



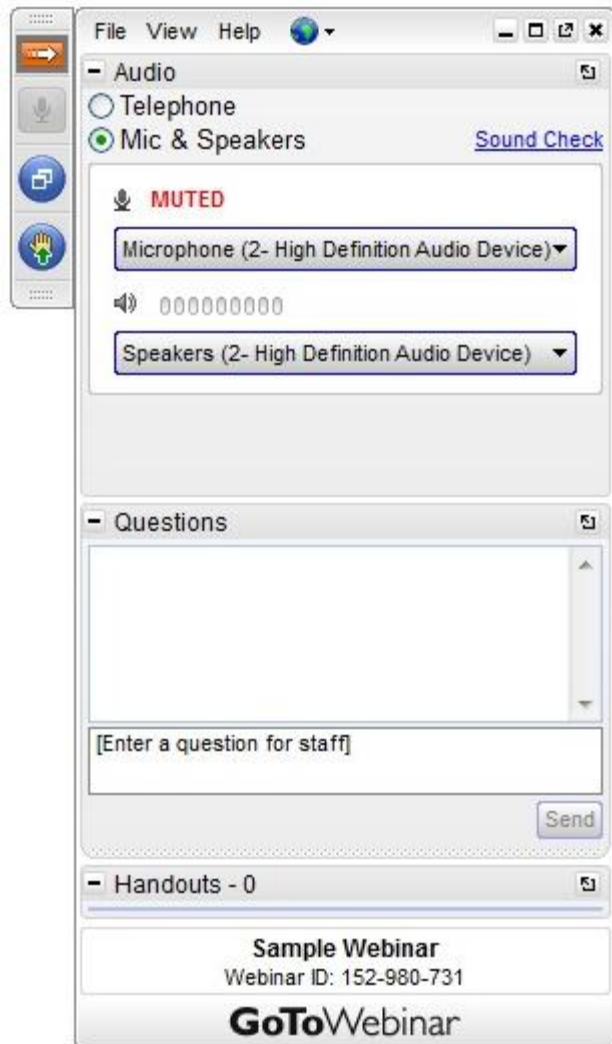
SENTURUS

ENHANCING BI WITH PREDICTIVE ANALYTICS

Real World Applications



GoToWebinar Control Panel



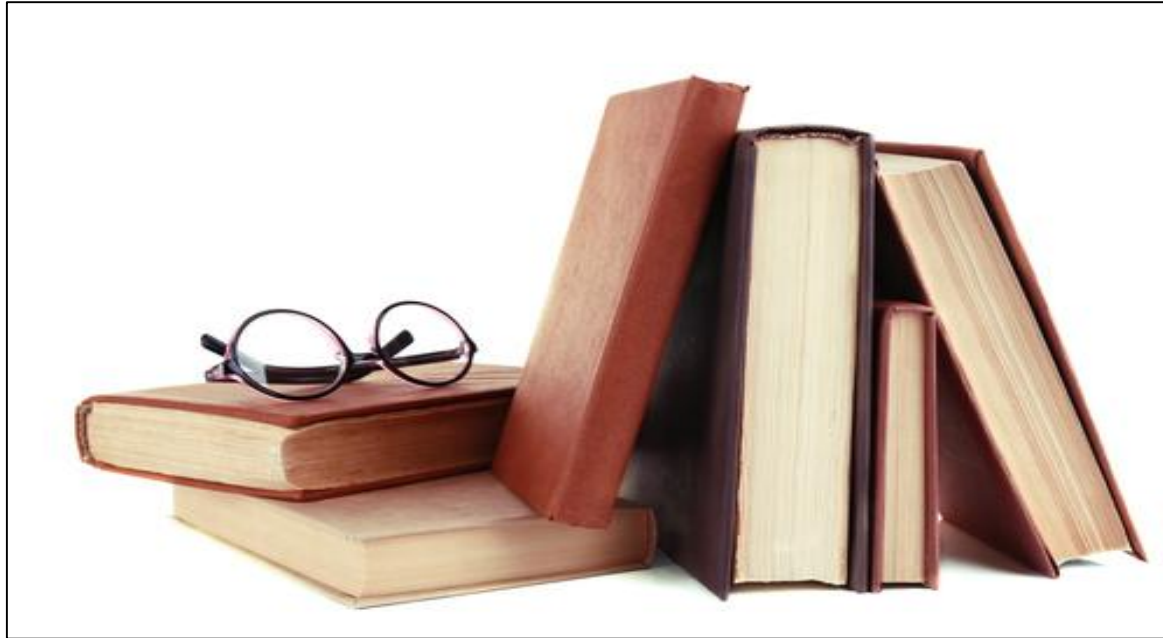
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Submit questions here

Presentation Slide Deck

<http://www.senturus.com/resources/>



RESOURCE LIBRARY

An extensive, free library of past webinars, demonstrations, whitepapers, presentations, helpful hints, and more.

