

Fireside Chat | [Data Mining Strategy] How to Optimise Data Mining Strategy to Achieve Better Customer Satisfaction & Retention



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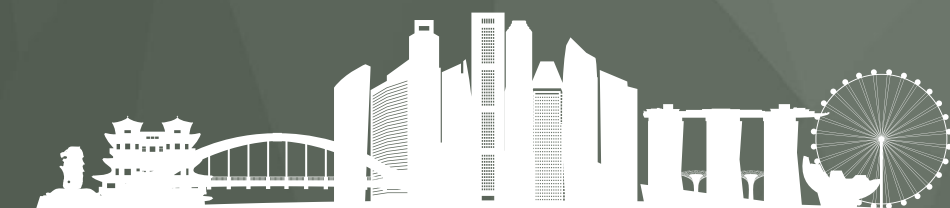
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Which sources of data are you actively using to help with marketing/product/sales activities?

Question 1: How do you aggregate data?

Question 2: What are the key challenges around data aggregation?

Question 3: What is your wishlist for your data-mining strategy?

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What is the biggest challenge to data mining and actionability?

Question 1: How do you aggregate data?

Question 2: What are the key challenges around data aggregation?

Question 3: What is your wishlist for your data-mining strategy?

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Ivy's Takeaway: Brands have more usable data now to help them with audience insights, marketing optimization and product development. While we may still be some time away from a unified view of individual users, there is a lot to be learned already to aid with decision-making.

Rohan's Takeaway: Data Mining is essentially a 3 step process

- Collection and Storage
- Process and Organize
- Analyse and visualize
 - In absence of any step the end result will be compromised
 - In future hoping for more automation to bring these elements together with lesser manual analysis.

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Q & A