

analytics

verne

What i usually do

... just a fraction of what I've done so far.



Define business requirements

PROJECT TEAM

Project Owner Name and Contact Details	Jonathan S. Cristobal Jonathan.S.Cristobal@kcc.com
Project Team Names and Contact Details	Mandy Lubbe – Australia Marketer Steve Chai – Singapore Marketer Ted Sutthikulphanich – APAC Digital Marketing Manager Digital Services

PROJECT MILESTONES

Start Date	July 2014
End Date	Aug 2014
Reporting Cadence	
Meeting Cadence	

PROJECT BACKGROUND

Project Name	Social Media Listening – Aviation (Australia, Singapore)
What KCP initiative does this program support?	2015 Go-To-Market Planning – the regional and country teams in APAC will go into marketing planning in August to September, and social listening will guide the completion of target “personas” where marketing strategies and tactics will resonate from. Integrated Commercial Program (ICP) – The KCP framework that integrates the key elements of Customer understanding, Customer journey and Commercial program development for generating leads. ICP may form part of a balance year tactical campaign, or as mentioned above, in connection with 2015 planning.
Does this align with the Transformation Agenda goals	KCP 2014 Transformation Agenda: Win With Targeted End Users <ul style="list-style-type: none">- Deliver an exceptional customer experience with CRM to increase demand and loyalty- Better serve our customers through world class digital capability

... to support marketing, sales goals



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How will this information impact our top line growth goals?

Driving better demand generation activities with better ROI. Having deeper understanding on how to better connect and interact with our customers will result into more efficient and faster lead conversion to sales.

For balance year, this should support the total US\$500K growth for Aviation sales in APAC for 2014.



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Target Market/Segment

The Industry:

- Aviation Maintenance, Repair and Overhaul (MRO) organizations like Qantas MRO, Jetstar MRO, John Holland Aviation Services, SIA Engineering Company, ST Aerospace, Eurocopter, etc.
- Aviation Original Equipment Manufacturers (OEM) like Airbus, Boeing, Goodrich, Pratt & Whitney, Rolls Royce Engines, GE Aviation, BAE Aerospace, Hamilton Sundstrand, Honeywell, etc.

Note: Our business and opportunities in Asia is around 80% MRO, 20% OEM

The Persona

- Licensed Aircraft Maintenance Engineers
- Aircraft Mechanics and Technicians
- Production Managers
- Process Engineers
- Health/Safety Officers
- Continuous Improvement Managers
- Maintenance Managers

The Production Area (where above personas work)

- Line Maintenance
- Base Maintenance
- Painting
- Landing Gear
- Engines
- Cabin Cleaning
- Ramp Services
- Composite Repair
- Sheet Metal Shops
- Avionics
- Main Assembly
- Facilities Management



Key Site Metrics - Overview

Key Metric	December 2013
Page Views	14,375
Visits	4,753
Page Views Per Visit	3.02
Ave. Time Spent	5 min 27 sec
Unique Visitors	4,162
New Visitors	64.5%
Returning Visitors	35.5%

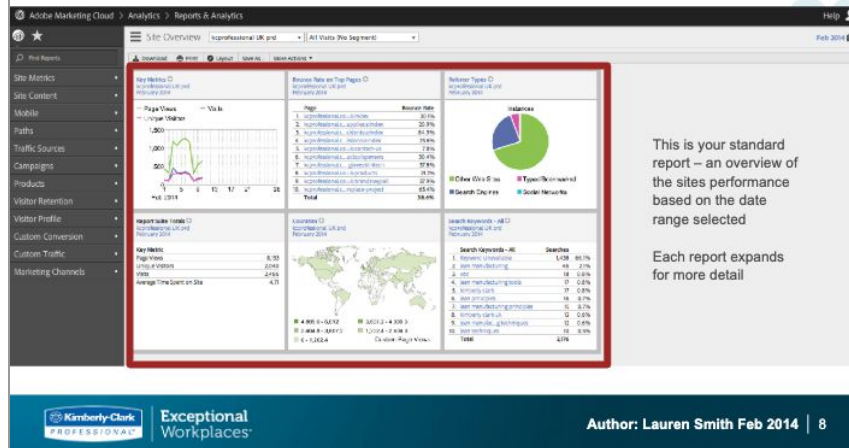
...what this all means is that our content is being consumed by our visitors.