Introducing...Today's Presenters



Arik Killion

Advanced Analytics Architect
Senturus, Inc.



Jim Frazier

VP of Client Services
Senturus, Inc.

Poll

Which scenario most closely describes predictive analytics in your organization:

- A) We don't have the right data, people or systems
- B) We have invested in it, but haven't realized much value
- C) We haven't identified a problem to solve and don't know where to start
- D) We've had some success already
- E) Other

Agenda

- Who am I and what am I doing here?
- If this is the future, where's my jetpack?
- Marketing case study - The \$1M BI column
- But wait, there's more...
- Senturus Overview
- Additional Resources
- Q&A

Who Am I?

- Arik Killion - Advanced Analytics Architect for Senturus
- 16 Years experience as a
 - ~~Statistician~~
 - ~~Data Analyst~~
 - ~~Data Miner~~
 - ~~Predictive Analyst~~
 - ~~Knowledge Discovery Professional~~
 - Data Scientist
 - ??
- Spent 5 years as the Director of Analytics for a national marketing agency
- Some companies I've worked with: Kraft Foods, Nestle/Gerber, Kia Motors, Honda/Acura, Mitsubishi, Verizon Wireless, JD Power, Nielsen Ratings, Allergan/Botox

What Am I Doing Here?

- Bring fantasy back to reality
- Have a real-world discussion
- Show how to bring power and influence to decision makers
- Have fun, meet new people





**IF THIS IS THE FUTURE, WHERE'S MY
JETPACK?**

If This is the Future, Where's my Jetpack?

The relevancy problem with Predictive Analytics



Minority Report, Dir. Steven Spielberg, Twentieth Century Fox, 2002

“Hello, Mr. Yakamoto, welcome back to the Gap. How’d those assorted tank tops work out for you?”

If This is the Future, Where's my Jetpack?

How Facial Recognition is Shaping the Future of Marketing Innovation

"Getting to know the customer" is taking on a much deeper meaning.

20 Jul Close To You: Proximity Marketing And Facebook Advanced Location Targeting



Yes, it can even get a little creepy if you let it.

The “art of the possible” is here, but most companies are not.

If This is the Future, Where's My Jetpack?

