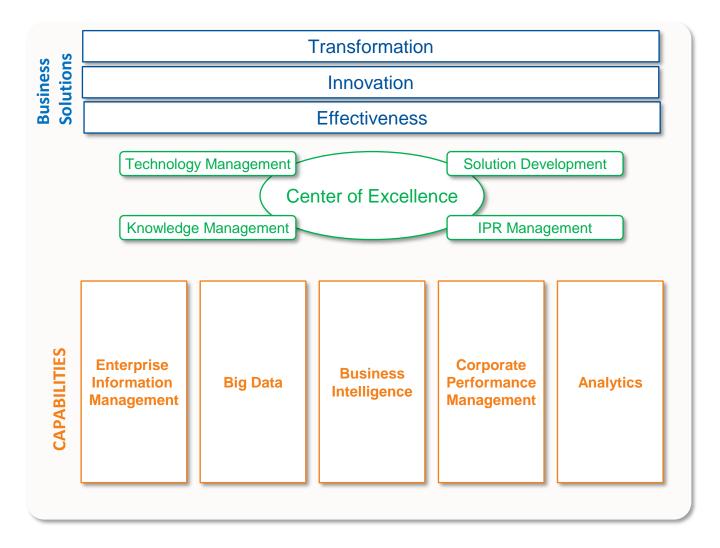
# Dawn Eit Technologies

**Consulting** ● **Products** ● **Services** 

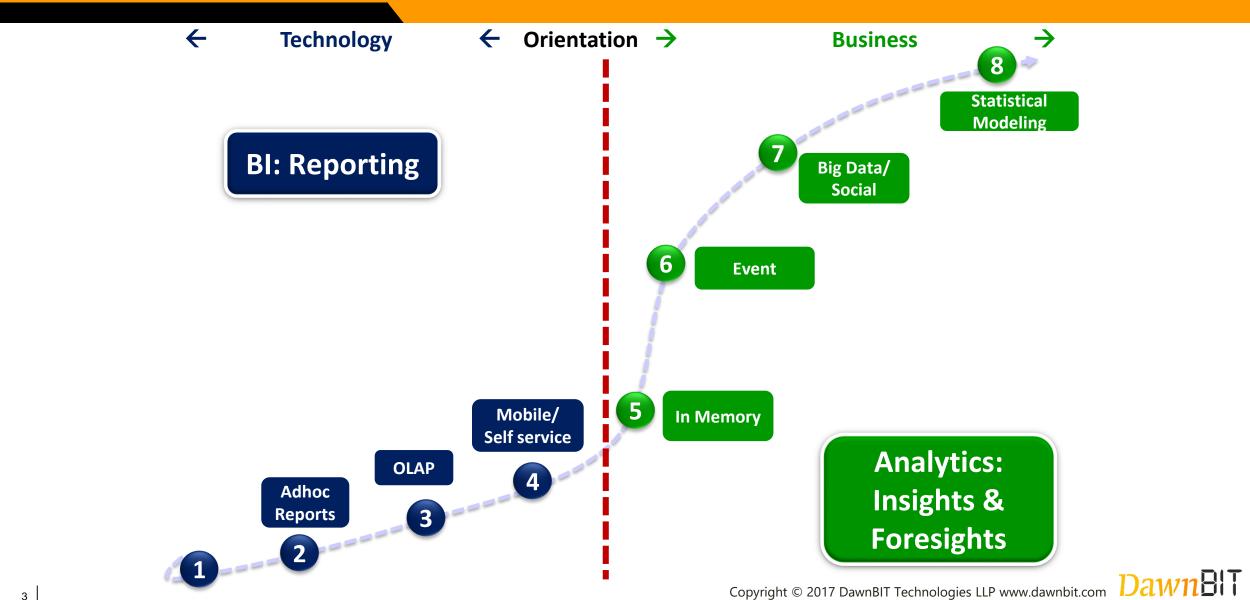
**Business Analytics** 

## **DawnBIT Analytics Practice**





## **Service Offerings**



#### **DawnBIT Advantage**

Core Resource Group

- Senior profiles with quantitative disciplines
- Backed by 30+ data analytics experts; 15+
   NoSQL Experts and 15+ Full Stack Developers

