ADVERTS BUSINESS INTELLIGENCE (ABI)

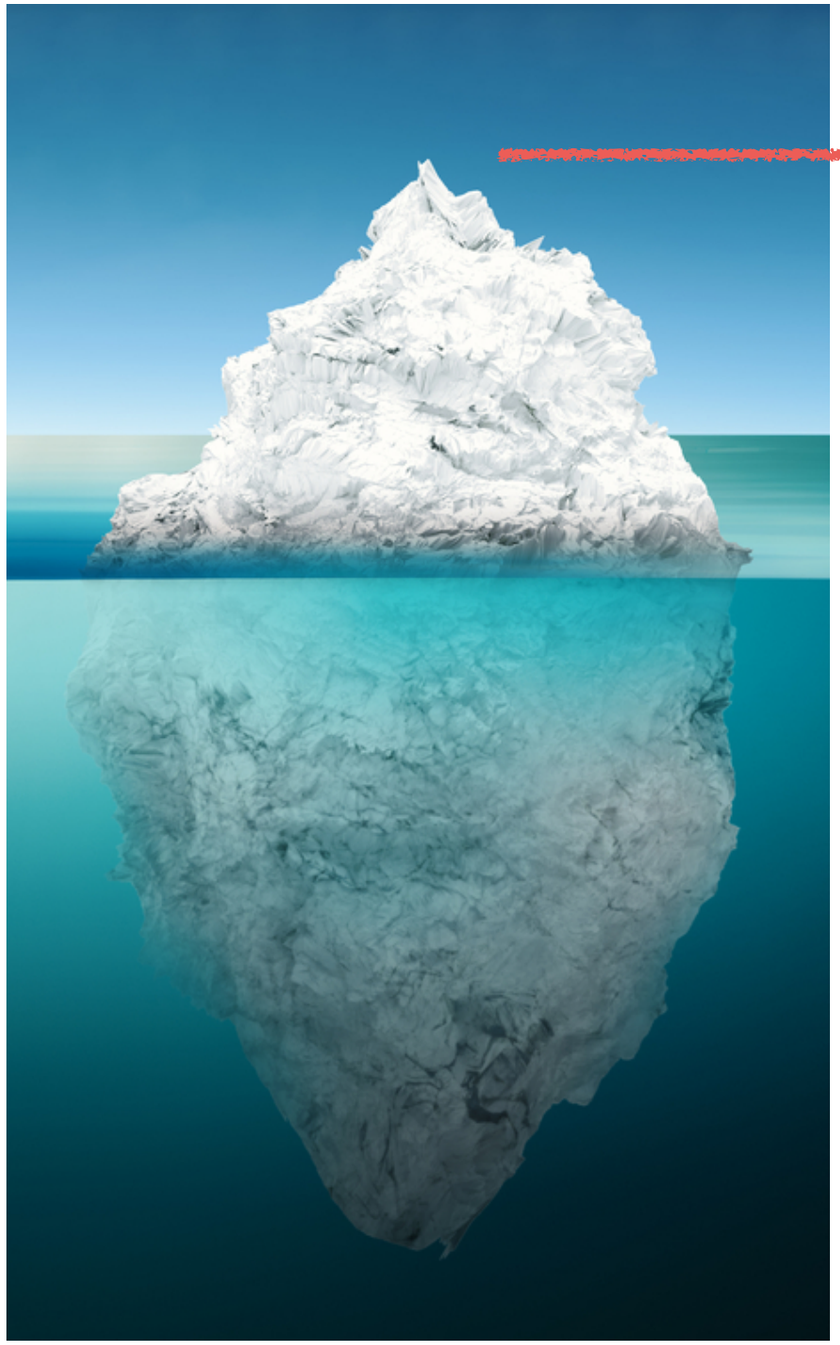
PRESENTED BY

THE ADVERTS VENTURE.