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Report website metrics

Site Overview



Conduct SEO

SEO SiteCheckup

Using free tools. No other explanation for this. So, this page has a score of 79/100. To improve on this, we inspect certain elements.

Keywords Usage

According to SEO SiteCheckup, we have an error in terms of keywords not found on title and meta description tags.

Keywords Usage Test

✖

Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.

→ Keyword(s) not included in Title tag

→ Keyword(s) not included in Meta-Description tag

HOW TO FIX

So let's check the meta description and the title.

15+ Best Rated Professional Photographers Near You | Airtasker

<https://www.airtasker.com/photography>

Find help with 2019 Photographers Near You. Get FREE quotes in minutes from reviewed, rated & trusted Photographers on Airtasker - Get More Done.

Notice that we don't have the word "photography" in both the title and the meta description. Either one rephrases the title, meta description or we change the url to photographers.

Image Alt and Inline CSS

Image Alt Test

!

Your webpage is using "img" tags with empty or missing "alt" attribute.

See results list

HOW TO FIX

Inline CSS Test

✖

Your webpage is using inline CSS styles!

See results list

HOW TO FIX

So for `` tags, we just need to add the alt attribute to every `` tag used into your webpage.

Analyze PPC Data

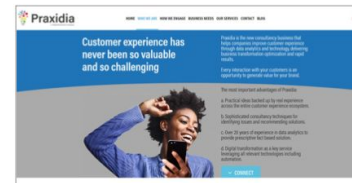
Praxidia Campaign Report - /who-we-are-en

For the landing page ending at "/who-we-are-en", having a scope from Nov. 19 – Dec. 18, 2018.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	387 % of Total: 10.53% (3,646)	304 % of Total: 11.04% (2,753)	00:00:34 Avg for View: 00:01:09 (-51.47%)	144 % of Total: 12.90% (1,117)	33.33% Avg for View: 39.45% (-16.33%)	26.10% Avg for View: 30.43% (-14.30%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /who-we-are-en/	387 (100.00%)	304 (100.00%)	00:00:34	144 (100.00%)	33.33%	26.10%	\$0.00 (0.00%)

Within this span:

- This page has been viewed 387 times at an average of 34 seconds per view. Viewing time of 34 seconds makes sense as the content can be easily viewed in one glance. Also it's not surprising if they don't see or use the form below even with the huge "Connect" button.
- Entrance made to the page directly was 144 times
- Bounce rate at 33.33% and % Exit is 26.10%. Based on these numbers, one can make assumptions that users do not end their browsing sessions on this page often. They will probably view some other parts of the site after this page and exit on another page.

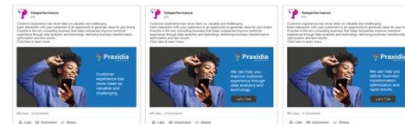


Praxidia Campaign Report – Praxidia

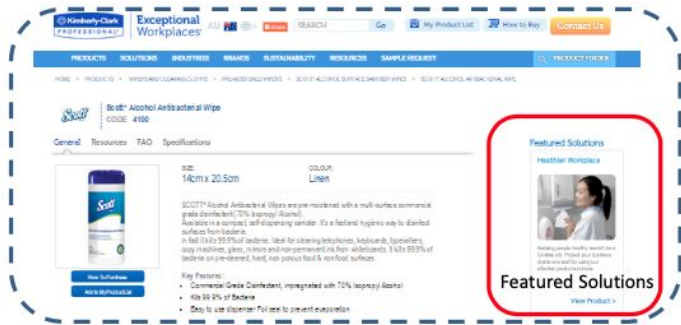
Campaign	Impressions	Interactions	Engagement Rate	Average CPC	Average CPM	Total Spent
New_Praxidia_US	74,254	329	0.44%	74.53	5,300.00	
New_Praxidia_Retargeting	2,816	82	2.91%	18.69	485.99	971.97
New_Praxidia_EU	55,313	201	0.36%	15.46	279.80	6,028.01
Grand Total	132,383	612	1.24%	24.39	223.30	12,200.00

Observations:

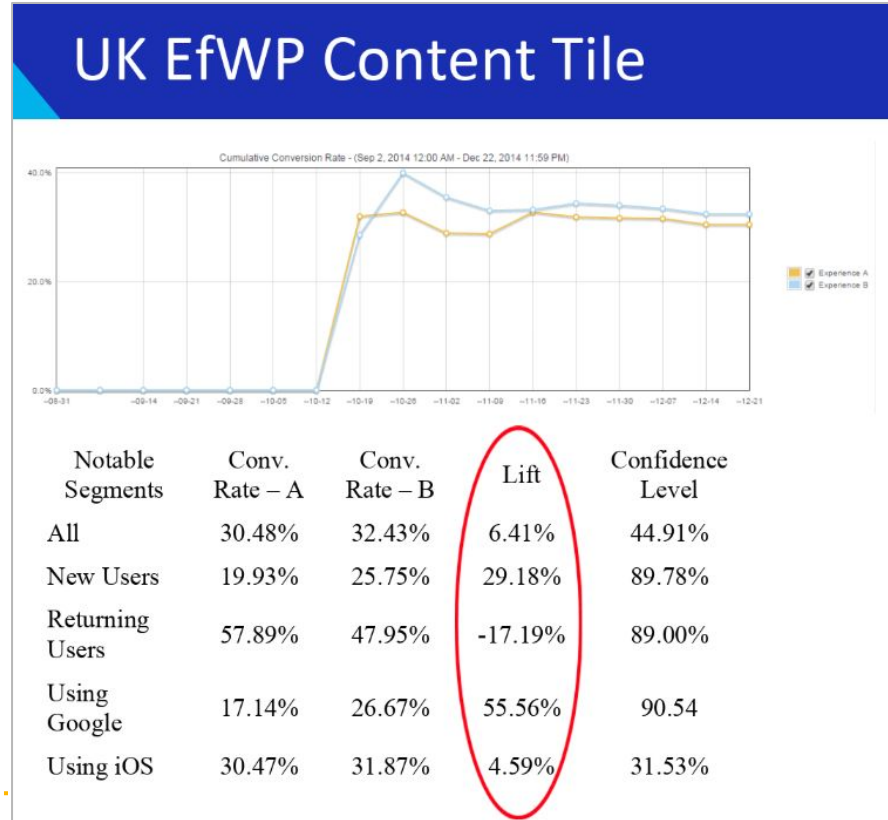
- Total of 132,383 impressions, 612 interactions made. Average Engagement Rate is computed as the average of each campaigns % engagement rate (0.44, 2.91, and 0.36). This amounts to 1.24%. Now, if we compute it differently – say simply raw "interactions / impressions" data, then the average would be 0.46%.
- Average CPC between the three campaigns is 24.39 while Average CPM is around 223.30.
- For the budget spent of 12.5 k, 6 k went to US, 5.5 k went to EU and the rest went to retargeting at 971.97.
- If we compare EU and US, EU had more impressions (74,254 > 55,313), interactions (329 > 201) and a better engagement rate (0.44% > 0.36%). They also spent 500 less (6k to 5.5k).



- There is a CPC difference of 16 between US and EU (35 to 19) – which is almost doubled. CPM difference (110 to 74) is at around 36. I think this obviously shows that it costs a lot more to grab US user's attention compared to EU.
- Our retargeting had the best engagement rate – 2.91%. Had the lowest CPC at 18.69 but it cost the most 485.99 for 1 k impressions. To be fair, total spent was 971 - great. Would love to see a comparison if we spent a similar amount of 5 k or an impression count closer to (at least) US numbers of 55 k to see if that engagement rate, cpc, and cpm numbers actually would be the same.
- Assuming that the copies are the images shown above, can't really determine which one of the ads are for which since there are 2 ads that have the gray "Let's Talk" button. This button and the target market may have an effect in the campaign results.



A/B Split Testing



Q1 Share of Voice

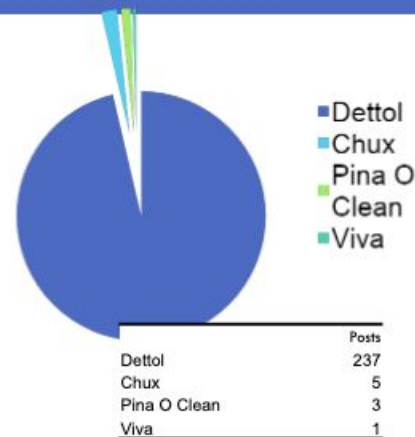


How much online buzz is generated for Viva,
and its competitors?