Business Aligned Approach

- Mix of business domains and quant skills
- High quality and relevant analytics deliverables
- 10+ Data Analytics Implementations

Agile Analytics

- Hands on analytics practitioners
- Accelerators and IP creation

Integrating Big
Data

- Social Analytics
- High Volume Analytics
- IoT Analytics



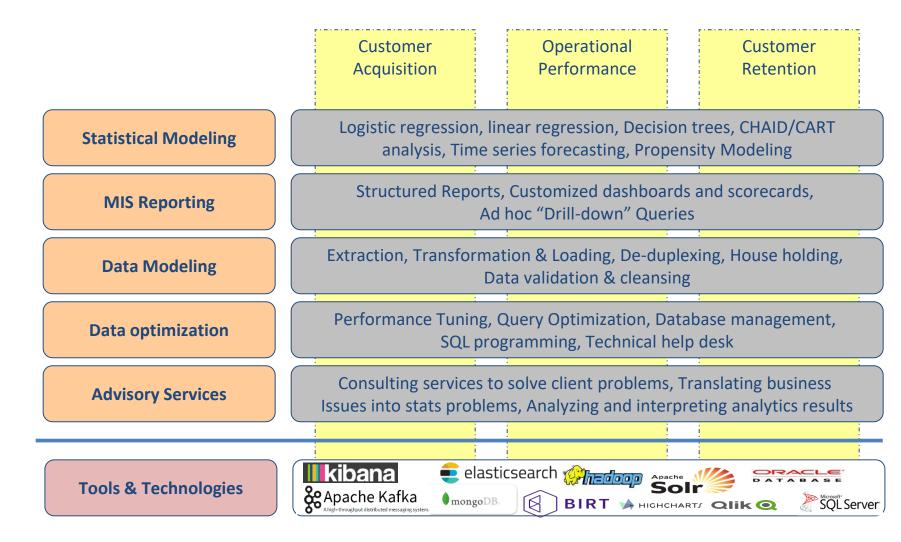
#### **Analytics Maturity Cycle**

**Complexity** Type of Analytics **Use cases** Personalized Specialized Personalized experiences Unknowns Cross channel integration Undefined Game ideation and innovations Text analytics Randomized **Acquisition and cross sell: Predictive** Who can we attract more players? Constrained What is beneficial to automate? Perspective Forecasting **Campaign saturation:** Simulation Trend analysis Clustering Network **Profiling & segmentation: Decision trees** Performance comparisons games, campaigns, ad placements **Notifications** Regression **Micro-targeting**: **Predictive** Segmentation Audience analysis by geo, game, player type, post play Classification Test & control Descriptive Enterprise Dashboard: Standard & Ad hoc reporting **Bivariant** Univariant **Competitive advantage** 

## **Project Execution Methodology**

**Build** Plan **Deploy Impact Data Preparation** Profiling, Diagnostics, Results Assessment **Segmentation Implementation Hypothesis & Initial Tracking** & Modelling **Assessment Quality Control Recommendations** Identify potential Identify and Define the key ■ Simulate various Assess technology **Develop BI** business issues extract from variables for scenarios and levers to Reporting sources of analyses implement dashboards to assess Generate relevant data dependent and corresponding strategies track the hypotheses independent business impact performance of ■ Integrate data Conduct Create initial implemented sources for Create segments, Recommend production level baselines and solutions decision trees, analyses specific strategies testing through scope for project regression models pilot, etc. **Monitor results** Preparing data Conceptualize to test and suggest Develop with proper analytical model hypotheses missing and production level maintenance, approach outlier treatments Validate and documentations parameter Scope out finalize models Determine updating deliverables development and requirements validation samples **Onsite Workshops Onsite + Remote Analytics Consulting Onsite + Remote BI Implementations** 

#### **Data Analytics Capabilities**





## **Data Analytics Service Offerings**

To lead with confidence and outpace competitors, companies need to make accurate decisions faster than ever. By integrating data from across the enterprise and delivering self-service reporting and analysis companies can take well informed decisions that improve confirming organizational goals.