Advances in technology seems to have made things more difficult

2011



~150

2012



~350

2014



~1,000

Growth of the marketing technology landscape over 7 years

2015



~2,000

2016



~3,500

2017



~5,000

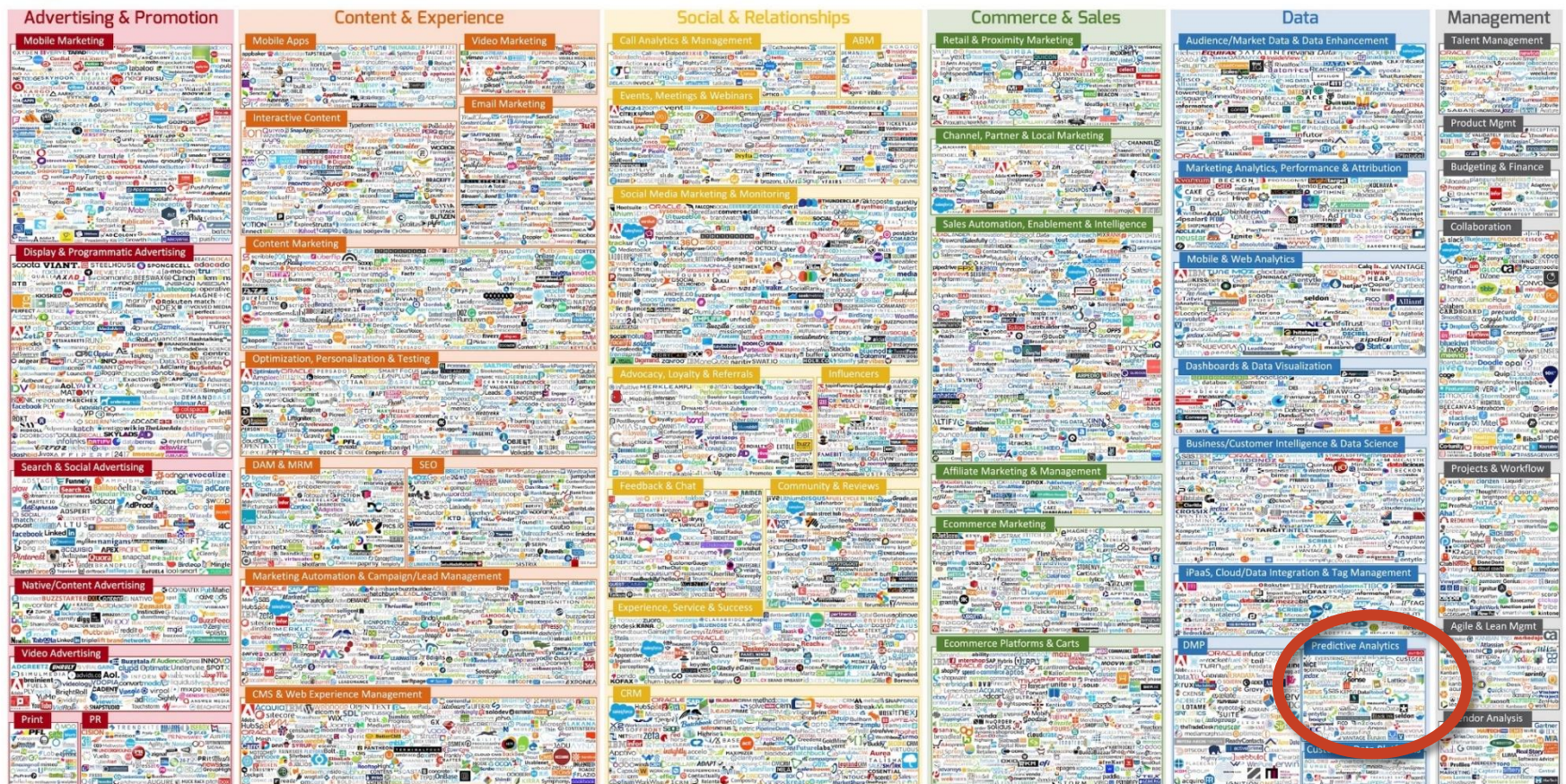
If This is the Future, Where's My Jetpack?

Advances in technology seems to have made things more difficult



chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017



Sources: CabinetM, Capterra, G2 Crowd, Google, LUMA Partners, Siftify, TrustRadius — see <http://chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017/> for details.

Produced by Scott Brinker (@chiefmartec) and Anand Thaker (@anandthaker).

If This is the Future, Where's My Jetpack?

So, now what?

To be continued...



MARKETING CASE STUDY

The \$1 Million BI Column

Marketing Case Study - The \$1M BI Column

The Company:

- Major flooring manufacturer in the U.S.
- \$8.1B in revenue (2015)
- Distribute to ~18,000 independent retailers in North America



Marketing Case Study - The \$1M BI Column

The Problem:

- Floor sample units are a major investment



- 1 Factory plant to produce year round
- ~\$3k-\$4k per unit (materials, labor, shipping, setup)
- Placement guided by relationships with company sales personnel
- \$12 million/year marketing line-item