Social Listening

Share of Voice – Viva vs Brands

- Dettol's FB Page is bustling in terms of activity. Most notable posts are about [World Health Day](#), [giving away a Kitchen Prize pack](#), and a crowdsourced contest [asking users for 101 uses for Glen 20](#)
- As for Chux Wipes, there was a mention of a user in reply to a discussion of a safety audit for businesses in the form of a [rating system for restaurants, cafes, and food outlets for safer eating](#).
- It's funny that most mentions on Pina O Clean are found within [Dettol's World Health Day posts](#). These users heavily imply that they use Pina when cleaning
- The only mention on Viva was about the ["Viva Shopper Connect Display"](#) at Westfield [Parramatta](#).



MALE or FEMALE?

Significance level: 0.05

PERCENTAGE DIFFERENCE	Slots	Tables	Slots + Tables
Transactions	7.87%	1.63%	7.87%
Gaming Seconds	1.31%	5.38%	13.18%
Average Bet	55.56%	110.86%	56.51%
Theoretical Turnover	36.49%	99.69%	36.40%
Actual Win/Loss	2.24%	110.73%	2.24%



Female is greater

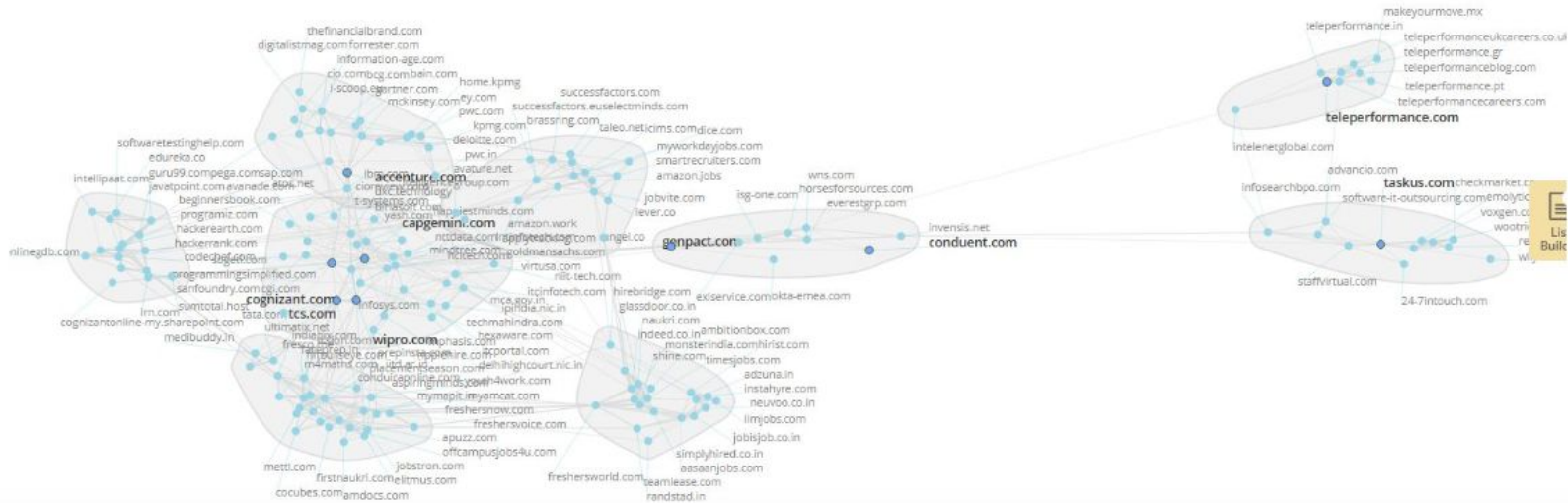


Male is greater

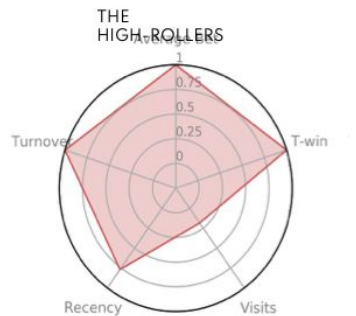
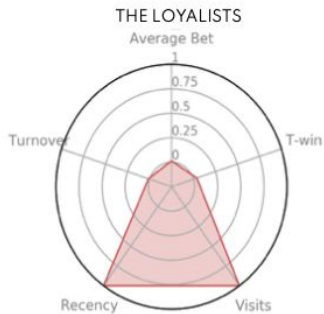
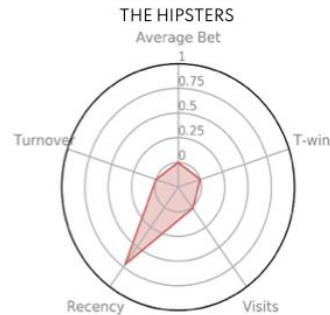
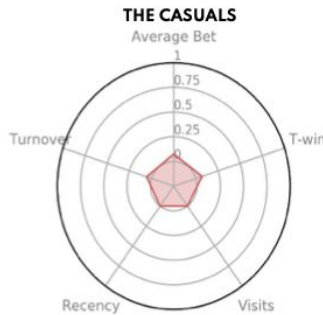
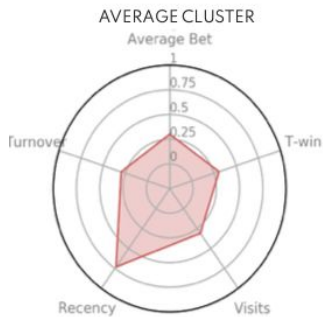
Test Hypothesis.

ALEXA REPORT

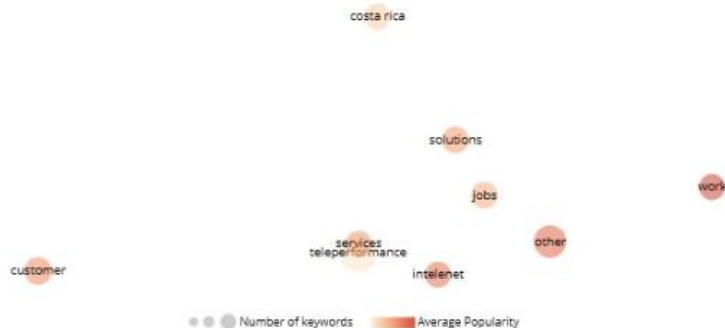
Audience Overlap. (There's an opportunity here)



Explore networks.



Cluster Segments.



Clustered category of top15 keywords based off of popularity. What it tells us is that the number of keywords being clustered seem to be mostly based of “work” – which means people search job related queries, specifically – work home.

Words under other are terms referencing to tp such as tp dibs, teleperformanceusa, tp client, ccms tp, my tp. Other words under other are different variations of typing or misspell of the words teleperformance – tele performance, teleformance.