#### • Customer Segmentation Analysis • Customer Loyalty Analysis **Customer Analytics** Service Span Cross-sell and up-sell opportunity • Customer Life Time Value Customer Churn Management Analyzing customers database to derive • Product preference study customer intelligence Offerings Attribute preference mapping Database marketing **Marketing Analytics** • Market share simulations analytics to identify trends · Target market identification Predict customer and market behavior and patterns in marketing • Forecast demand for products and services data Market research analytics ervice in order to find relationship • Campaign Performance Analysis between customer • Advisor performance Analysis **Call Centre Analytics** preferences on overall Call Forecasting product profitability CSAT Analysis S Service delivery Tracking Inventory management • Resource Allocation, attrition, Staffing Analysis performance and warehouse analytics • Price/Cross Elasticity Modeling • Item Cannibalization Analysis **Price Analytics** Pricing Simulation • What-If Scenario Modeling

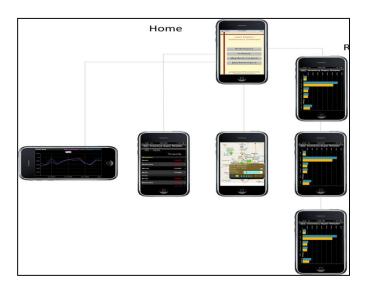
## **Mobile Business Intelligence**

#### Traditional BI



- Browser / Desktop Optimized
- Interface through Keyboard and Mouse
- Typical output:
  - Tabular Reports
  - Scorecards
  - Dashboards

#### Mobile BI Applications



- Mobile Browser / Native App optimization
- Follows Storyboard
- Leverages Geo-positioning capabilities for new use cases
- Enables on-site barcode scanning/picture
- Empowers in the spot decision making



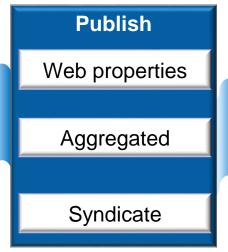
#### Social media, Big Data & Analytics



## **Process social content Data Warehouse** Big Data Integration Text mining Analytics

#### **Analyze** Insights Sentiment **Opinions** Ideas Influencers **Events** Trends Patterns **Exceptions**





#### **Enrich Big Data/ EDW**

- Product & services offering
- Social content
- Promotions
- Community connections
- Much more...

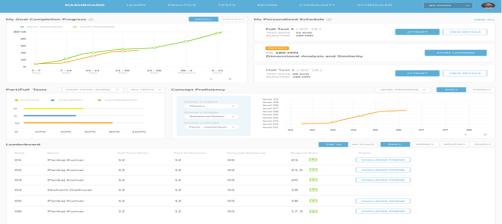


#### **Student Analytics**



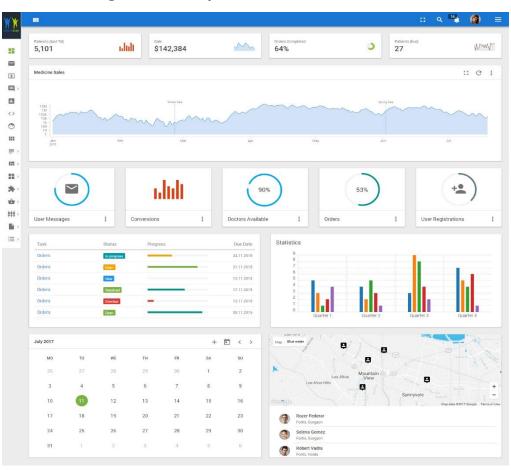
#### **IoT (Temperature & Humidity Sensors) Analytics**







