



Developing Innovative Solutions with Location Intelligence & Data Enrichment

Center for Applied AI and Business Analytics

TEAM - 7

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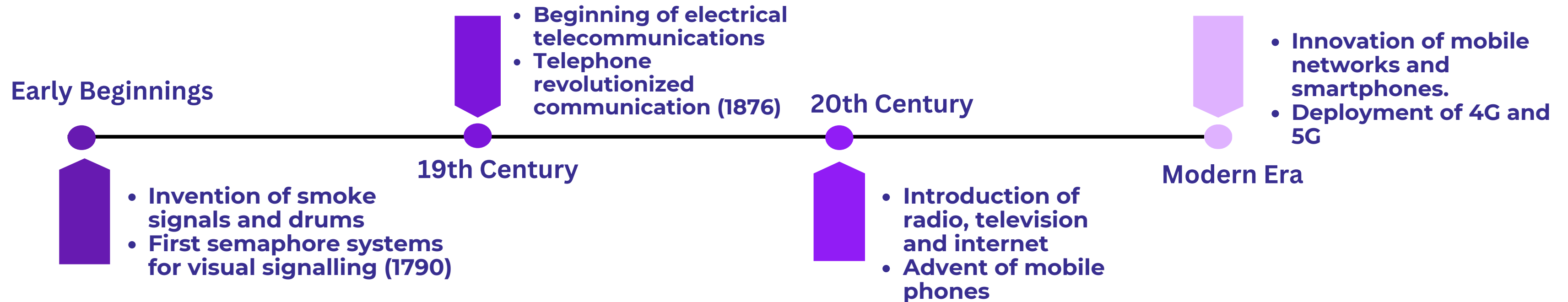
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INTRODUCTION

- Precisely is a global leader in data integrity, offering solutions for location intelligence, data governance, enrichment, and geo-addressing.
- Mission: To help businesses make confident decisions with accurate, reliable data.
- Serving industries like telecom, insurance, retail, and logistics.
- Precisely operates in over 100 countries, performing millions of address verifications daily and integrating 400+ data sources for enrichment.

INDUSTRY OVERVIEW

HISTORY



MARKET SIZE



MARKET TRENDS

50%

5G Deployment

- Faster speed, lower latency
- Enhances mobile broadband services

25%

IoT

- Network of interconnected device
- Better management of network resources

42%

AI/ML

- Network optimization
- Efficient operations

34%

Cloud computing

- Offer flexible and scalable services
- Improves response times

COMPETITORS



Talend: Strong focus on big data and cloud integration.
Founded: 2005, in Suresnes, France
Market Size: \$300 million.



Collibra: Metadata management and data lineage tracking.
Founded: 2008, in Brussels, Belgium
Market Size: 5 billion



Ataccama: AI - powered data profiling and cleansing.
Founded: 2007, in Prague, Czech Republic
Market Size: Ataccama is a smaller but rapidly growing



BUSINESS CHALLENGES FACED

- **Data Trust and Integrity:** Precisely addresses the issue of companies not trusting their data due to inaccuracy and inconsistency, leading to poor decisions. This impacts AI performance, fraud detection, and personalization.
- **Location Data Precision:** Accurate location data is critical for businesses like Telcos that rely on location intelligence to optimize their operations. Precisely must ensure that its location intelligence tools provide hyper-accurate data to improve operational efficiency and decision-making.

PROJECT PLAN

CHALLENGE DEFINITIONS AND RESEARCH

- Define business challenges
- Collaboration with tools
- Challenges faced and overcome
- Strategies



DATA PROCESSING AND ANALYSIS

- Data cleaning
- Enhance data visualizations
- Use advanced analytics tools
- Integrate tools for efficiency



OPTIMIZATION IMPLEMENTATION AND RESULTS

- Implement iterative analysis
- Real-time feedback and testing

SUBSCRIBER INSIGHTS: KEY STRATEGIES FOR BUSINESS GROWTH

STRATEGIES

Strategy 1: Customer Understanding

Action: Analyze customer data (preferences, habits, demographics).

Outcome: Personalize offerings and increase retention.

Strategy 2: Target High-Value Customers

Action:
Identify profitable customers through demographic and location-based insights.

Outcome:
Enhance upsell / cross-sell opportunities, boosting revenue.

Strategy 3: Maximize Revenue via Accurate Insights

Action: Make data-driven decisions on product mix and site selection.

Outcome: Optimize market position and profitability.

TOOLS

Python (segmentation)
Tableau (visualization)
GIS (geographic insights)

BUSINESS IMPACT

Improved customer satisfaction
Increased loyalty
Better revenue through data-driven strategies

The background features several large, overlapping geometric shapes in shades of purple and blue. In the top-left corner, there is a light purple triangle pointing down and to the right, and a dark blue triangle pointing up and to the right. In the bottom-right corner, there is a dark blue triangle pointing down and to the left, and a light purple triangle pointing up and to the left. The text "THANK YOU" is centered in the middle of the image.

THANK YOU