AYASDI

Advanced Analytics in the Consumer Goods Sector

Introducing Ayasdi's Advanced Analytics Software

As a consumer-centric company, you manage in an extremely competitive environment. Your customers are inundated with choices that are often just a click away. Fluctuating consumer preferences and increasingly shorter sales cycles make it difficult for your sales and operations teams to effectively balance supply and demand.

To achieve and maintain competitive advantage, it is imperative that your company has a deep understanding of its customers' motivations and preferences.

The massive amounts of customer-related data - from weblogs, CRM systems, inventory systems, social networks, mobile devices and more – present a tremendous opportunity for firms to transform this data into insights that can help them effectively engage with and grow their customer base. That's where Ayasdi's advanced analytics solution can help.

Ayasdi Core^{TM} accelerates the discovery of critical insights from data. It utilizes a revolutionary topological data analysis (TDA) framework to apply a broad range of machine learning, statistics and geometric algorithms to your data to surface customer intelligence previously hidden or overlooked by conventional analytic tools.

The Benefits

Using Ayasdi Core, your organization can effectively segment customers, engage in more targeted, personalized marketing, and streamline sales and operations.


How Ayasdi Core Benefits the Consumer Goods Sector

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CUSTOMER SEGMENTATION

As consumers engage with your products, services and offers, both in-store and online, they leave behind "bread crumbs" in the form of interaction data. Ayasdi Core can uncover insights from this complex mesh of actual customer behavior data to help your firm engage in meaningful and dynamic segmentation.

Ayasdi's software analyzes a wide array of datasets, including location information, customer profile information, CRM data, and support interaction data, to provide a nuanced view of customers and their buying preferences. Ayasdi Core can uncover additional customer segments that represent higher profitability, thereby helping your firm prioritize service.
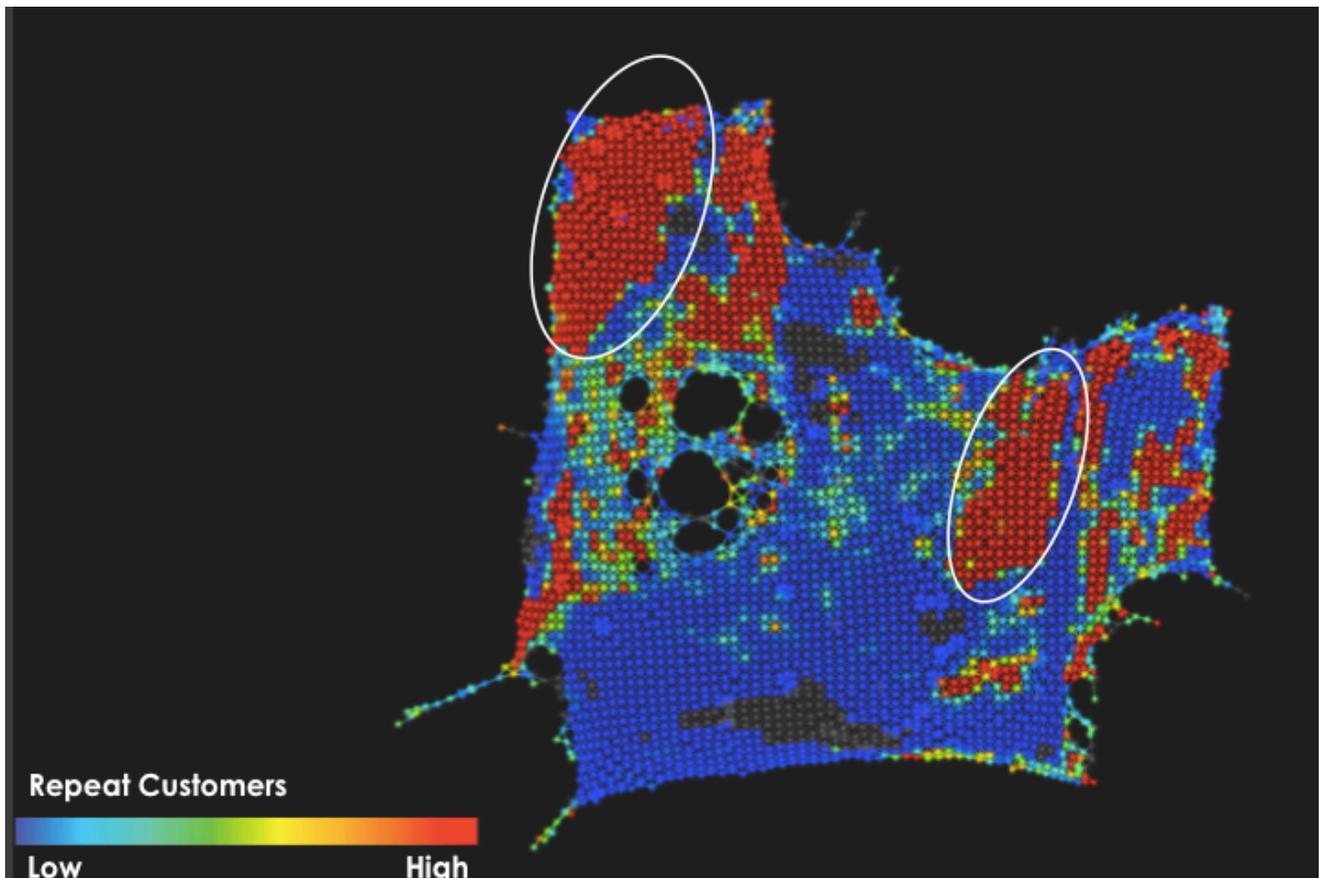
Identify and explore the purchasing behavior of returning customers

