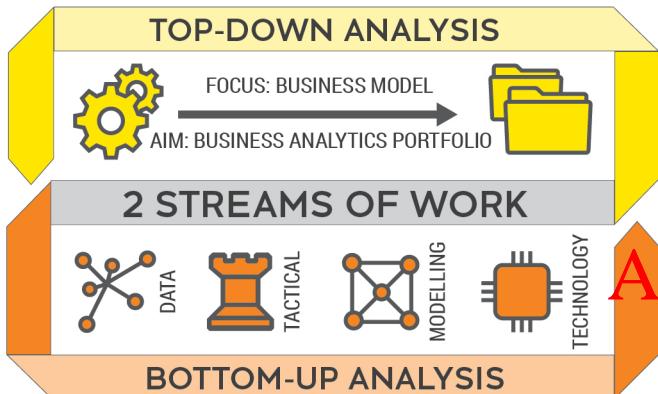


PROBLEM
SITUATION
STRUCTURING

BUSINESS
MODEL
MAPPING

BUSINESS
ANALYTICS
LEVERAGE

BUSINESS ANALYTICS METHODOLOGY



CAPABILITY ASSESSMENT

CONSIDERS A RANGE OF
FACTORS IN SIX KEY AREAS

DATA

ORGANISATION

TECH

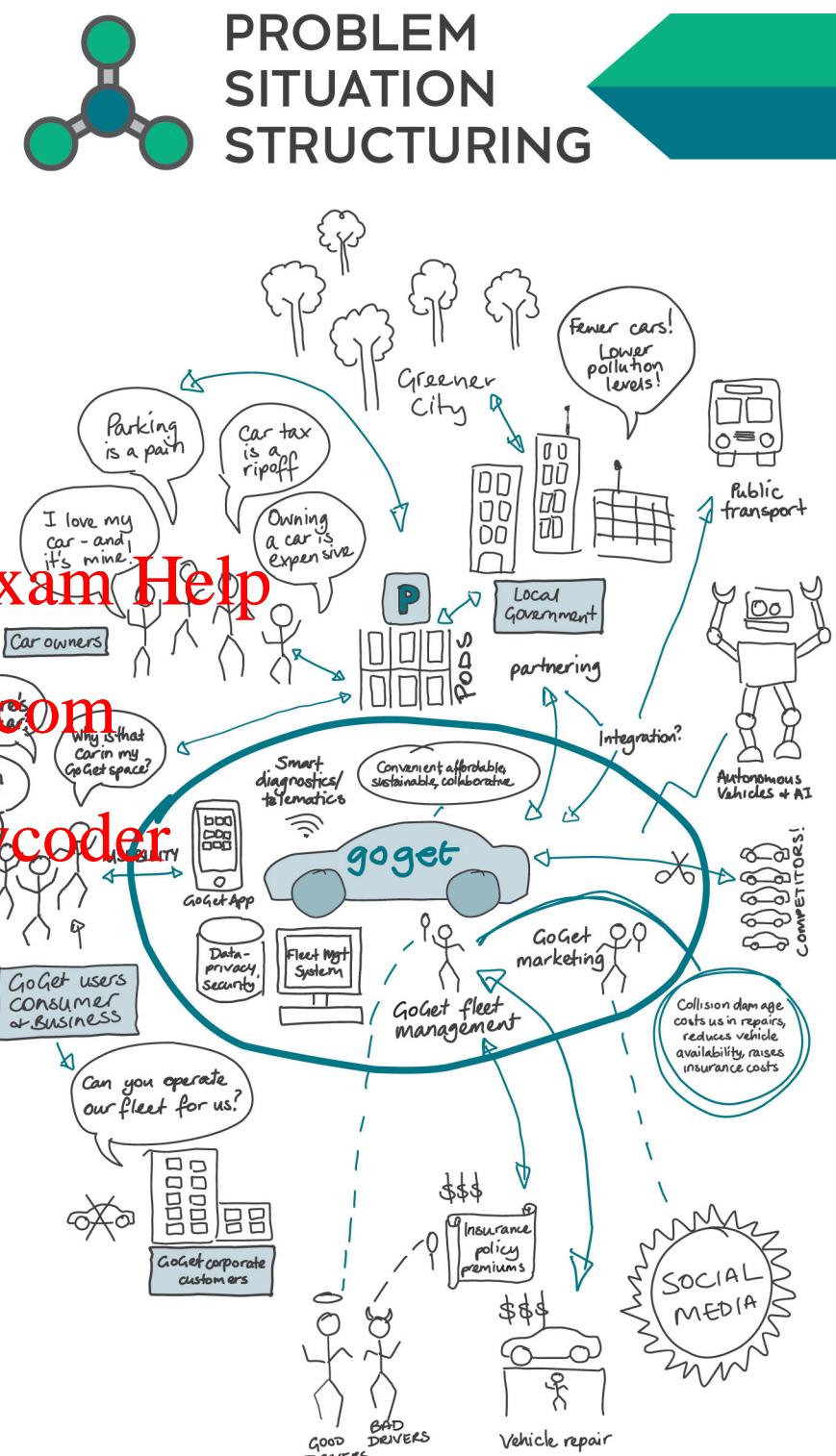
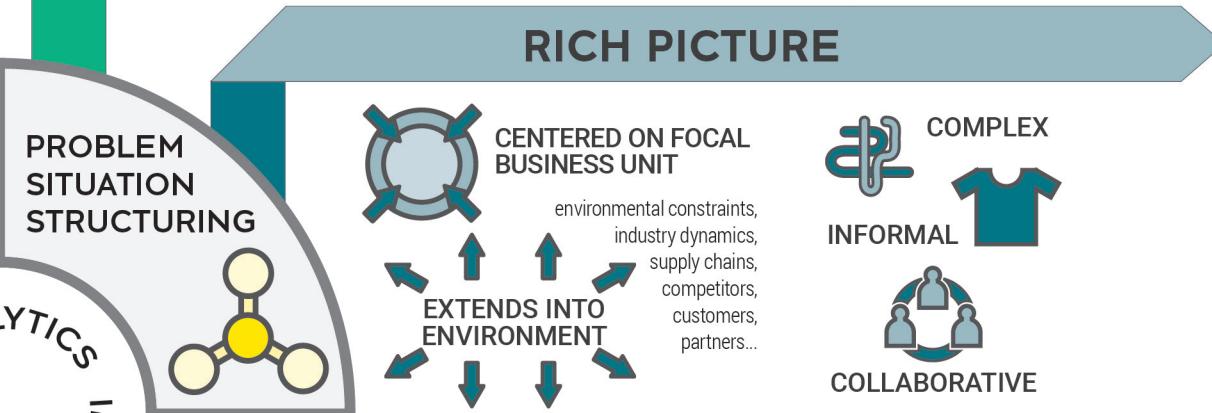
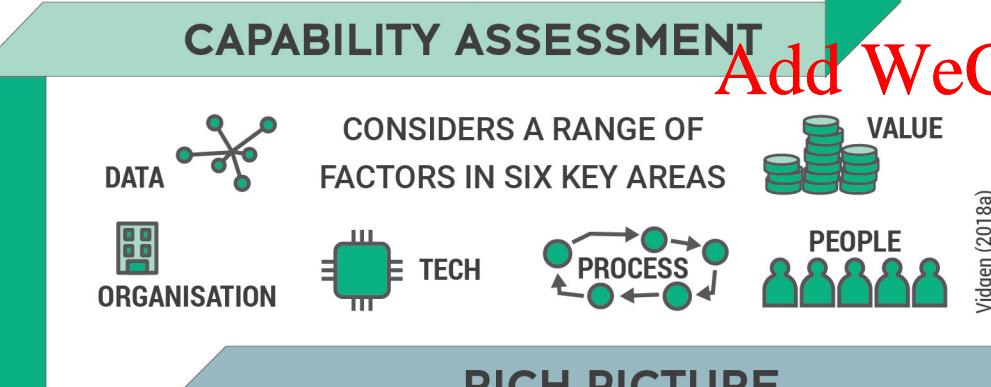
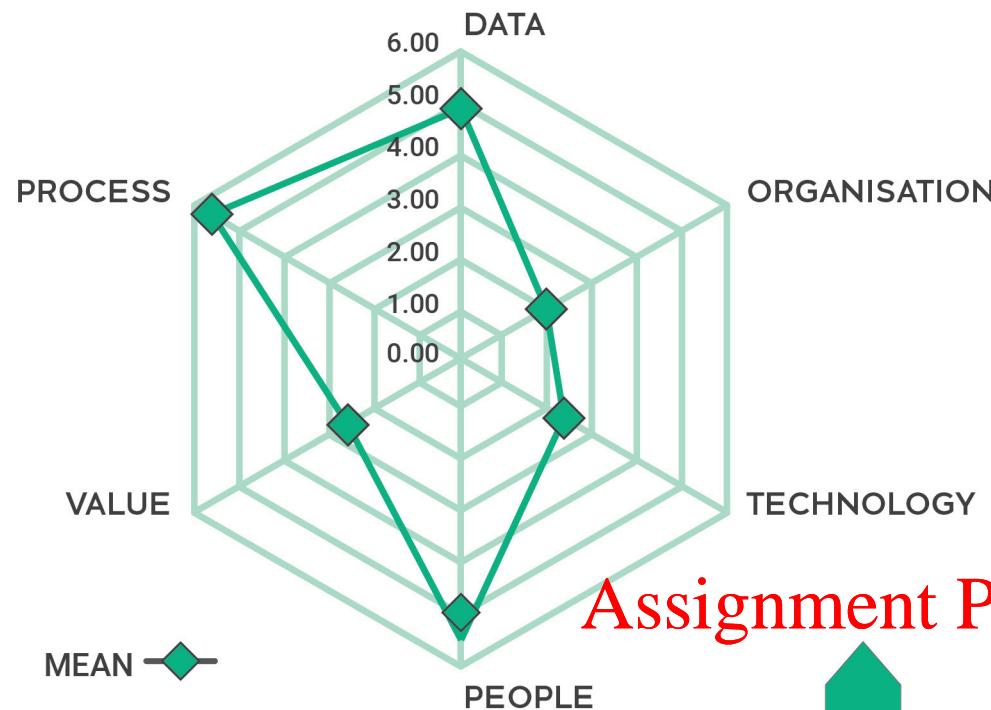
PROCESS