Chapter 1

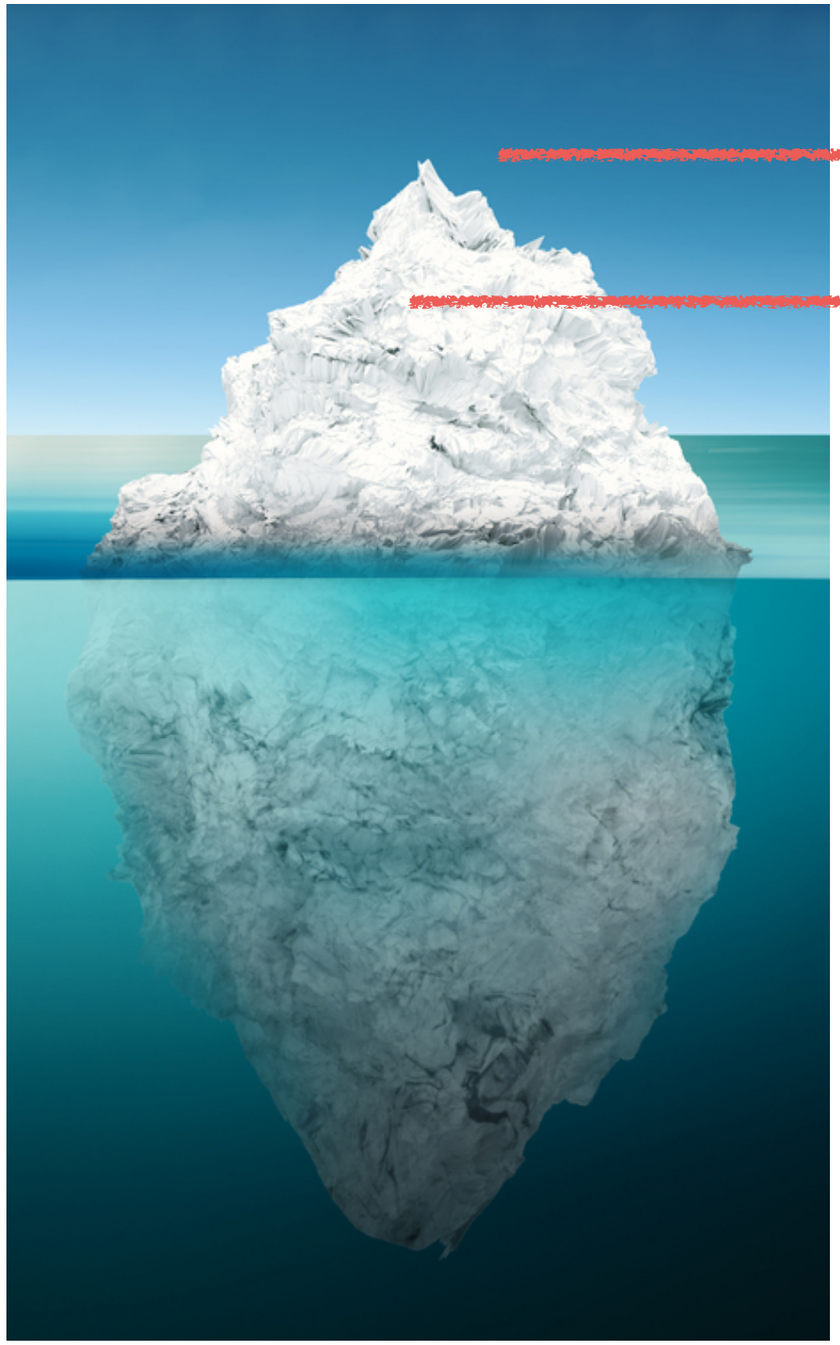
老板 看到的

老板的感觉



感觉销量不错／不好

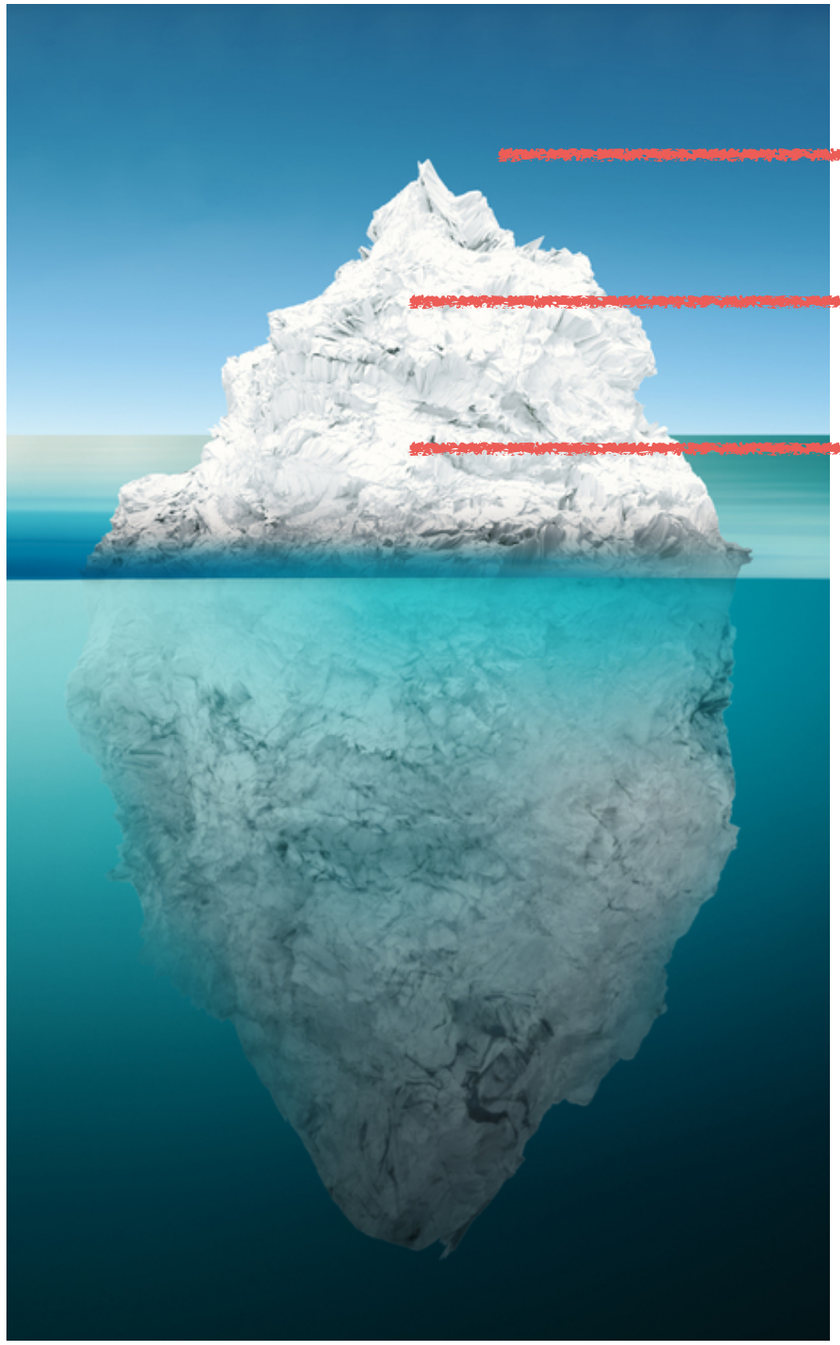
老板的感觉



感觉销量不错／不好

感觉新客户不够多

老板的感觉

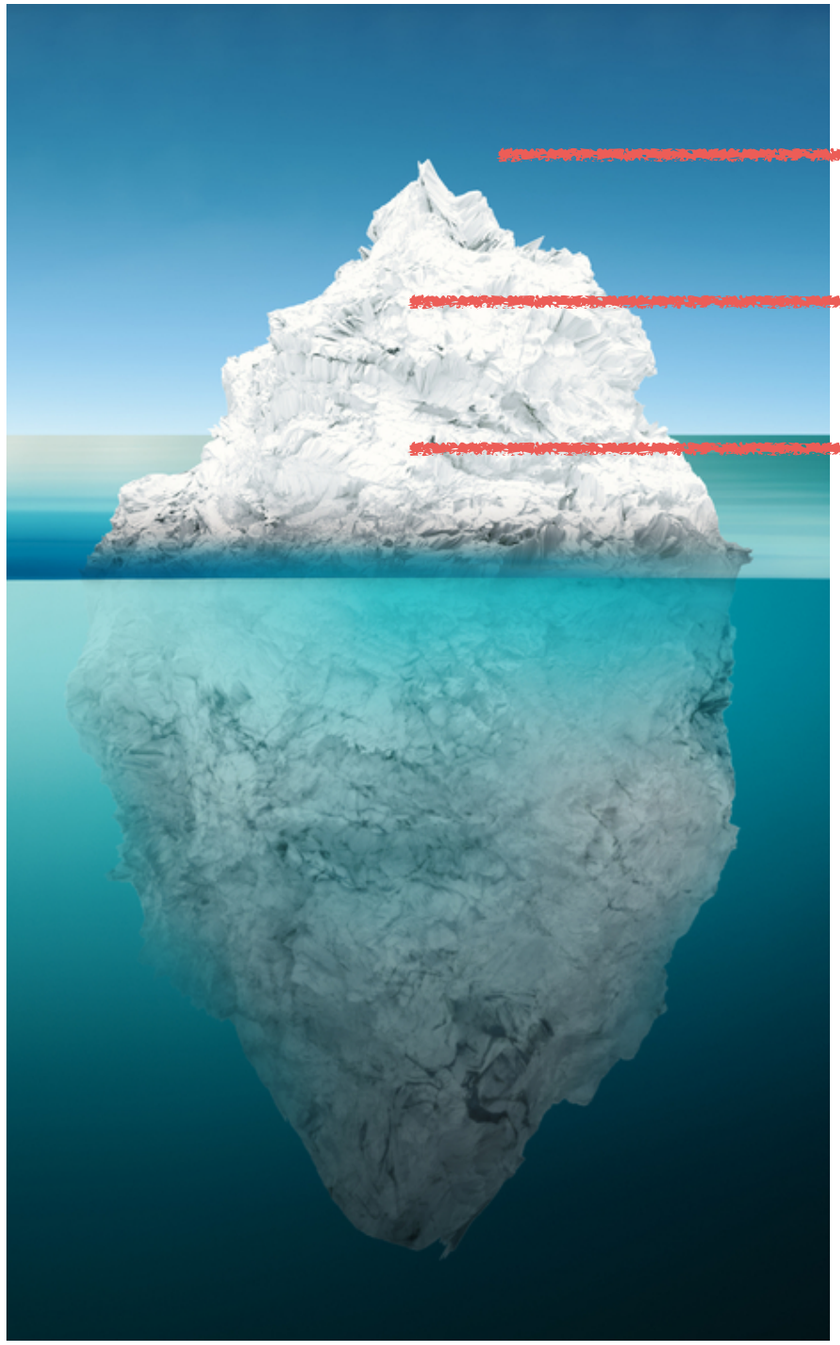


感觉销量不错／不好

感觉新客户不够多

感觉宣传不够好

老板的感觉



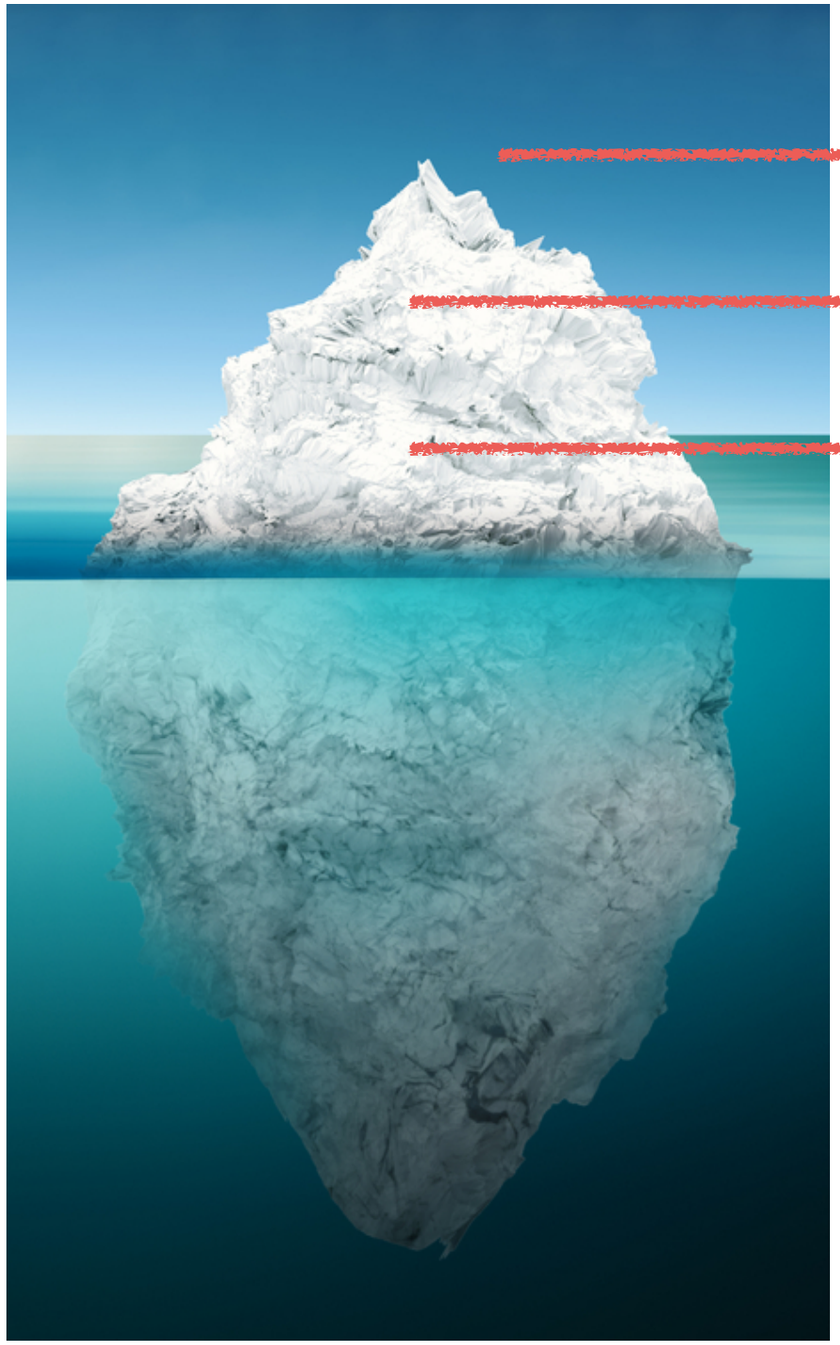
感觉销量不错／不好

感觉新客户不够多

感觉宣传不够好

客户给的回馈不错啊！

老板的感觉



感觉销量不错／不好

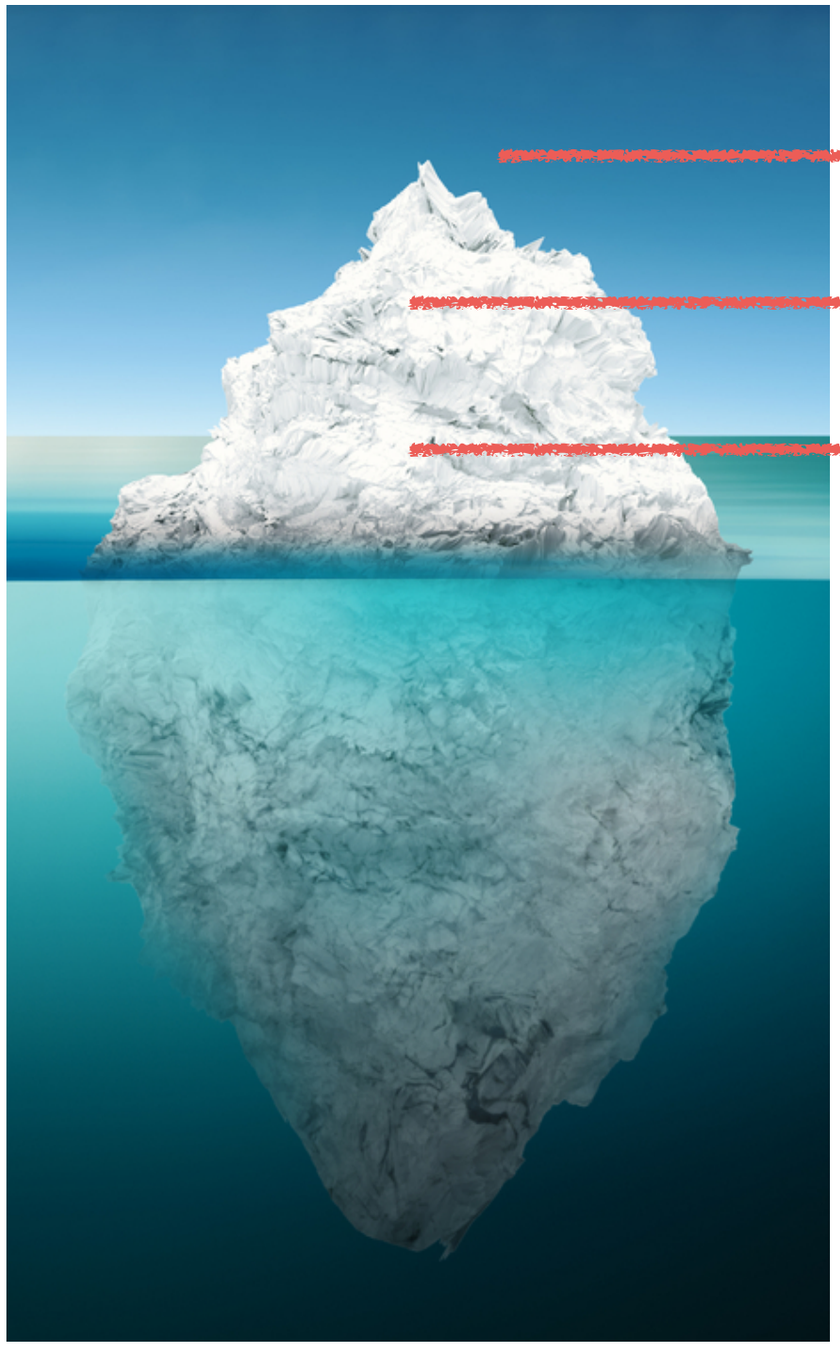
客户给的回馈不错啊！

感觉新客户不够多

感觉宣传不够好

