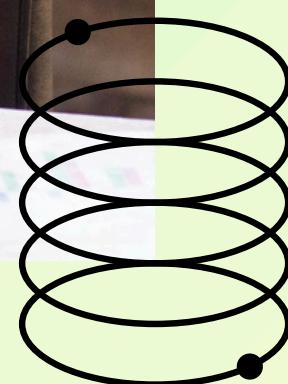
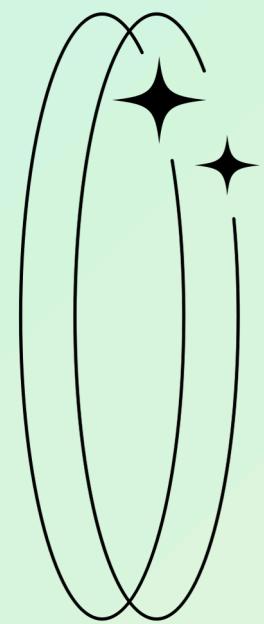


# BEYOND A/B TESTING ADVANCED DATA ANALYSIS TECHNIQUES FOR COMPETITIVE ADVANTAGE

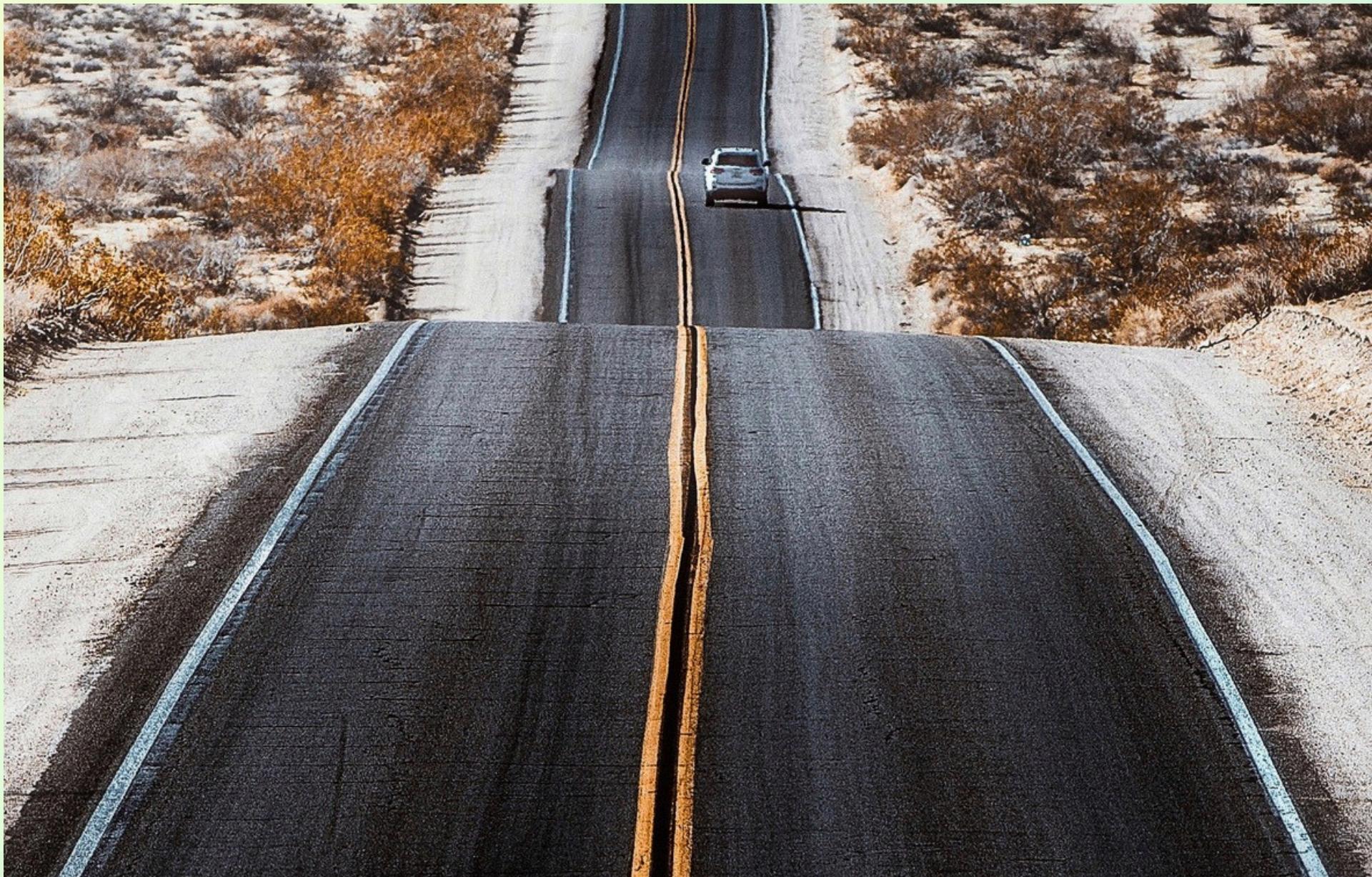
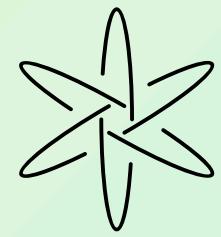


