 2

Why Our Strategy Doesn't Work?

How to optimize my strategy ?

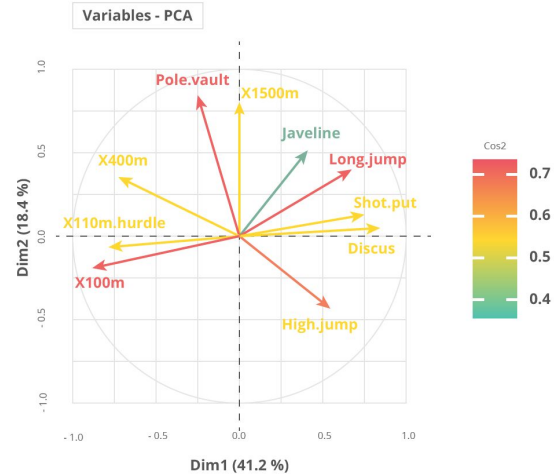
1

Some drop off to



2

Non efficient measurement



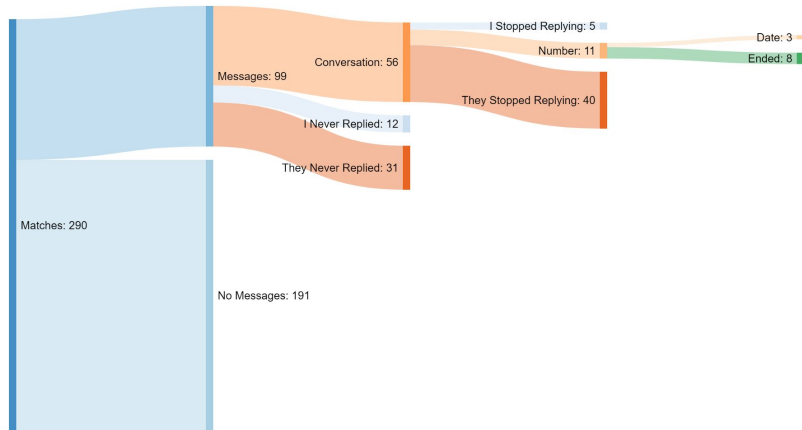
This is just sample, currently we have 7 hypothesis for “Why Our Strategy Doesn’t Work?”

How to optimize my strategy ?

“Why Our Strategy Doesn’t Work ?”

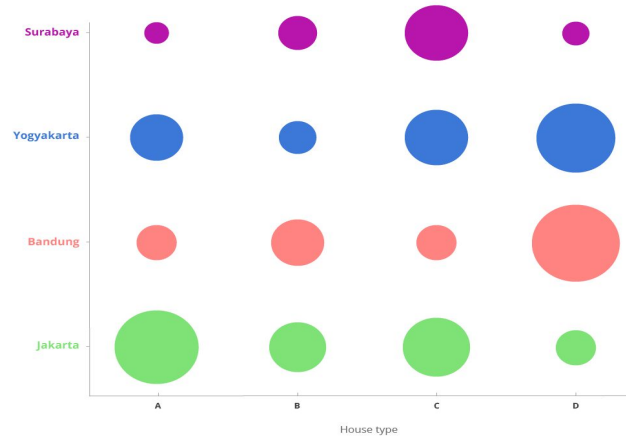
3

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?”

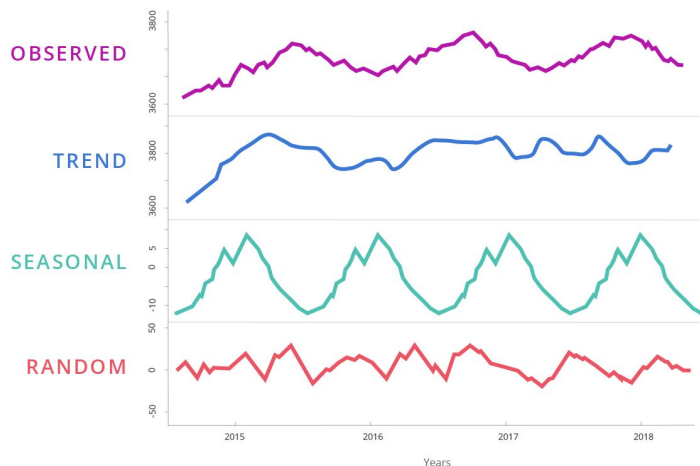
Level 2

Why our profit Decreases?

How to optimize my profit ?

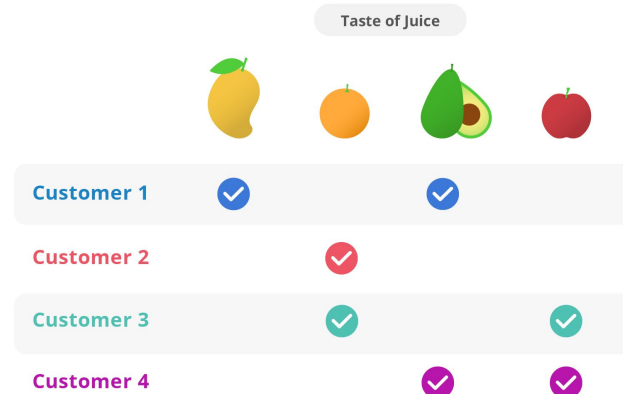
“Why Our Profit Decrease ?”