我们的员工服务也OK啊！

老板的感觉



感觉销量不错／不好

客户给的回馈不错啊！

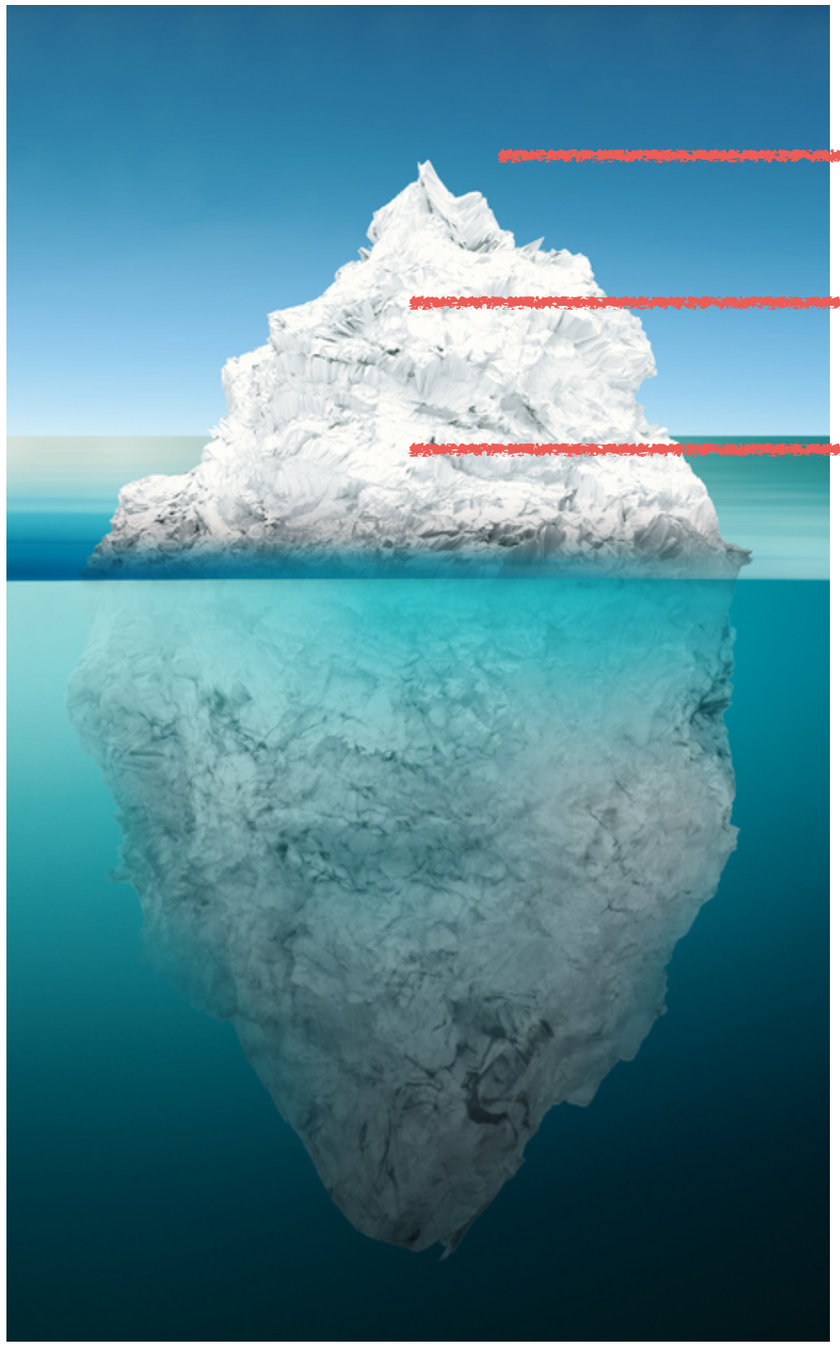
感觉新客户不够多

感觉宣传不够好

我们的员工服务也OK啊！

感觉上产品也没有问题啊！

老板的感觉



感觉销量不错／不好

感觉新客户不够多

感觉宣传不够好

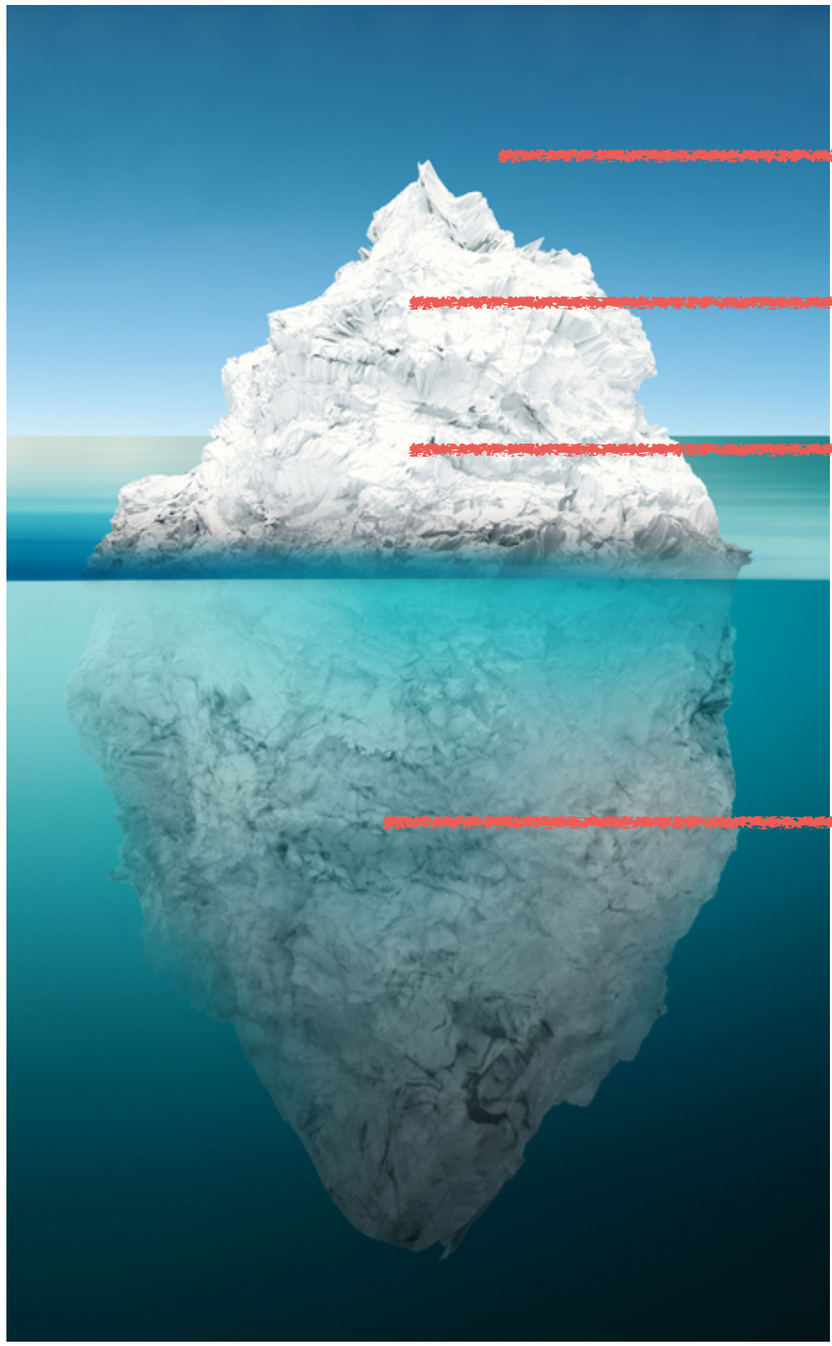
客户给的回馈不错啊！

我们的员工服务也OK啊！

感觉上产品也没有问题啊！

可能是网站速度不够快吧！

老板的感觉



感觉销量不错／不好

客户给的回馈不错啊！

感觉新客户不够多

感觉宣传不够好

我们的员工服务也OK啊！

事实是

?

感觉上产品也没有问题啊！

可能是网站速度不够快吧！

Chapter 2

藏在数据里的 秘密

Millionaire Question