HERE ARE 5 TIPS TO HELP YOU ENHANCE  
YOUR BRAND

• • •

1

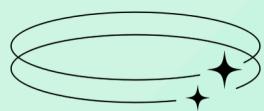
# SEGMENTATION & COHORT ANALYSIS: UNVEILING HIDDEN PATTERNS



A/B TESTING OFTEN FOCUSES ON BROAD USER GROUPS. SEGMENTATION AND COHORT ANALYSIS ALLOW YOU TO DRILL DOWN AND ANALYZE SPECIFIC CUSTOMER SEGMENTS OR GROUPS BASED ON SHARED CHARACTERISTICS, BEHAVIORS, OR ACQUISITION CHANNELS. IMAGINE UNCOVERING A SPECIFIC CUSTOMER SEGMENT THAT RESPONDS PARTICULARLY WELL TO A CERTAIN MARKETING MESSAGE. THIS GRANULAR UNDERSTANDING ALLOWS YOU TO PERSONALIZE YOUR APPROACH AND MAXIMIZE ITS IMPACT.

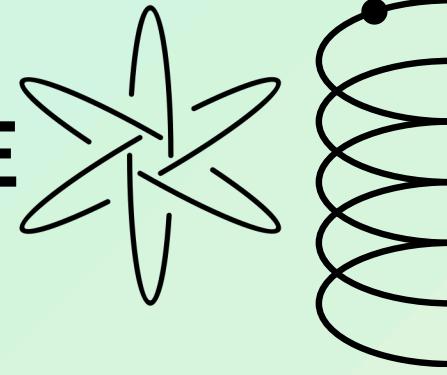


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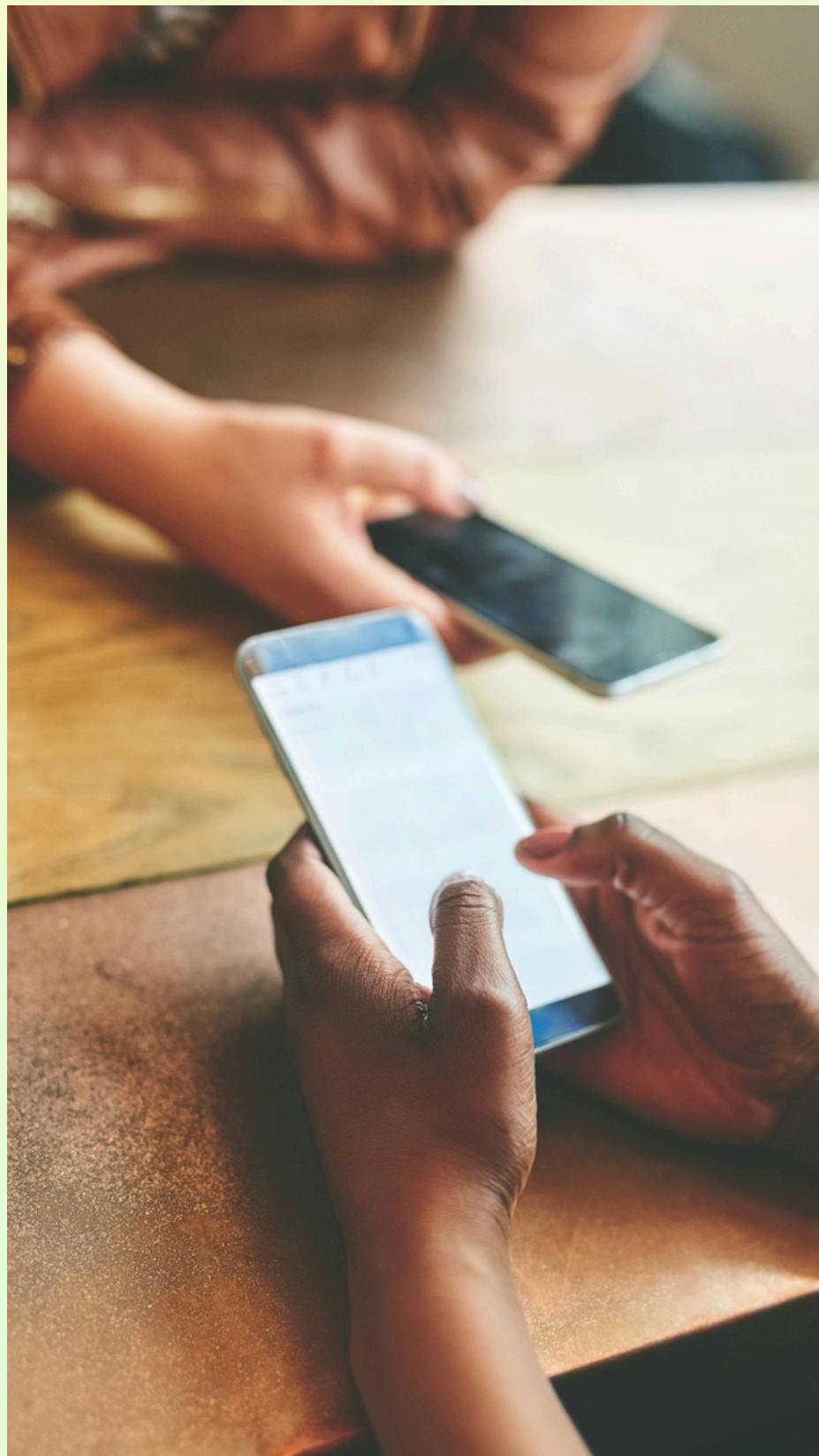
## 2

# CUSTOMER JOURNEY MAPPING: VISUALIZING THE PATH TO CONVERSION



CUSTOMER JOURNEY MAPPING IS THE PROCESS OF VISUALIZING THE CUSTOMER'S ENTIRE EXPERIENCE WITH