ANALYTICS AT THE EDGE - OPPORTUNITY IN STREAMING DATA
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ADVANCED ANALYTICS

FORECASTING
Leveraging historical time series data to drive better insight into decision-making for the future

DATA MINING
Understand and find relationships in data to make accurate predictions about the future

TEXT ANALYTICS
Discover relevant themes and relationships in social media, call notes and email for deeper insights and improved business management

OPTIMIZATION
Make appropriate business decisions by understanding dynamics and utilize resources the best way
Streaming Tag Monitor

SIGMA 1
SIGMA 2
CONSECUTIVE TREND
ADVANCED ANALYTICS

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EXAMPLE DECISION TREE

Decision Tree of Customer Satisfaction

IF ( ('Product Line'= ('Kiosk', 'Promo', 'Game')) AND ('United Kingdom', 'Denmark', 'Germany', 'Norway', 'Saudi Arabia') ) AND ( 'Customer Satisfaction's NodeMissing ) AND ( 'Facility Country's NodeMissing ) RETURN 8
ELSE IF ( ( 'Product Line'= ('Game', 'Flush') ) AND ( 'Facility Country's NodeMissing ) AND ( 'Facility Country's NodeMissing ) ) RETURN 9
ELSE IF ( ( 'Product Line'= ('Game', 'Flush') ) ) RETURN 10
ELSE IF ( ( 'Product Line'= ('Kiosk', 'Game', 'Indonesia', 'Singapore', 'United Kingdom', 'Denmark', 'Germany', 'Norway', 'Saudi Arabia') ) ) RETURN 11
ELSE IF ( ( 'Product Line'= ('Kiosk', 'Promo'), 'Indonesia', 'United Kingdom', 'Denmark', 'Germany', 'Norway', 'Saudi Arabia') AND ( 'Product Line'= ('Kiosk', 'Promo', 'Game')) AND ( 'Facility Country's NodeMissing ) AND ( 'Facility Country's NodeMissing ) ) RETURN 12
ELSE IF ( ( 'Product Line'= ('Game', 'Flush') ) ) RETURN 13
ELSE IF ( ( 'Product Line'= ('Game', 'Flush') ) ) AND ( 'Customer Satisfaction's NodeMissing ) RETURN 14
ELSE ...

Facility Country

Brazil, Japan, Mexico, Singapore, Colombia, Egypt, Peru, Chile, Japan, Mexico, Singapore, Brazil, Colombia, Egypt, Peru, Chile

Product Line

Kiosk, Game, Promo, Kiosk, Game, Promo, Kiosk, Game, Promo, Kiosk, Game

Sales Rep Rating

< 50%

914.784

Average: 91.45%
Std Dev: 8.54%

50%

243.709

Average: 49.06%
Std Dev: 5.01%

> 50%

127.747

Average: 61.58%
Std Dev: 10.83

937.542

Average: 91.45%
Std Dev: 8.54%
Event: 
- Customer exhausted data pack and is throttled

Context: 
- High Value Customer
- Data usage in the last 48 hours above average
- 5 remaining days until dethrottling

Intelligent Decision: 
- Analytically optimised offer
- Individualised price, volume and validity

Refinement: 
- Based on customer response
- Analytical Model learns continuously

Action: 
- SMS
- App Push

Enjoy a data snack of 400MB at 89 SEK
EVENT STREAM PROCESSING
THANK YOU

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