百万提问1.：谁是你的20%黄金客户？？？

藏在数据里的秘密

"The **Pareto principle** (also known as the 80/20 rule, the law of the vital few, or the **principle** of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes. ... **Pareto** developed both concepts in the context of the distribution of income and wealth among the population."

藏在数据里的秘密

20%的客户贡献
80%的销量

百万提问1.：你的20%客户是谁?

藏在数据里的秘密

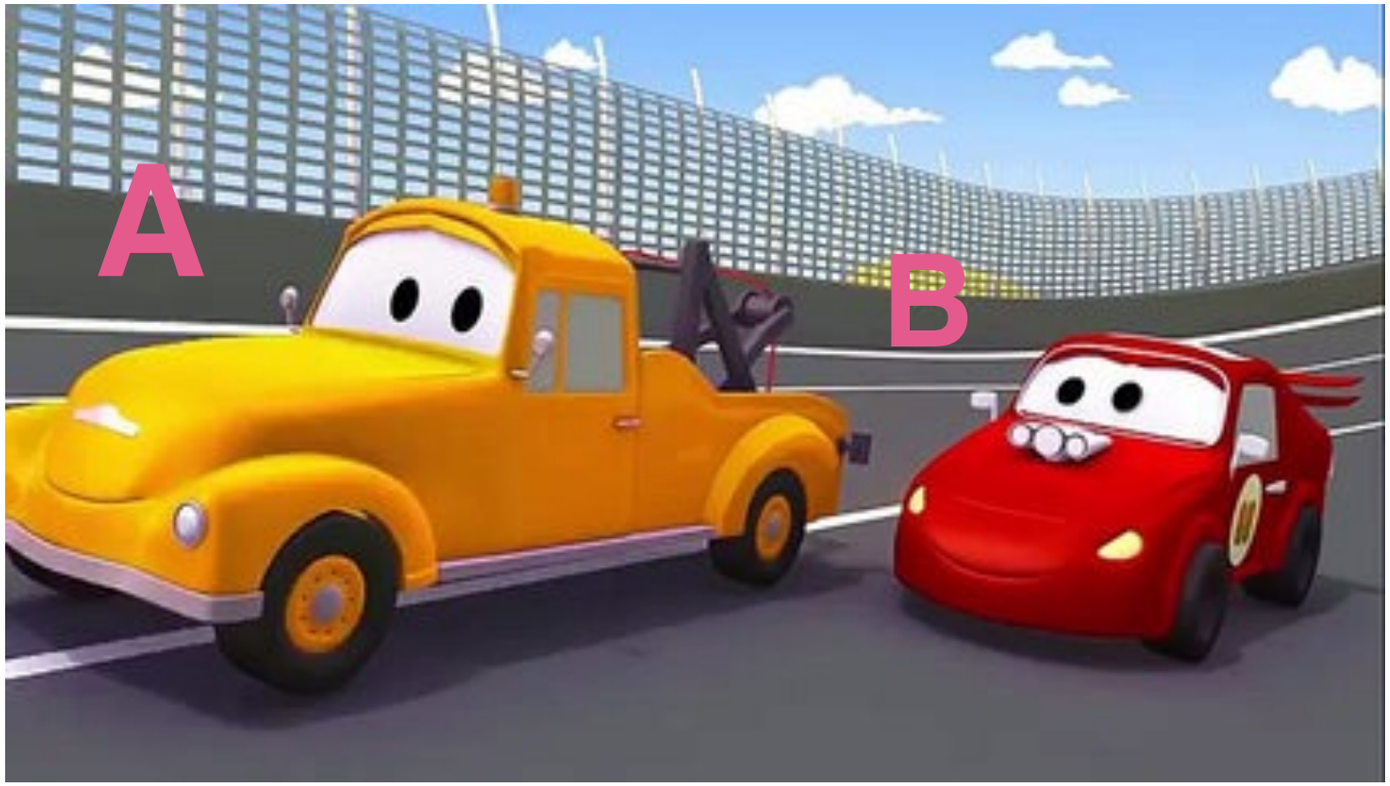
如何对待?