YOUR BRAND, FROM INITIAL AWARENESS TO POST-PURCHASE INTERACTIONS. IMAGINE MAPPING ALL THE TOUCHPOINTS A CUSTOMER ENCOUNTERS, INCLUDING YOUR WEBSITE, SOCIAL MEDIA PRESENCE, AND CUSTOMER SERVICE INTERACTIONS. THIS HOLISTIC VIEW ALLOWS YOU TO IDENTIFY AREAS FOR IMPROVEMENT AND OPTIMIZE EVERY STEP OF THE CUSTOMER JOURNEY.

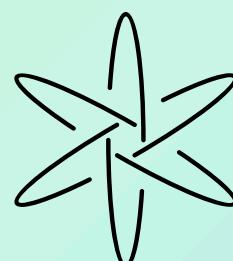


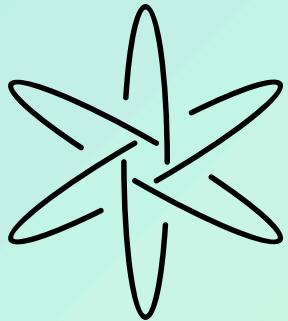
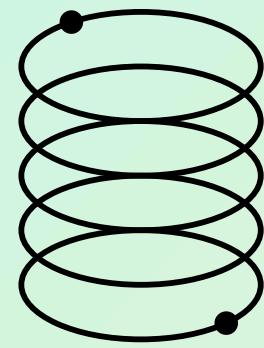


3

## CHURN ANALYSIS: RETAINING YOUR MOST VALUABLE CUSTOMERS

CUSTOMER CHURN IS THE RATE AT WHICH CUSTOMERS STOP USING YOUR PRODUCT OR SERVICE. CHURN ANALYSIS HELPS YOU UNDERSTAND WHY CUSTOMERS LEAVE AND IDENTIFY AT-RISK SEGMENTS. IMAGINE PINPOINTING SPECIFIC CUSTOMER PROFILES THAT ARE MOST LIKELY TO CHURN AND PROACTIVELY IMPLEMENTING RETENTION STRATEGIES. CHURN ANALYSIS ALLOWS YOU TO PLUG THE LEAKS AND RETAIN YOUR MOST VALUABLE CUSTOMERS.