Marketing Case Study - The \$1M BI Column

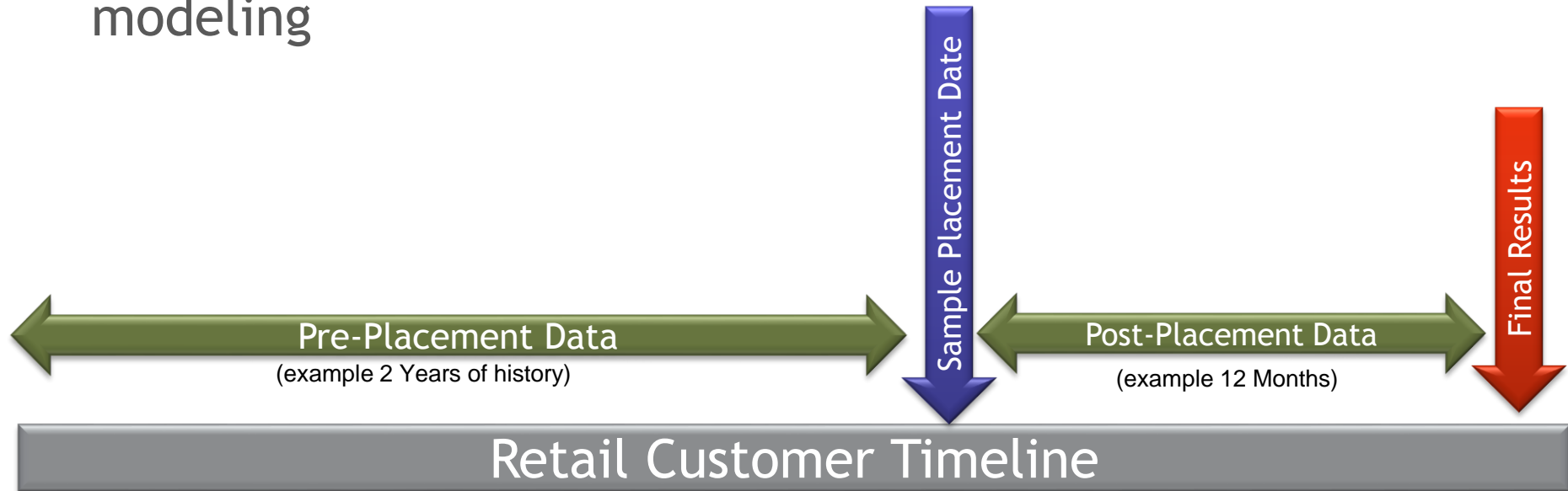
The Solution:

- Compile historical sales, RFM Analysis on prior unit placement sites
- Compile profile “fact” data for each store
- Gather demographics for each store
- Create outcome bands:
 - Green = exceeded margin cost of unit in 1 year for the related products
 - Yellow = broke even or came close
 - Red = fell short or didn’t even look like they tried
- Build predictive models for each outcome within 3 brands (12 models)
- Enable automated scoring of every retailer on a monthly basis with a voting mechanism to select the “best” outcome prediction

Marketing Case Study - The \$1M BI Column

Data prep - The “dirty” secret of advanced analytics

Preparing the historical transactional data for predictive modeling



Marketing Case Study - The \$1M BI Column

The Outcome:

- Integration with BI report to sales for ordering sample unit placements
- New “traffic light” column for likely predicted margin outcome



Customer	Current RFM Score	LuxurySoft Placement	Superica Placement	ArmorGuard Pet Placement
ABC Flooring Inc.	100	●	●	●
Carpet Cube Corp.	85	●	●	●
Buzzy Bee Warehouse	23	●	●	●
Newport Floor	79	●	●	●
Bixby Carpets & Flooring	68	●	●	●
Super Fly Super Floors	94	●	●	●
Barry Good Carpeting	72	●	●	●
Brent's A1 Warehouse	54	●	●	●

- “Educational meetings” to help users understand approach and get buy-in
- Saved \$1.1 million in the first quarter of use

But Wait There's More...

Your jetpack!

- How to start:
 - Start in a problem area that will have great impact
 - Realize you probably already have the data you need to start
 - Find a trusted adviser to help navigate
 - Most predictive project ROIs are between 3 & 12 months (particularly in marketing)
 - Systems ~~can~~ should be automated
- Marketing is the tip of the iceberg:
 - Likelihood to respond, cross-sell/up-sell predictions
 - Employee growth and satisfaction
 - Customer/account loss prediction
 - Collections optimization
 - Accurate forecasts, demand planning, assortment planning
 - And many, many more...

Here's My Number, Call Me Maybe...

