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Four Ways to Optimize Customer Data for Deeper Insights

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Speakers

Dan Ganancial, Alliance Marketing Manager, Alteryx

Scott Jones, Senior Solutions Engineer, Alteryx

Jen Underwood, Principal Program Manager – BI, Microsoft

Four Ways to Optimize Customer Data



BLEND



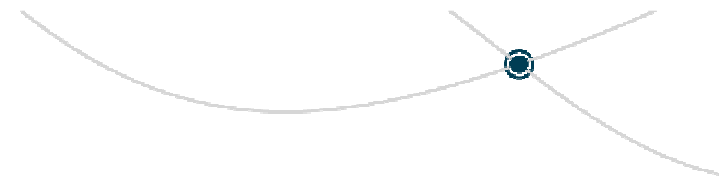
CLEANSE



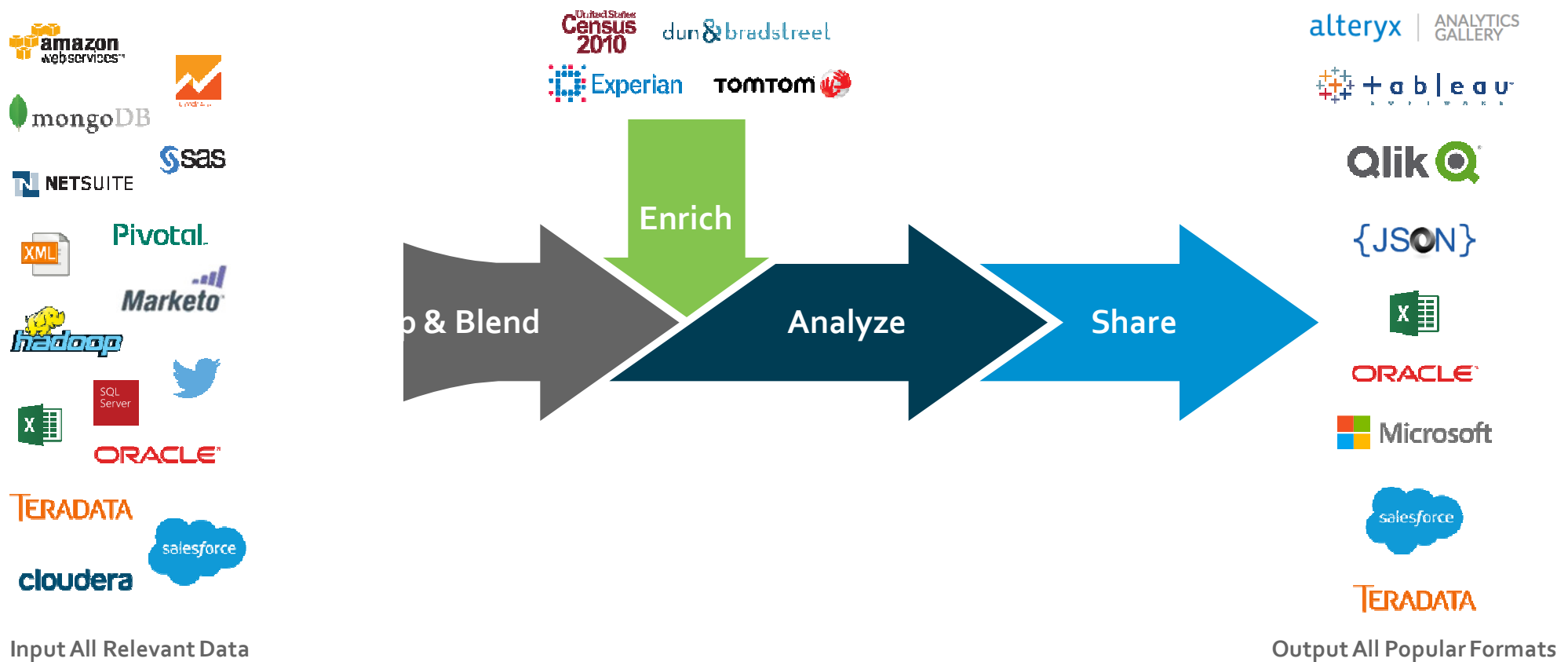
PREDICT



VISUALIZE

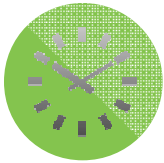


Customer Analytics: From Data Preparation to Visualization

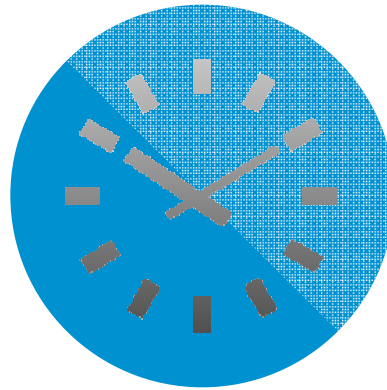


Organizations want insight **in hours or less, not weeks or days**

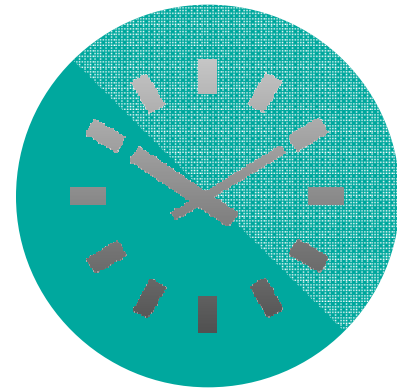
What is the preferred timeframe to get insights?



Seconds **14%**



Minutes **37%**



Hours **35%**

Setting the Stage : Our Example Use Case