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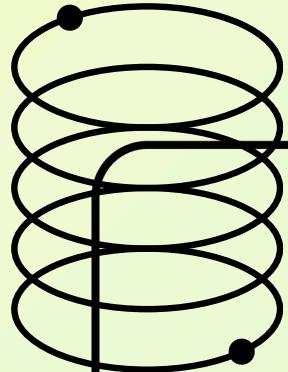
## NETWORK ANALYSIS: UNCOVERING HIDDEN CONNECTIONS



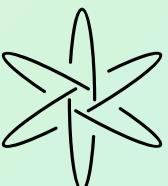
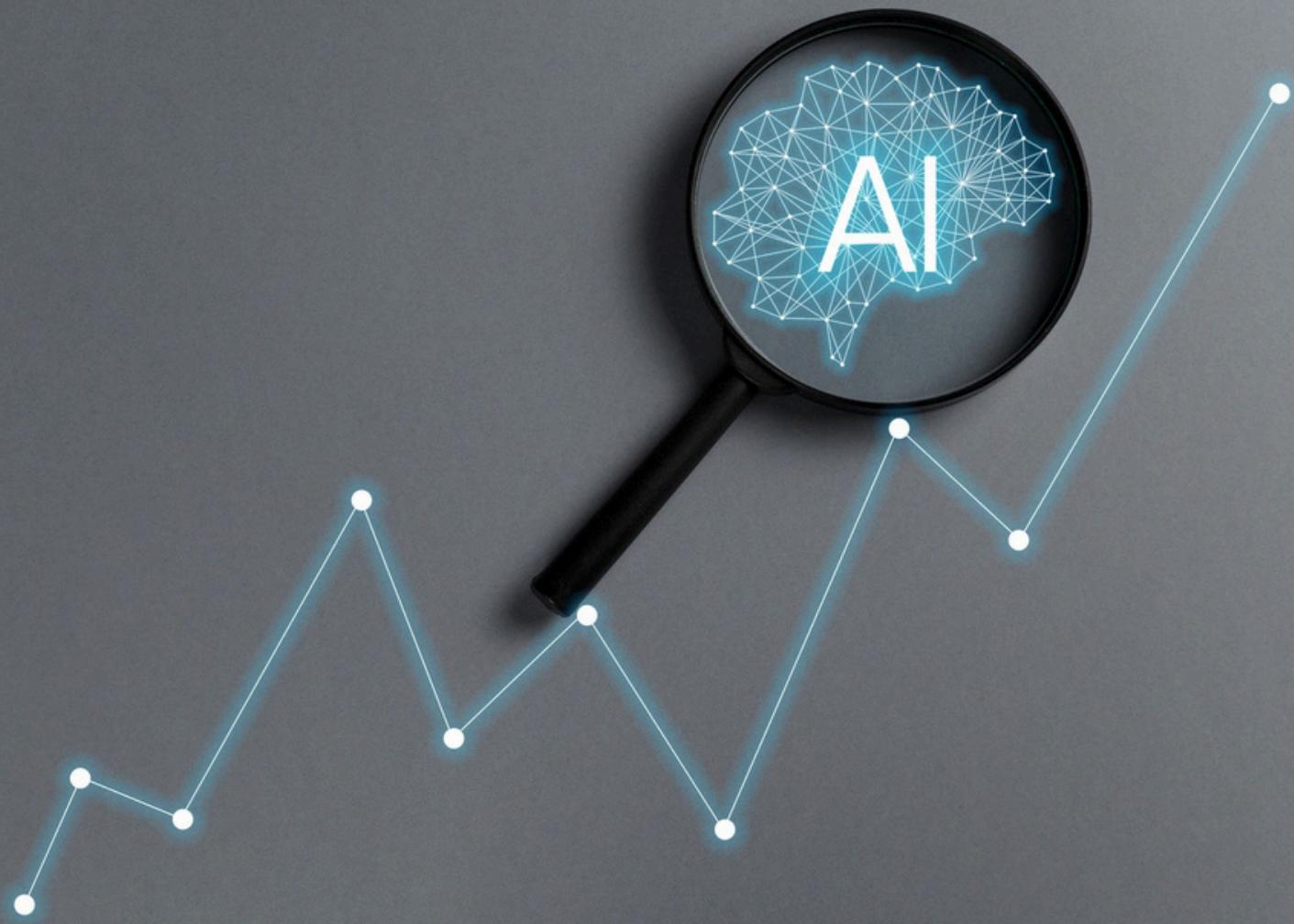
NETWORK ANALYSIS ALLOWS YOU TO MAP OUT THE RELATIONSHIPS BETWEEN DIFFERENT DATA POINTS. IMAGINE ANALYZING CUSTOMER PURCHASE DATA TO UNCOVER HIDDEN CONNECTIONS BETWEEN PRODUCTS FREQUENTLY BOUGHT TOGETHER. THIS CAN INFORM PRODUCT BUNDLING STRATEGIES OR CROSS-PROMOTION CAMPAIGNS. BEYOND CUSTOMER BEHAVIOR, NETWORK ANALYSIS CAN ALSO BE USED TO UNDERSTAND COMPETITOR ACTIVITY AND MARKET DYNAMICS.