如何对待?

百万提问1.：你的20%客户是谁?

藏在数据里的秘密

情景假设:



A: RM10,000

B: RM5,000

百万提问1.: 你的20%客户是谁?

藏在数据里的秘密

Maybank Premier

Deposit 50k

-No Queue

-Special Offer

-Dedicated Account Manager

百万提问1.：你的20%客户是谁?

藏在数据里的秘密

Maxis One Club

Phone Bill : RM120++

-Special Offer

-Royalty Program

百万提问1.：你的20%客户是谁?

Millionaire Question

百万提问2.：消失的客户？？？

藏在数据里的秘密

每家企业都有消失的客户

百万提问2.：谁是你消失的客户?

藏在数据里的秘密

消失的原因:

不满

遗忘

不再需要

被对手抢去

不适合

。。。太多可能性

百万提问2.：谁是你消失的客户?

藏在数据里的秘密

是否想找回他们:

-I Miss You Campaign

-Special Offer

针对性调查非常关键

百万提问2.：谁是你消失的客户?

藏在数据里的秘密

数据可以告诉你:

-最后一次采购

-联络详情

针对性调查非常关键

百万提问2.: 谁是你消失的客户?

Millionaire Question

百万提问3.：老板的刺（赤）身之痛？？？

藏在数据里的秘密

百万提问3.：老板的刺（赤）身之痛？？？

藏在数据里的秘密

销售业绩不理想:

-新顾客不够多?

-旧客户流失太多?

百万提问3.: 老板的刺（赤）身之痛? ? ?

藏在数据里的秘密

销售业绩不理想:

网站只有1.9%的成交量

-新顾客不够多?

-旧客户流失太多?

百万提问3.: 老板的刺（赤）身之痛? ? ?

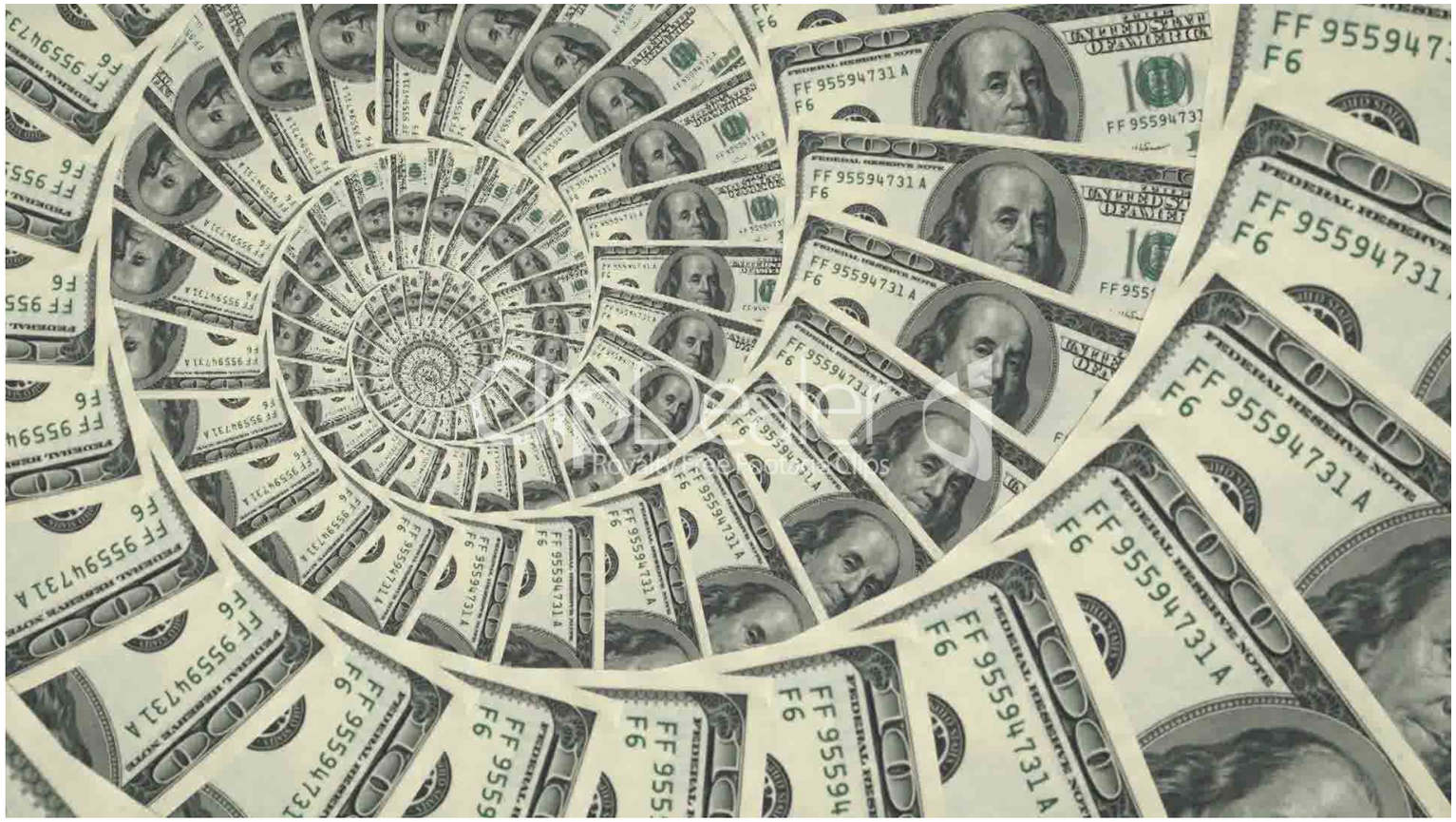
藏在数据里的秘密

善用数据

对症下药！

百万提问3.：老板的刺（赤）身之痛？？？

Millionaire Question



1. 关键客户
2. 消失的客户
3. 赤字来源

ABI = 数据说话

Chapter 3
执行例子

介绍 BI

Big Data 的列子:

1 活跃顾客
(固定两个月有来的顾客): → 10% / 300 人

针对行销

2 遗弃了超过 6 个月的顾客: → 90% / 3000 人

针对行销

3 VIP Pareto
(20% 顾客消费,贡献 80% Sales): → 80 人

针对行销

4 针对交叉销售类别: →

8000 人 没有背影
900 人 没有洗脸
2000 人 没有画眉

针对行销

还有更多....