VALUE

PEOPLE

Vidgen (2018a)

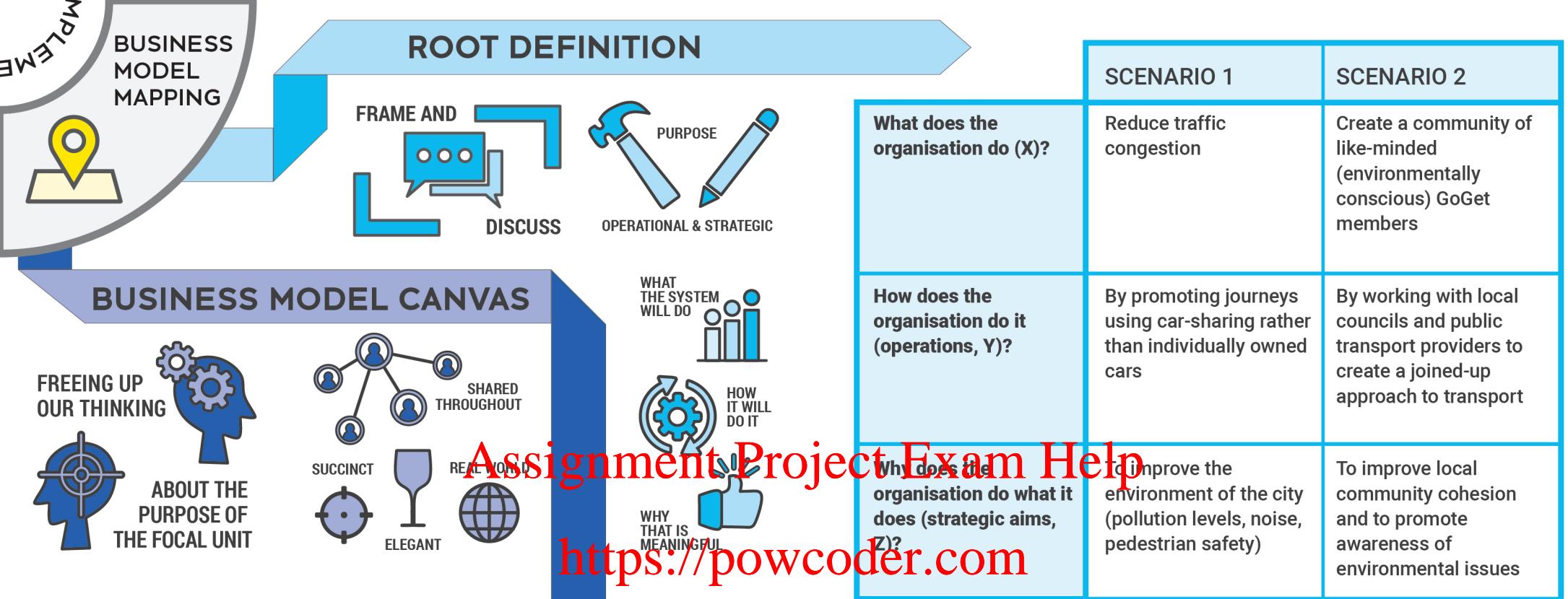
COMPLEX
INFORMAL
COLLABORATIVE



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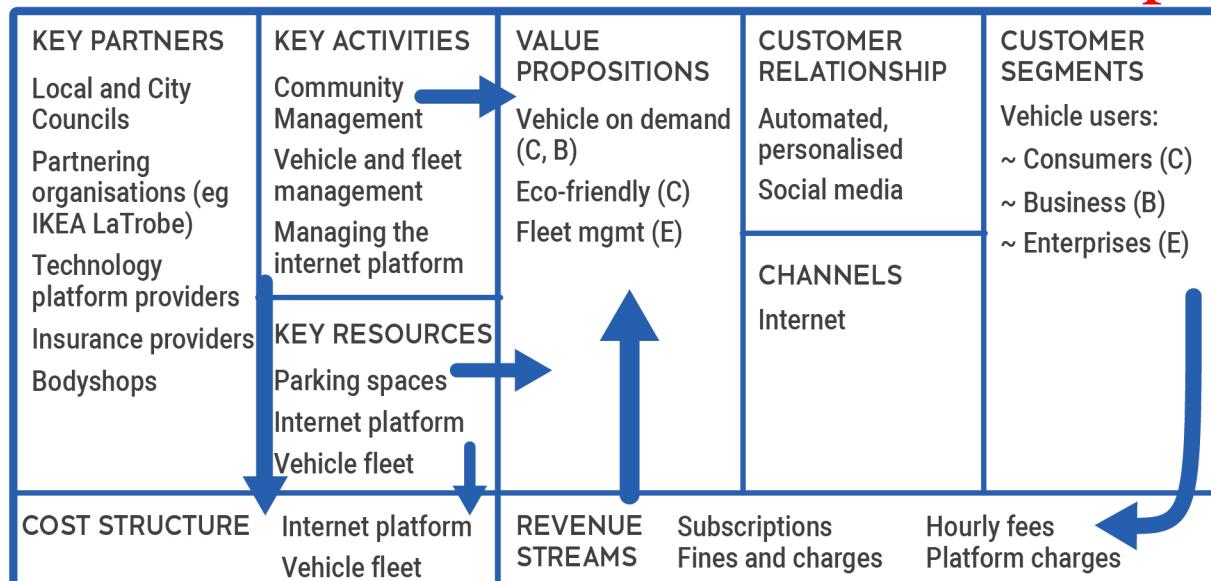
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**BUSINESS
MODEL
MAPPING**

Canvas element	Business questions/issues	Potential applications of analytics
Customer segments	What sub-types of customer do we have? What motivates customers to use GoGet? To stop using GoGet? How can we increase GoGet usage by existing customers?	Customer segmentation models Behavioural models of individual customers Customer churn prediction
Value propositions	Are customer mobility needs being met? Is the environment being improved?	Environmental impact modelling Customer satisfaction modelling
Revenue streams	Which pricing strategies work best?	Pricing models, including experimentation (e.g. dynamic pricing)
Channels	Which channels (combination of channels) are best for communicating with customers?	Modelling and assessment of different channels and communication methods, e.g., browser-based, app-based, call centre, social media, print media, above the line advertising
Customer relationships	How can service interaction be personalised?	Experimentation and modeling of relationship building, e.g., use of social media platforms Customer lifetime value modelling

BUSINESS ANALYTICS LEVERAGE