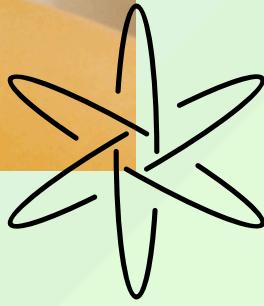
# MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE: PREDICTING THE FUTURE

5



MACHINE LEARNING AND AI ARE RAPIDLY EVOLVING AND OFFER POWERFUL CAPABILITIES FOR DATA ANALYSIS. IMAGINE USING ALGORITHMS TO PREDICT CUSTOMER LIFETIME VALUE, IDENTIFY UPSELL OPPORTUNITIES, OR EVEN AUTOMATE PERSONALIZED MARKETING CAMPAIGNS. WHILE THESE TECHNIQUES REQUIRE EXPERTISE AND DATA INFRASTRUCTURE, THE POTENTIAL BENEFITS FOR CUSTOMER UNDERSTANDING AND COMPETITIVE ADVANTAGE ARE SUBSTANTIAL.

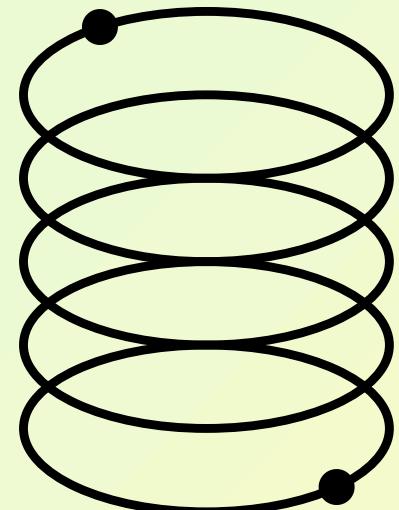




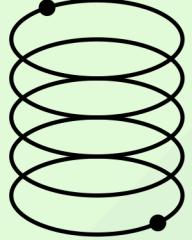
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# THE FUTURE OF DATA ANALYSIS

REMEMBER, DATA IS A POWERFUL ASSET, BUT ONLY WHEN YOU UNLOCK ITS TRUE POTENTIAL. BY EMBRACING ADVANCED DATA ANALYSIS TECHNIQUES, YOU CAN MOVE BEYOND BASIC A/B TESTING AND GAIN A DEEPER UNDERSTANDING OF YOUR CUSTOMERS AND MARKET. THIS COMPREHENSIVE VIEW WILL EMPOWER YOU TO MAKE SMARTER DECISIONS, OPTIMIZE YOUR MARKETING EFFORTS, AND GAIN A SIGNIFICANT COMPETITIVE ADVANTAGE.



**DON'T**



**FORGET TO**

**FOLLOW**

