



BetterDecision™: An Idea-Bank for Answering Data-Related Questions

Note: This is a subset of representative topics/templates described here. A more extensive listing is available for customers that sign up for the service offering.

ROI Analysis – Promotions, Channels, and Response Rates

A marketing manager is interested in the relationship between amount spent on promoting products through certain channels and their response rates. He will discover that a particular product has high response rates only when promoted through a certain channel, but not otherwise – and another product has high response rates across all channels but one. With this information he can better allocate promotional budgets designed for greatest ROI in terms of products and channels.

Customer Attrition - Prevent attrition of profitable customers

A cellular phone company is interested in understanding attrition levels and ways to reduce them. They will discover that product feature availability (i.e. lack of) rather than price is an indicator of attrition. They develop proactive marketing campaigns that highlight feature-sets and promote these products to selected customers (whose products lack newer feature-sets), increasing loyalty and reducing attrition.

Customer Cross-selling - Cross-sell effectively to specific market segments

An online retailer is interested in which products are most appropriate for cross-selling opportunities for their customers segmented by Life Time Value. She will learn that the segment of customers that have the highest Life Time Value present different cross-selling opportunities than customers in other segments. Using this knowledge she is able to differentially identify cross-selling opportunities for greater effectiveness.

Health and Fitness – Human Performance

A manager at a fitness center is interested in prescribing customized training plans for their clients based on initial assessment data. He discovers that the same fitness regimens have differential effects regarding weight loss for males vs. females. He uses this information to refine protocols for male vs. fitness clients whose goals include weight-loss.

Business Process Evaluation – Financial Underwriting

A financial institution is interested in evaluating their performance relative to their competition, in raising capital by underwriting equity and/or debt. Their lead managers will understand how markets are segmented and what types of companies their managers do well (and not well) in raising the most capital.

Business Process Evaluation – Internal Controls

A contact center manager is interested in improving customer service by reducing the number of transfers and the duration of calls for their customers. The manager will discover that calls that have longer than average duration times in fact have fewer transfers. The manager uses this information to revise internal guidelines for identifying circumstances when to route calls.