Arik Killion

Advanced Analytics Architect

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SENTURUS

WHO WE ARE

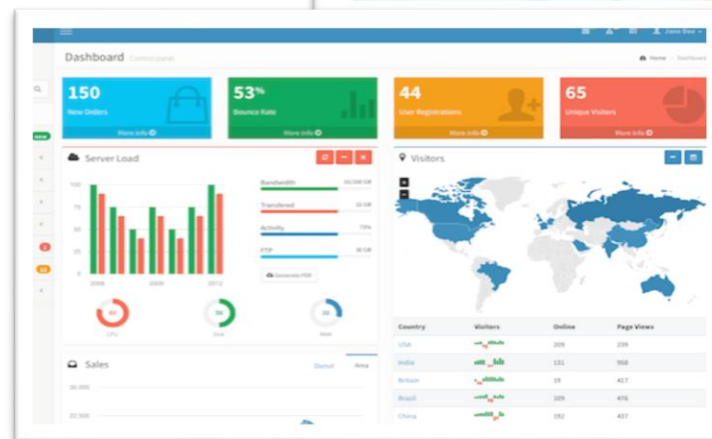
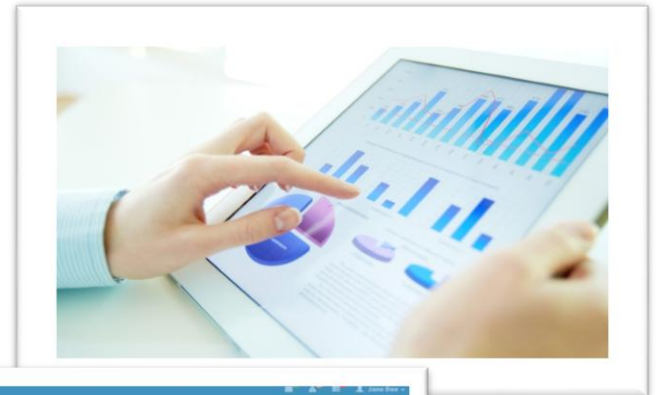
Business Analytics Consultants

Bridging the Gap Between Data & Decision Making



Business Analytics Architects

- Dashboards, Reporting & Visualizations
- Data Preparation & Modern Data Warehousing
- Self-Service Business Analytics
- Big Data & Advanced Analytics
- Planning & Forecasting Systems
- Proprietary Analytics Connector Software



1000+ Clients, 2000+ Projects, 17+ Years



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ADDITIONAL RESOURCES

Upcoming Events

<http://www.senturus.com/events/>

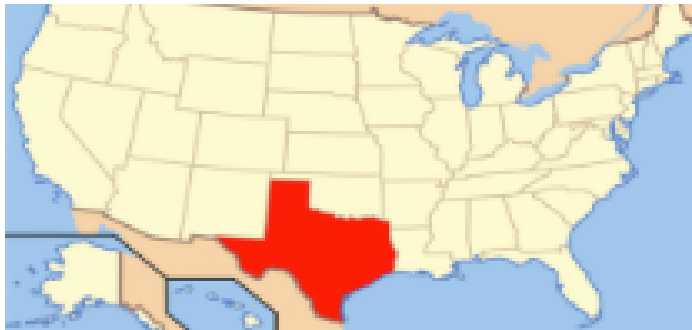


TABLEAU LIKE A PRO IN HALF A DAY

HANDS-ON WORKSHOP IN AUSTIN, TX

Wednesday, November 8, 2017 - 8:30am – 12:30pm CT or 1pm – 4:30pm CT - 4 hours or 3.5 hours



TABLEAU LIKE A PRO IN HALF A DAY

HANDS-ON WORKSHOP IN PALO ALTO, CA

Wednesday, November 15, 2017 - 8:30am – 12:30pm PT or 12:30pm – 4:30pm PT - 4 hours

Other Resources



UPCOMING EVENTS



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BLOG

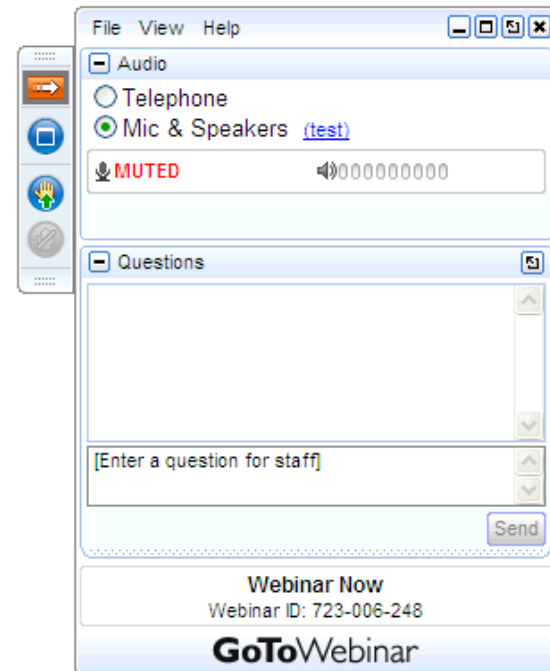
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Q&A

If your question or issue is broader than what can be answered today, contact us at

info@senturus.com

and we will set up a free consultation.



Thank You!

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