1 Command Trends



2

Move to less profitable item

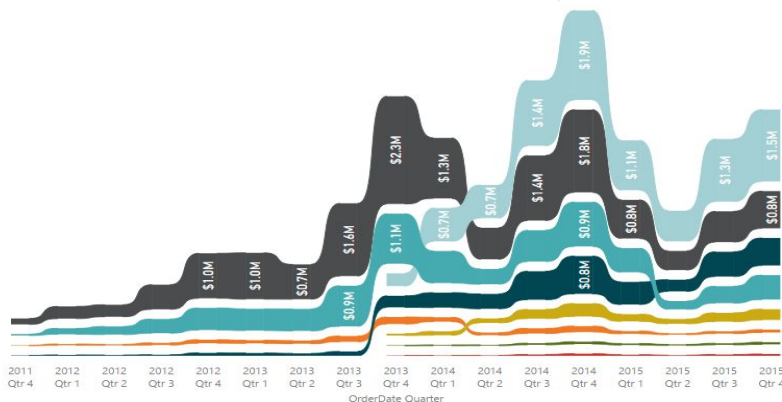


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This is just sample, currently we have 9 hypothesis for “Why Our Profit Decrease”

How to optimize my profit ?

3

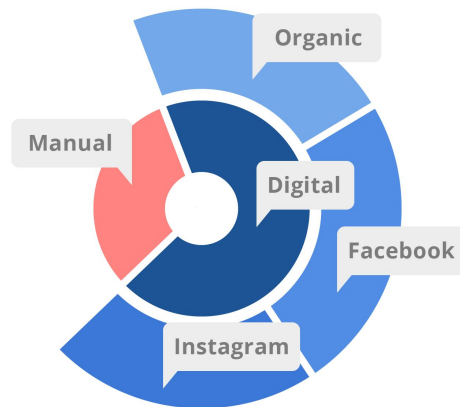
We can't catch customer movement



“Why Our Profit Decrease ?”

4

Come from expensive Channel

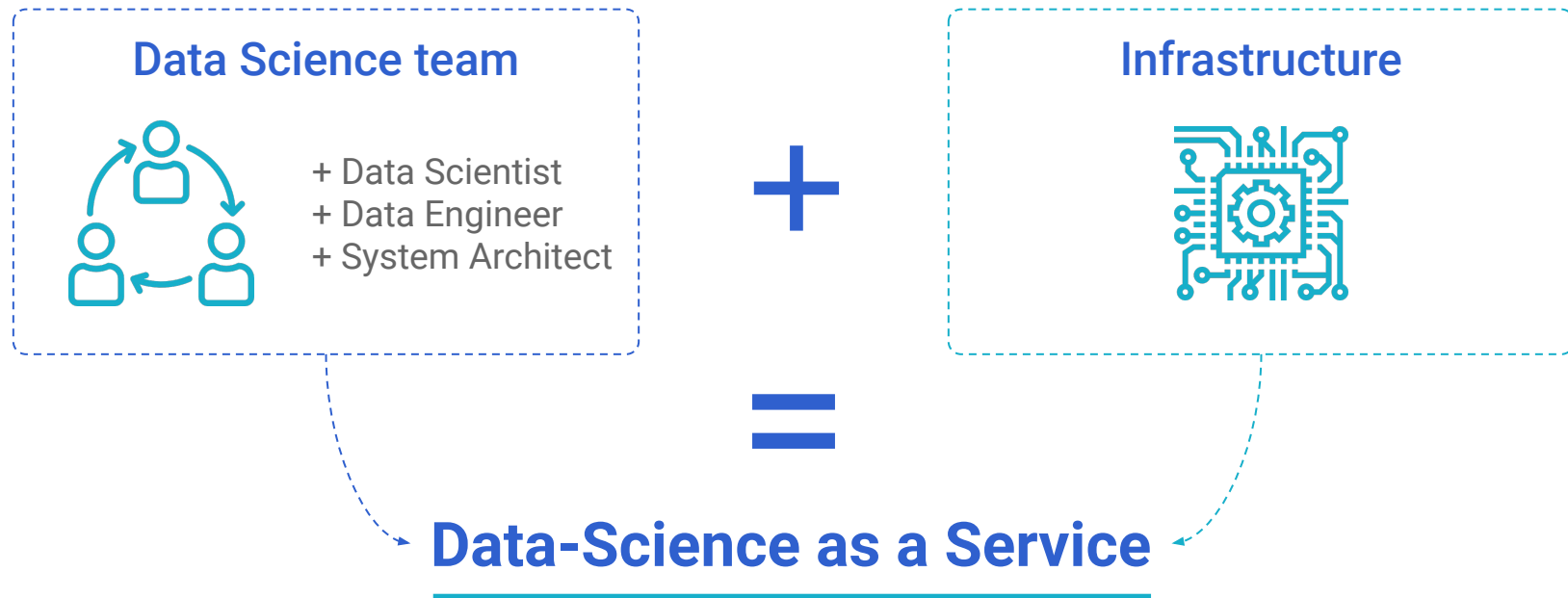


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This is just sample, currently we have 9 hypothesis for “Why Our Profit Decrease”

Product



Introducing DataNest



Datanest Solutions





Contact us at
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