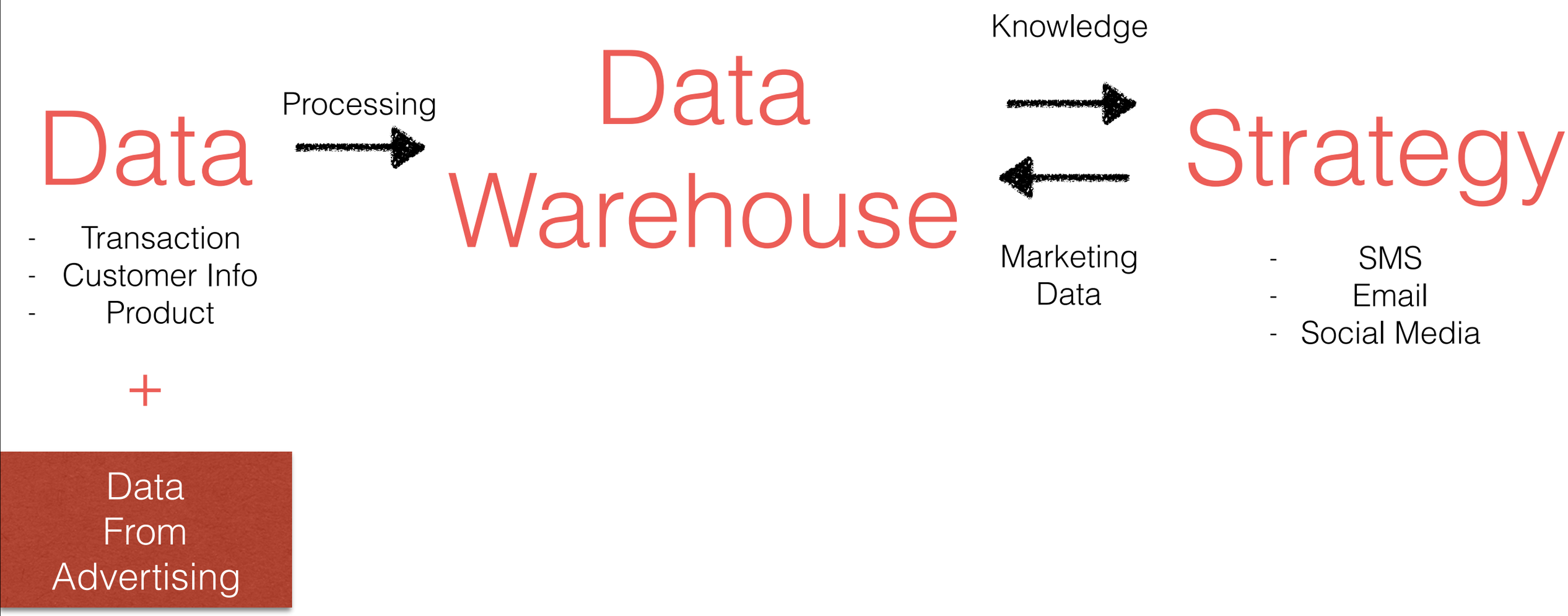
介绍 BI

Big Data 的列子：

Chapter 4

执行方法

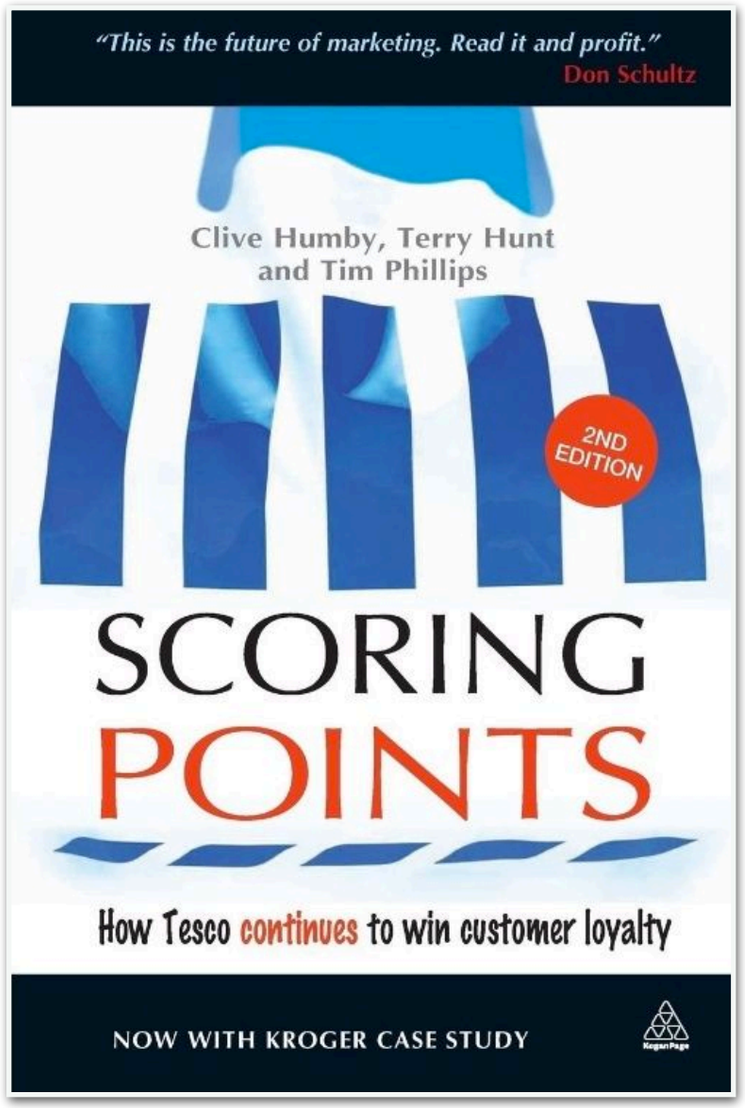
执行方案


Data
Processing
Data Warehouse
Knowledge
Strategy
Marketing Data
- Transaction
- Customer Info
- Product
+
Data From Advertising
- SMS
- Email
- Social Media

Chapter 4

案例

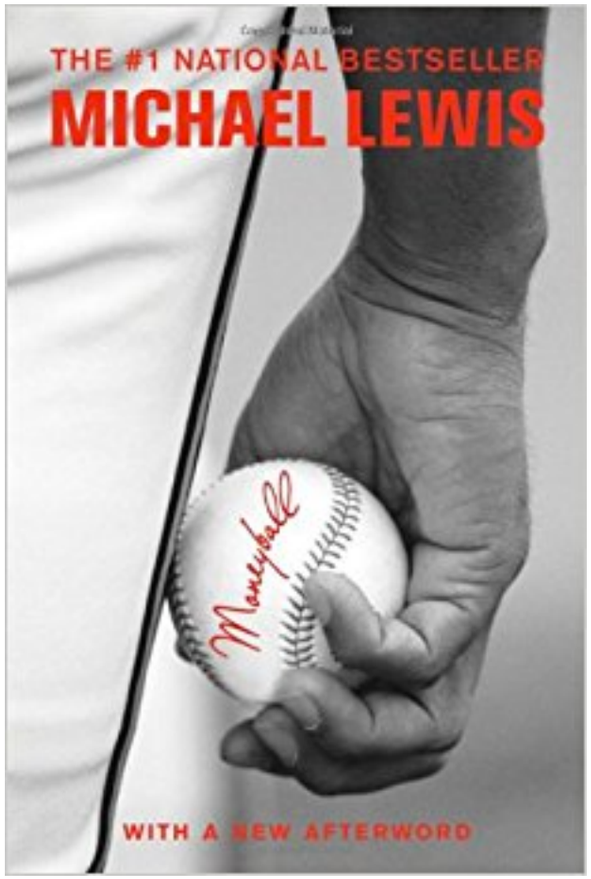
案例

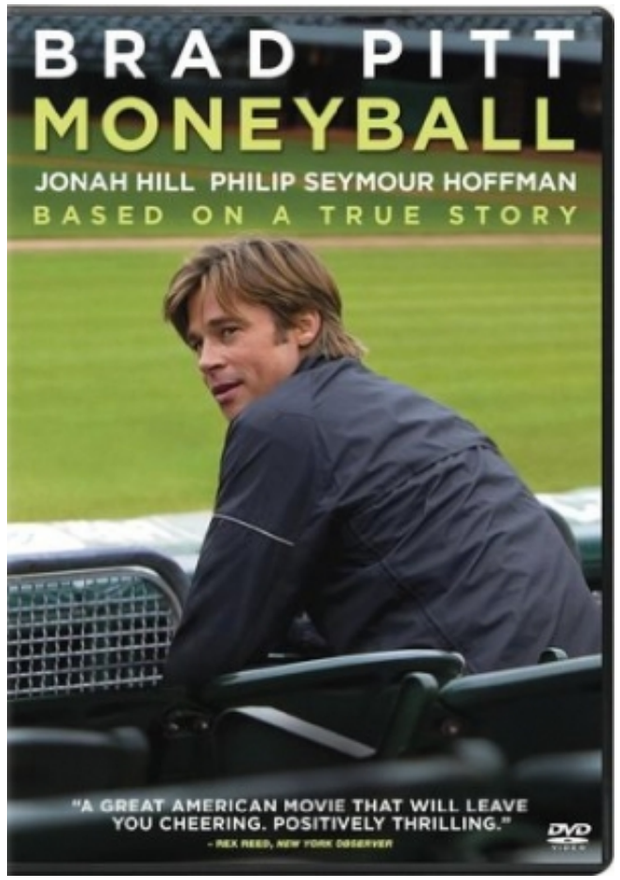


～ 1997 做了 Big Data Marketing。

～从英国排行第二变成 ☝️

案例


THE #1 NATIONAL BESTSELLER
MICHAEL LEWIS
Moneyball
WITH A NEW AFTERWORD


BRAD PITT
MONEYBALL
JONAH HILL PHILIP SEYMOUR HOFFMAN
BASED ON A TRUE STORY
"A GREAT AMERICAN MOVIE THAT WILL LEAVE YOU CHEERING. POSITIVELY THRILLING."
DVD