Anything related to intelenet falls under intelenet.

Customer care in specific accounts (like amazon, tp link, airtel, axis bank, intel) fall under “customer” keyword.

Clustering text.

YouTube Analysis



Boston Consulting Group

In terms of categories, they have 57 categories. Top 30 categories based on scraped data (in which 697 of their 779 videos) are classified into:

Categories	Videos
TED@BCG	100
Women@BCG	92
DigitalBCG BCG's capabilities and insights on digital transformation and	69
Technology and Digital	54
Careers at BCG	50
People and Organization	43
Corporate Development	22
TED@BCG 2018	22
Strategy	20
Women at TED@BCG	18
Marketing & Sales	18
Women@BCG Podcast	17
How to Navigate Interviewing At BCG	16
Energy	16
Globalization	16
The Future Of Construction	15
Financial Institutions	15
International Women's Day	14
Public Sector	13
Expert Interviews	13
Social Impact	13
BCG's Center for Minority Future	10
Insurance	9
Artificial Intelligence in Business Gets Real	8
The New Globalization	7
Retail	6
CSO Series	1
The BCG Partner Series	1
Grand Total	697

Top categories for all time would be:

TED@BCG – For some strange reason, this is a playlist of that is just full of inspirational TED Talks from amazing people. Not company related.

Women@BCG – all about diversity and achieving gender equality in the workplace. Empowering women and how diversity leads to innovation.

DigitalBCG – mostly features topics on AI, Agile, Digital Transformation. Debunking **AI Myths**.

Technology and Digital – number of topics such as Big Data and Analytics, Mobile, Innovation, and how companies can navigate their way through digital.



Research.



leader insights forum

Customer Experience 2020
and beyond

Amsterdam, Netherlands
March 21 – 23, 2018



EVENT ATTENDANCE



49 Brands



Track events.