Additionally, by uncovering characteristics that indicate loyalty, Ayasdi Core can help flag those customers with a propensity to churn.

By using Ayasdi Core for customer segmentation, your company can better position related products and services when it matters most, thereby increasing its chances of retaining and growing its customer base.

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PERSONALIZED MARKETING

In this era of information overload, the ideal scenario is to be able to identify a potential customer and send a personalized offer at the right moment, through the right communication channel, at just the right moment of interest. Consumer-centric firms are increasingly looking for ways to obtain a 360° view of their customers across platforms and communicate based on a customer's geographic location, past purchase history, evolving life events and behavior.

Personalized marketing requires an intimate knowledge of your customers' characteristics, as well as a lens to make sense of them. Ayasdi's advanced analytics solution can correlate and analyze point of sale (PoS) data, clickstream data, web logs, customer service logs, social media information, and CRM data to create an integrated view of your customer. Your marketing team can leverage these rich insights to create personalized offers. Delivery of these offers through a customer's preferred channel, at the time that it is most relevant, increases the likelihood of uptake of the offer.

SALES AND OPERATIONS PLANNING

Demand forecasting and planning activities are hindered by fluctuations in consumer preferences and short product lifecycles. Forecast inaccuracies can result in stock outs or excess inventory that can cost millions of dollars each year.

Developing a tight link between demand planning and supply chain execution requires a deep understanding of the sources of demand and the various factors that can impact manufacturing and delivery.

Ayasdi's advanced analytics solution is designed to correlate and analyze highly complex, disparate sets of data from a wide variety of sources including CRM systems, store data, supplier information, distribution center data, and supply chain risk models to produce demand forecasts that are 15 – 30% more accurate than those produced by other approaches. A more accurate forecast of demand results in better sales and operations plans. It is estimated that companies that invest in best-in-class sales and operations planning analytics can achieve 14% higher gross margin than their competitors.

Summary

There is a tremendous opportunity for consumer goods firms to tap into the massive amounts of complex and diverse datasets at their disposal to find critical insights that can help them effectively grow their customer base and create additional revenue streams.

Ayasdi Core helps consumer goods firms uncover insights from their data previously hidden or overlooked by conventional analytical approaches. It enables them to precisely segment their customers, engage in personalized marketing and optimize sales and operations.

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ABOUT AYASDI

Ayasdi is on a mission to make the world's complex data useful by automating and accelerating insight discovery. Our breakthrough approach, Topological Data Analysis (TDA), simplifies the extraction of intelligence from even the most complex data sets confronting organizations today. Developed by Stanford computational mathematicians over the last decade, our approach combines advanced learning algorithms, abundant compute power and topological summaries to revolutionize the process for converting data into business impact. Funded by Khosla Ventures, Institutional Venture Partners, GE Ventures, Citi Ventures, and FLOODGATE, Ayasdi's customers include General Electric, Citigroup, Anadarko, Boehringer Ingelheim, the University of California San Francisco (UCSF), Mercy, and Mount Sinai Hospital.

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