用数据在球场赚钱

Investment in Big Data

CIO
FROM IDG

RESEARCH

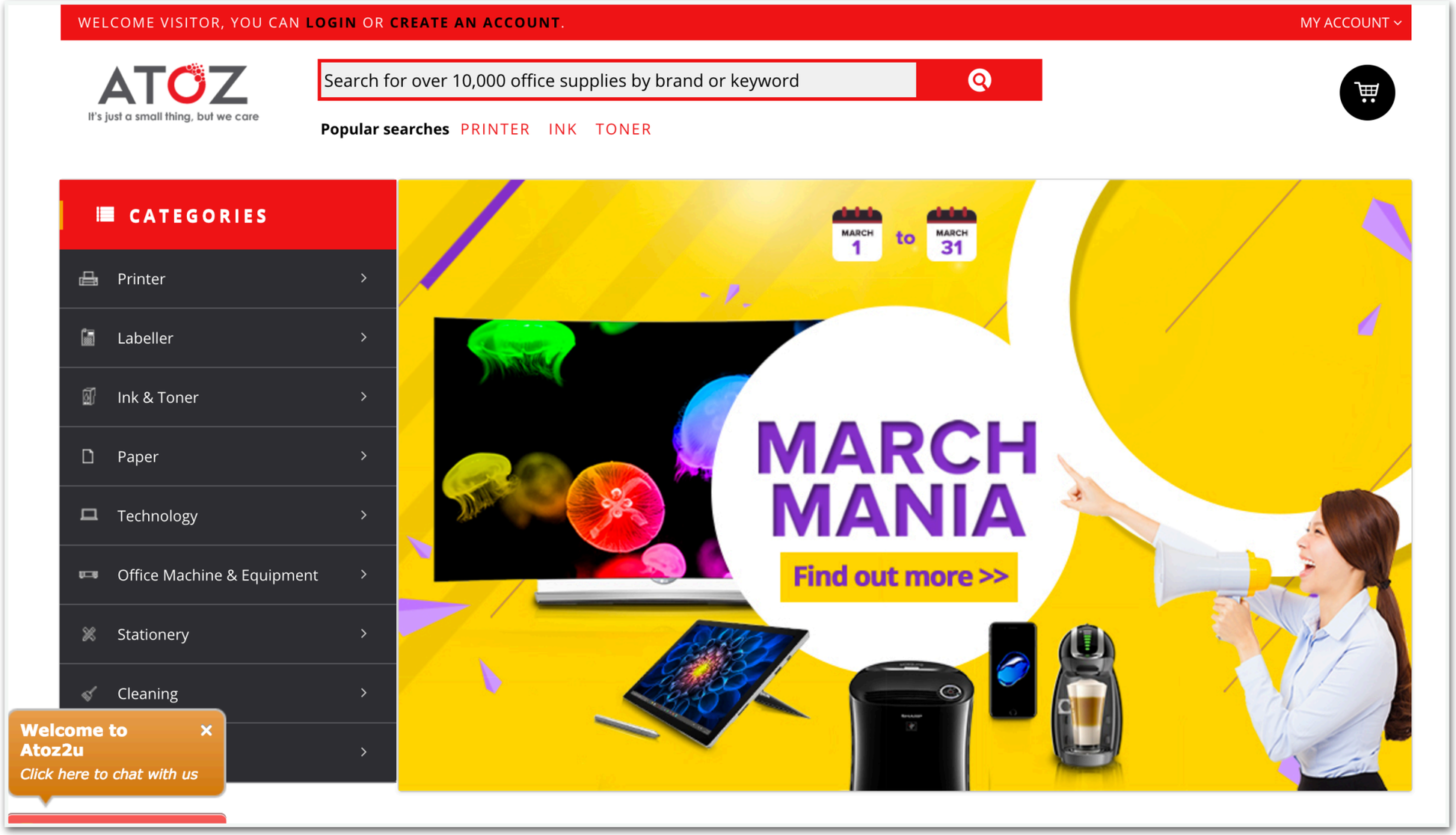
Big data and analytics spending to hit $187 billion

In its new "Worldwide Semiannual Big Data and Analytics Spending Guide," research firm IDC forecasts revenues in the market will increase more than 50 percent over its five-year forecast period.

Invest 122 Billion USD (2015)

Estimate 187 Billion USD (2018)

案例



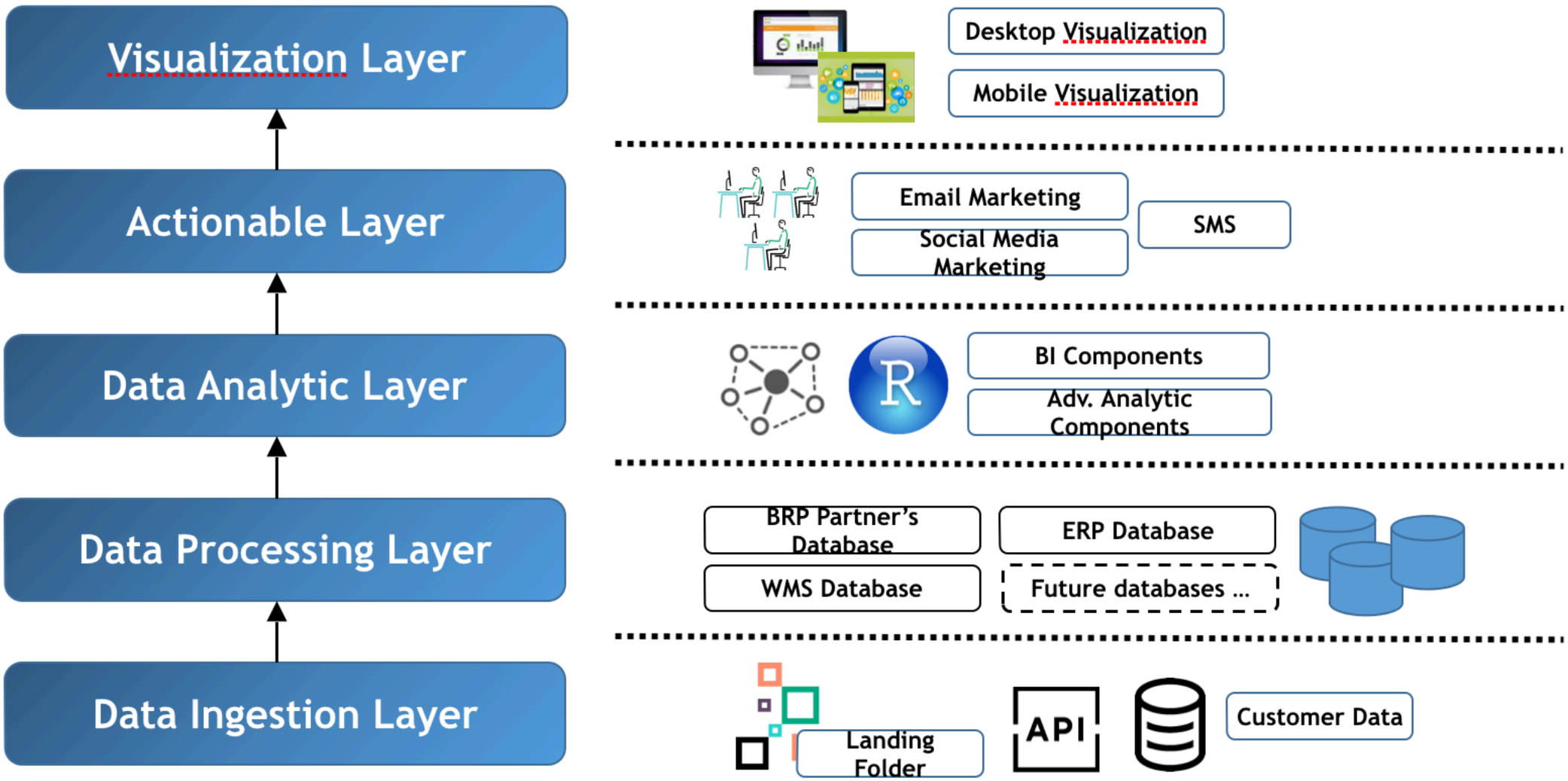
～ 投资 X 在 Business Intelligence (大型的)