#LIF2020

Twitter



Daily Results (Twitter Posts)

Amsterdam

Wednesday, March 21 – 4,524 organic impressions + 5 tweets
Thursday, March 22 – 42,069 organic impressions + 84 tweets
Friday, March 23 – 19,661 organic impressions + 25 tweets

Dubai

Saturday, March 24 – 3,602 organic impressions + 5 tweets
Sunday, March 25 – 29,633 organic impressions + 99 tweets
Monday, March 26 – 30,316 organic impression + 61 tweets

Total Results

LIF EVENT RESULTS:

129,805 organic impressions
279 tweets during the Event (6 days).

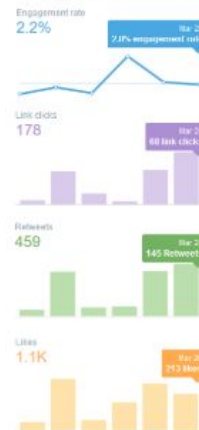
On the same period last month TP Global

twitter had:
43,215 organic impressions
24 tweets (no posts on Saturday and Sunday).



Engagements

(Showing 6 days with daily frequency)



#LIF2020 was one of the most popular trending hashtags in Dubai during the event

Amsterdam ROI

New Biz Prospect Opportunity & Relationship Gained: (Opportunities in Salesforce)

1. Mail.Ru: 1 x RFP Opportunity Gained: **55 FTE > TCV € 1,034,187** (TP Russia)
2. Footlocker: Meeting to take place Monday 9th April – Amsterdam (TP CEMEA Regional BD Team)
3. AXA Partners: 1 x New Opportunity: **TCV to be qualified** (TP CEMEA Regional BD Team)
4. Sonos: Meeting to take place Monday 9th April – Amsterdam (TP CEMEA Regional BD Team)
5. Booking.com: Meeting to take place Monday 9th April – Amsterdam (TP CEMEA Regional BD Team)

2 x Opportunities: **€1,034,187 M**
5 x Meetings Gained

New Biz prospect RFP Nurtured: (Opportunities in Salesforce)

1. TNS energo: 1 x RFP Opportunity Nurtured: **126 FTE > TCV € 2,574,450** (TP Russia)
2. Voyage Privee: 3 x RFP Opportunity Nurtured: **160 FTE > TCV € 7,000,000 +** (TP CEMEA Regional BD Team)
3. Volkswagen AG: 1 x RFP Opportunity Nurtured: **200 FTE > 7,508,174.77** (TP UK)
4. Tchibo: 1 x RFP Opportunity Nurtured: **60 FTE > 4,931,078.40** (TP Germany)
5. Wehkamp: **153 FTE > TCV to be qualified** (TP Benelux)

5 x Opportunities: **€22,013,702 M**

Client Opportunity RFP Nurtured: (Opportunities in Salesforce)

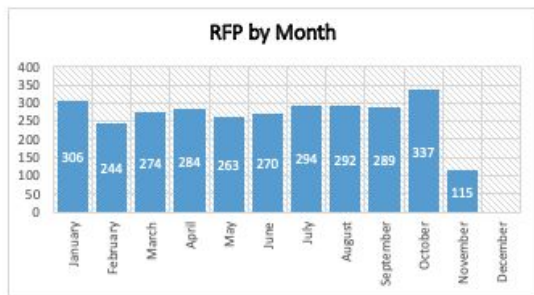
1. Total Springs: 2 x RFP Opportunities Nurtured: **31 FTE > TCV € 2,574,450** (TP France)
2. Samsung UK: 1 x Opportunity Nurtured: **23 FTE > TCV 1,708,380.00** (TP CEMEA Regional SAM)
3. Sony Mobile: 1 x Opportunity Nurtured: **24 FTE > TCV 3,821,694.37** (TP APAC)
4. Philips: 2 x Opportunity Nurtured: **50+ FTE > TCV € 6,300,000.00** (TP CEMEA Regional SAM)
5. Dropbox: 1 x Opportunity Nurtured: **TCV € 924,000.00** (TP CEMEA Regional SAM)
6. Post Nord AB: 1 x Opportunity Nurtured: **24 FTE > TCV 2,814,000.00** (TP Nordics)
7. Philip Morris: 2 x Opportunity Nurtured: **50 FTE > TCV € 2,500,000** (TP CEMEA Regional BD Team)