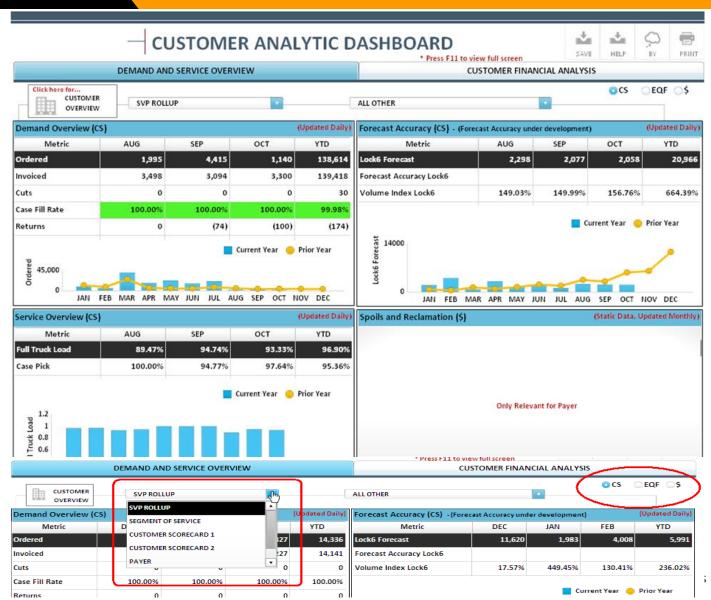
#### **Patient Management Analytics**



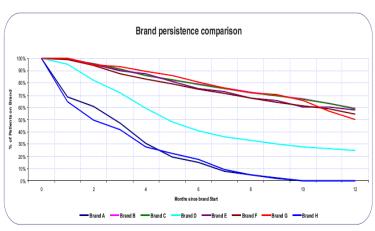
#### **Project Management Analytics**

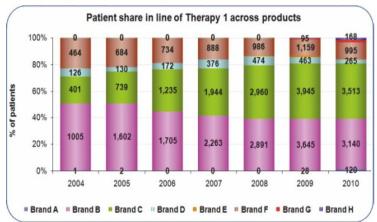




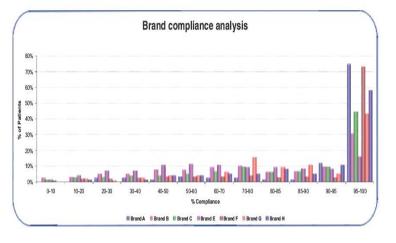


#### **Pharmaceutical Analytics**

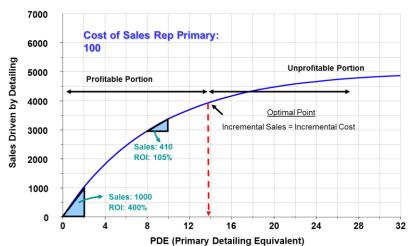












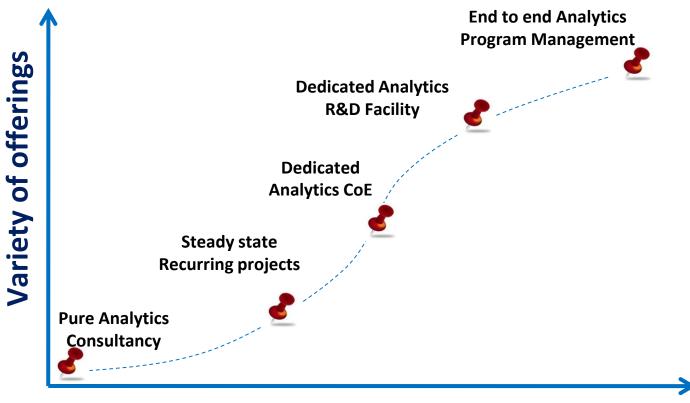




TD Sales Analysis (Retail v/s Non Retail)

Market Share Analysis by product (Heat Wap)

## **Engagement Model**



#### **Maturity of Engagement**

- Fixed bid
- Time and material
- Outcome based / Profit sharing based on results



## **Next Step**

## **Discussions**