Top Gen

Business Intelligence

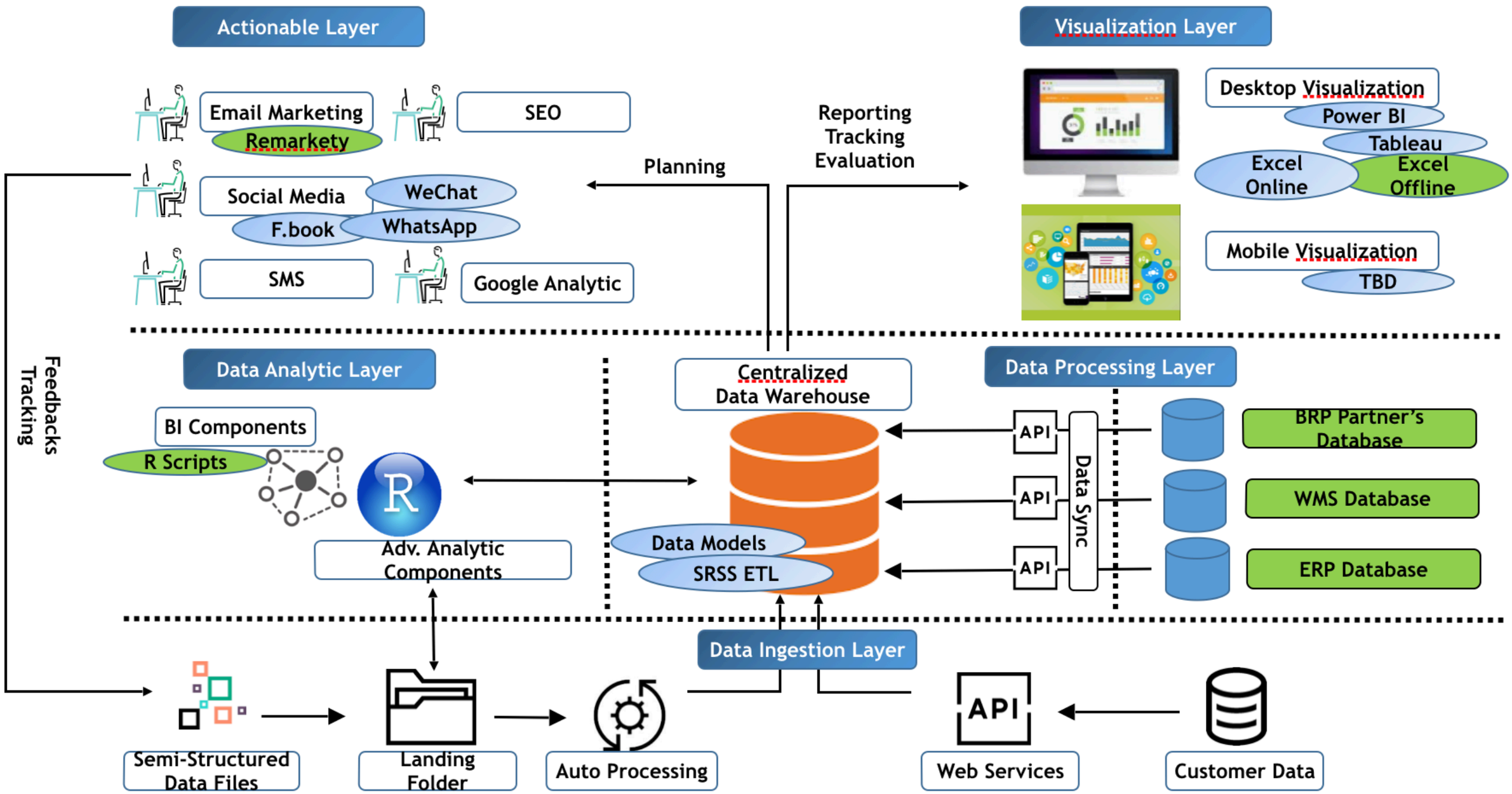
Top Gen

High-Level Solution Design Concept

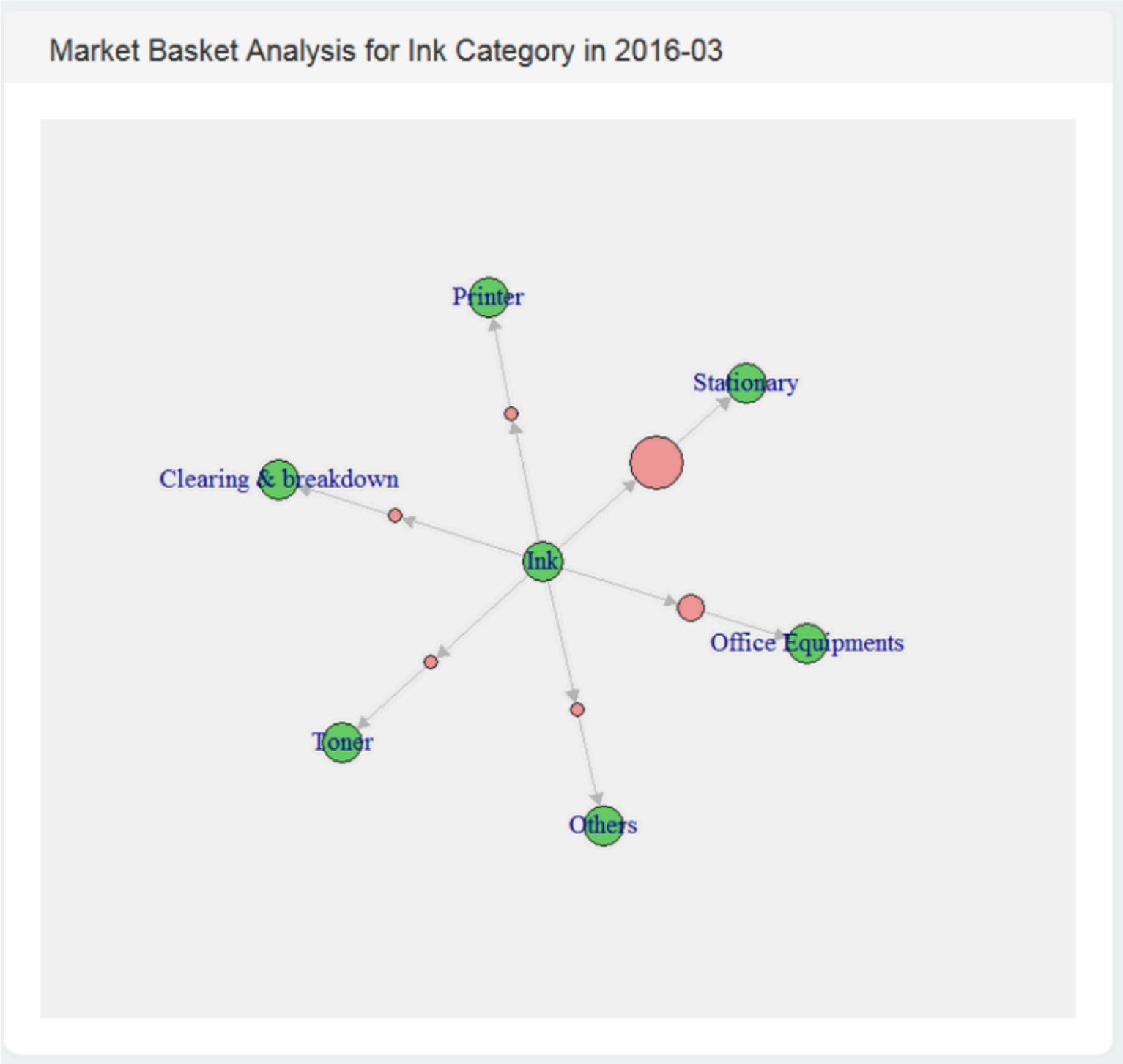


Top Gen

Overall Solution Architecture Diagram



Top Gen


Market Basket Analysis for Ink Category in 2016-03
Printer
Stationary
Clearing & breakdown
Ink
Office Equipments
Toner
Others

Top Gen

Marketing Performance - Tracking Dashboard

		Printer	Ink	Toner	Stationary	Ribbon	Cleaning	Office	Technology	Other	
		P	I	TO	S	R	CB	OE	TECH	O	
	Minimum Condition	3	3	3	3	3	3	3	3	3	
1st Range	Date From: 01-Feb-17 / Date To: 28-Feb-17	231	320	145	101	321	121	153	14	61	Total 1467
	Export List / Percentage	4.62%	6.40%	2.90%	2.02%	6.42%	2.42%	3.06%	0.28%	1.22%	29.34%
2nd Range	Date From: 01-Mar-17 / Date To: 28-Mar-17	250	293	167	91	361	161	253	41	91	Total 1708
	Export List / Percentage	5.00%	5.86%	3.34%	1.82%	7.22%	3.22%	5.06%	0.82%	1.82%	34.16%
Analysis	Increase / Decrease	+19	-27	+22	-20	+40	+40	+100	+30	+30	Total +241
	Percentage	+0.38%	-0.54%	+0.44%	0.20%	+0.80%	+0.80%	+2.00%	+0.34%	+0.60%	+4.82%

Apply