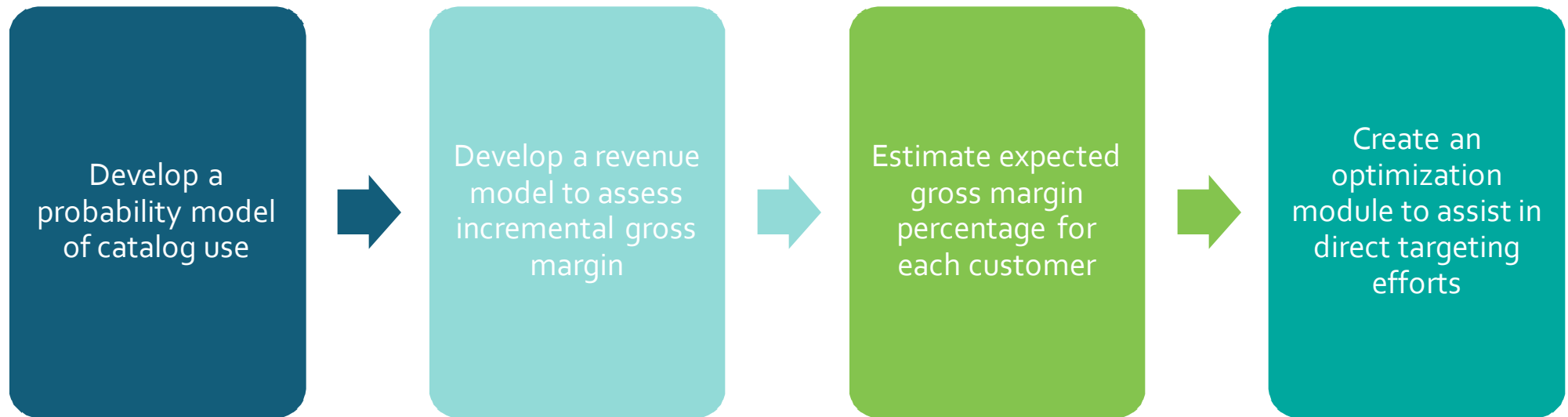
The Project

1. Customer data optimization
2. Target, produce, and maximize profits from direct marketing initiatives

Business Challenge

1. Need to unify customer and marketing data across multiple sources
2. Struggle with cumbersome data manipulation and inconsistent modeling in Excel
3. Excel lacks depth of analytical capabilities needed for optimization modeling

The Solution



Four Ways to Optimize Customer Data for Solution

1

BLEND : customer and marketing data from multiple sources

2

CLEANSE : customer data in a reduced amount of time

3

PREDICT : performance of targeted marketing and evaluate results

4

VISUALIZE : customer data results to drive deeper insights

Solution Process

- Using Alteryx as the data preparation and predictive analytics tool
- Using Microsoft Power BI as the visualization tool