7 x Opportunities: **€20,642,524 M**

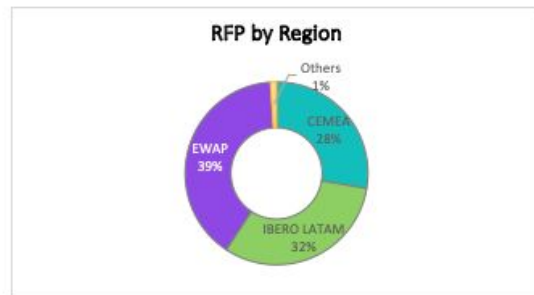
Total Revenue ROI: **€43,690,413 M**

Global Microsoft RFP's not included

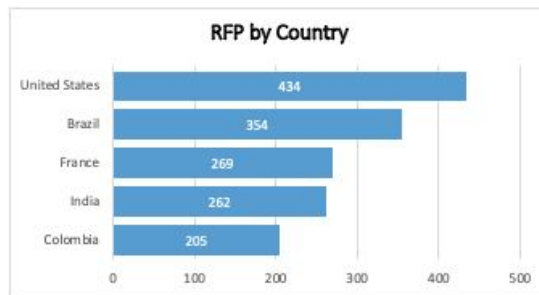
Monitor ROI.



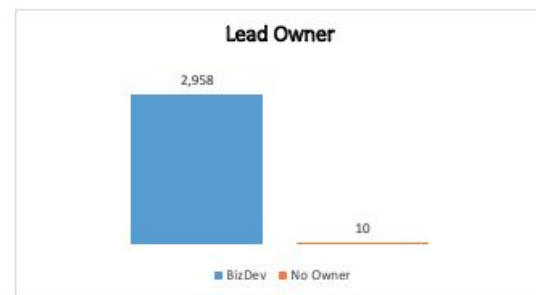
2,968 RFPs as of Nov. 15



39% EWAP, 28% CEMEA, and 32% IBERO LATAM.



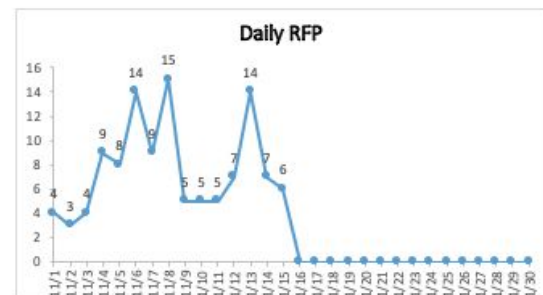
US has 434, followed by Brazil with 354 and France with 269.



2,958 leads assigned to a biz dev, while 10 have no owner.




386 Qualified and 1,798 Unqualified data as of current month.




Currently at 7.7 RFPs.


Check RFPs.


Update website basis for sales.


	\$	73,080.03
---	----	-----------


	\$	216,000.09
---	----	------------

HotelPlanner	\$	420,270.74
---------------------	----	------------

	\$	276,522.11
---	----	------------

	\$	8,578,882.95
---	----	--------------

	\$	180,000.07
---	----	------------

	\$	-
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Sales Total	\$	9,744,755.99
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Ideal State - Number of Reviews

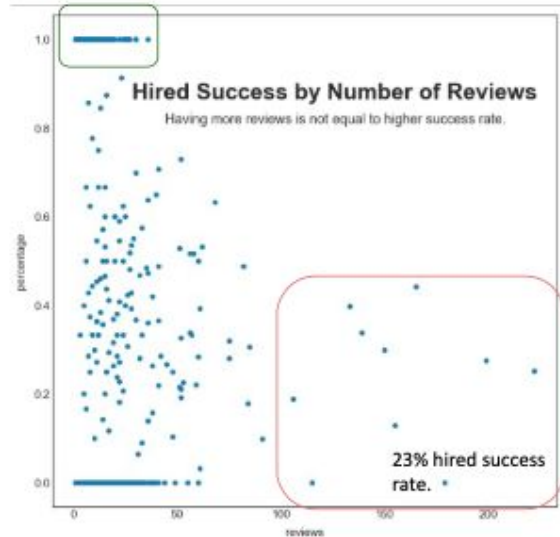
Higher number of reviews for pros = hired more by the customer?

To begin, we identify the number of hires of a pro and divide this over the number of reviews. We then compare his percentage with his total number reviews.