The Results



Previous
Year

Redemption Rate: 3%
Marketing ROI: -39%



Next
Year

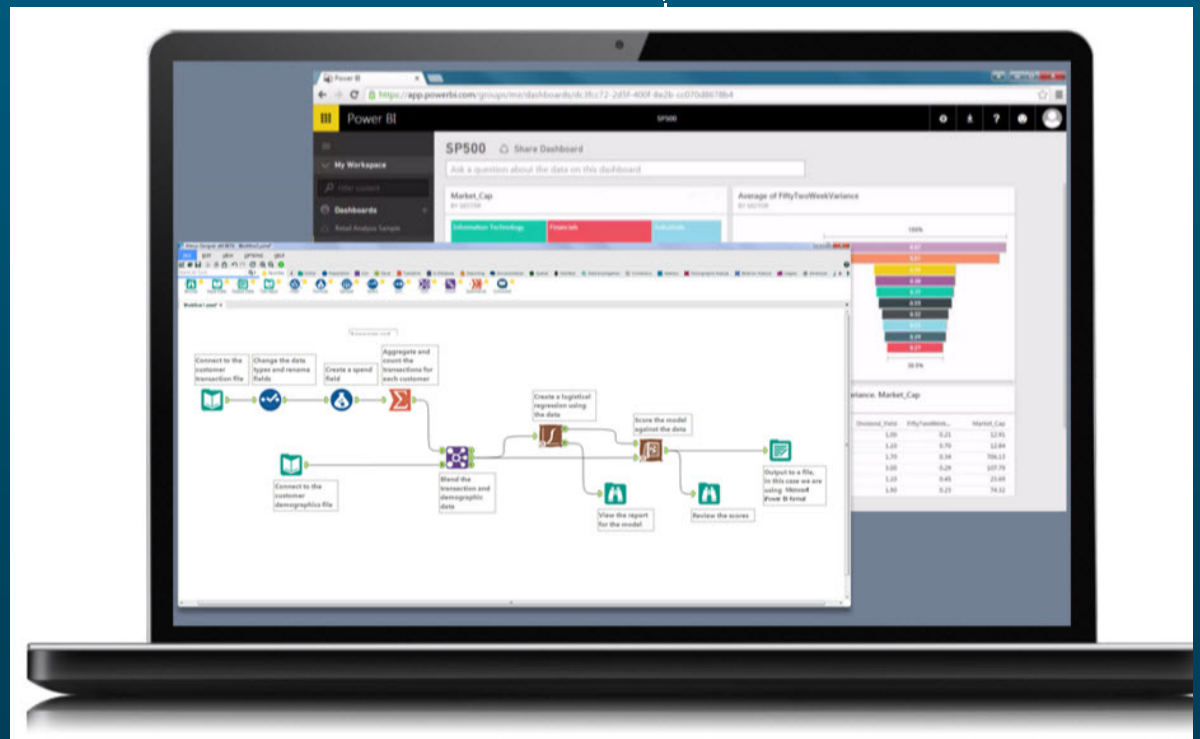
Redemption Rate: 10%
Marketing ROI: +59%



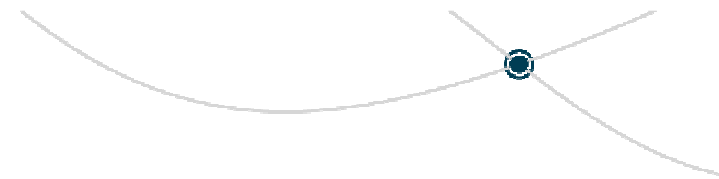
Overall
Result

Average Marketing ROI
of 186%

Demonstration



Four Ways to Optimize Customer Data



BLEND



CLEANSE



PREDICT



VISUALIZE

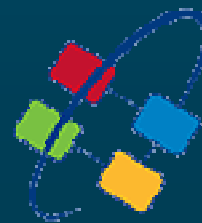


Optimize your customer data and generate deeper insights!

Get started with the Alteryx Kit and Microsoft Power BI

alteryx.com/microsoftkit

powerbi.com



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