What we found is that having a high number of reviews does not equate to a high hired success rate. Observe the top 10 in red.

Notice how the best percentages (green) can be found on reviews that are less than 50, specifically 36 and below, which is 125 or 17% of all total pros.

Everything below 50 has a 25% hired success rate.



10

Thumbtack House Cleaning 94103

Pricing

- Number of bedrooms: 3 bedrooms
- Number of bathrooms: 2 bathrooms
- Cleaning type: Deep cleaning
- Frequency: Select answer

Jimmy & Rose Cleaning
4.5 stars (10 reviews)
2 years in business
41 hires on Thumbtack
Starting cost: \$140
[View Profile](#)

Daniela Rios Cleaning Services
4.5 stars (48 reviews)
4 years in business
52 hires on Thumbtack
Starting cost: \$135
[View Profile](#)

Sandra's Cleaning Online now
4.5 stars (1 review)
2 years in business
76 hires on Thumbtack
Starting cost: \$55
[View Profile](#)

Organic Janitorial Services
5.0 stars (8 reviews)
1 year in business
Starting cost: \$180
[View Profile](#)

Draw insights



Top Products

List of the most viewed products in December based from the number of product views

Product Code	Product Views
4441	165
4100	145
4456	117
4440	109
4959	105
6331	89
13207	88
1005	87
6340	86
4971	85

4100 - Scott Alcohol Sanitized Wipers with Bounce Rate of 61%.

4440 - Kleenex Compact Towel

4456 - Kleenex Optimum Hand Towel

4959 - Product no longer exists.

4441 - Kleenex Compact Towel Starter Pack with Bounce Rate of 58%

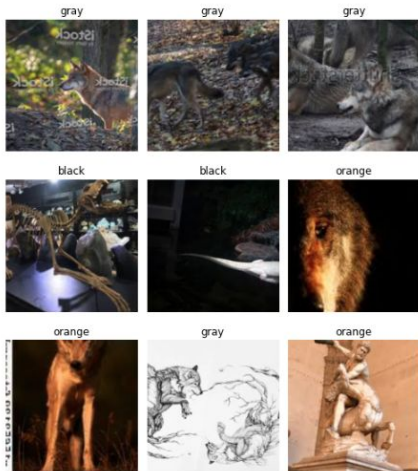
Our top two products have the highest bounce rate. Remember of our Most Viewed Pages that need work?

As for our "product that no longer exists", we might need to consider is this is just a seasonal product or a product that can be rebranded since there's a demand in terms of views.



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Make recommendations



AWS DeepRacer > Your models > BadaalThreeV3

BadaalThreeV3

Training Info Completed

Evaluation Info Stop evaluation Start new evaluation

Simulation video stream

Evaluation results

Trial	Time	Trial results (% track completed)	Status
1	00:00:33.611	100%	Lap complete
2	00:00:30.940	100%	Lap complete
3	00:00:30.994	100%	Lap complete

Resources

Simulation job
[sim-x4xjb0n4gd86](#)
[View logs](#)

Training configuration

Environment simulation	Framework	Hyperparameter	Value
Badaal Track	Tensorflow	Gradient descent batch size	128
Reward function	Reinforcement learning algorithm	Entropy	0.01
Show	PPO	Discount factor	0.999
Action space		Loss type	Huber
Show		Learning rate	0.0003
		Number of experience episodes between each policy-updating iteration	20
		Number of epochs	10

Verne's Github for Data Science

...it's where we dump our projects.

[Bottling Machine Repair Simulation](#) - Discrete event simulation to repair and check for spare machines for a fictitious bottling company.

[Churn Predictor App](#) - Code for predicting whether a person is a customer in a bank or not.

[Churn Modelling](#) is taken from Kaggle. Determined models to be used for Churn Prediction. Only the code for my first multipage app built through streamlit.io.

[Family Income and Expenditure \(FIAE\)](#) is an exploratory data analysis on the average Filipino income with some examination of the relationships between variables.

NLP is currently a work in progress.

[Recommender](#) is my version of a Spotify Recommender.

[ULMFit](#) was meant as an application to fellowship.ai. Deep Learning with Sentiment Classification for an airlines company.

Data Science Projects



Thanks!

Any questions?

You can find me on LinkedIn - [verneongteco](#)

Github: [verneh.github.io](#)