

Enhancing Customer Experience



Why Advanced Analytics?

01

Discover and visualize data across the enterprise

02

Break down silos between functions to foster collaboration

03

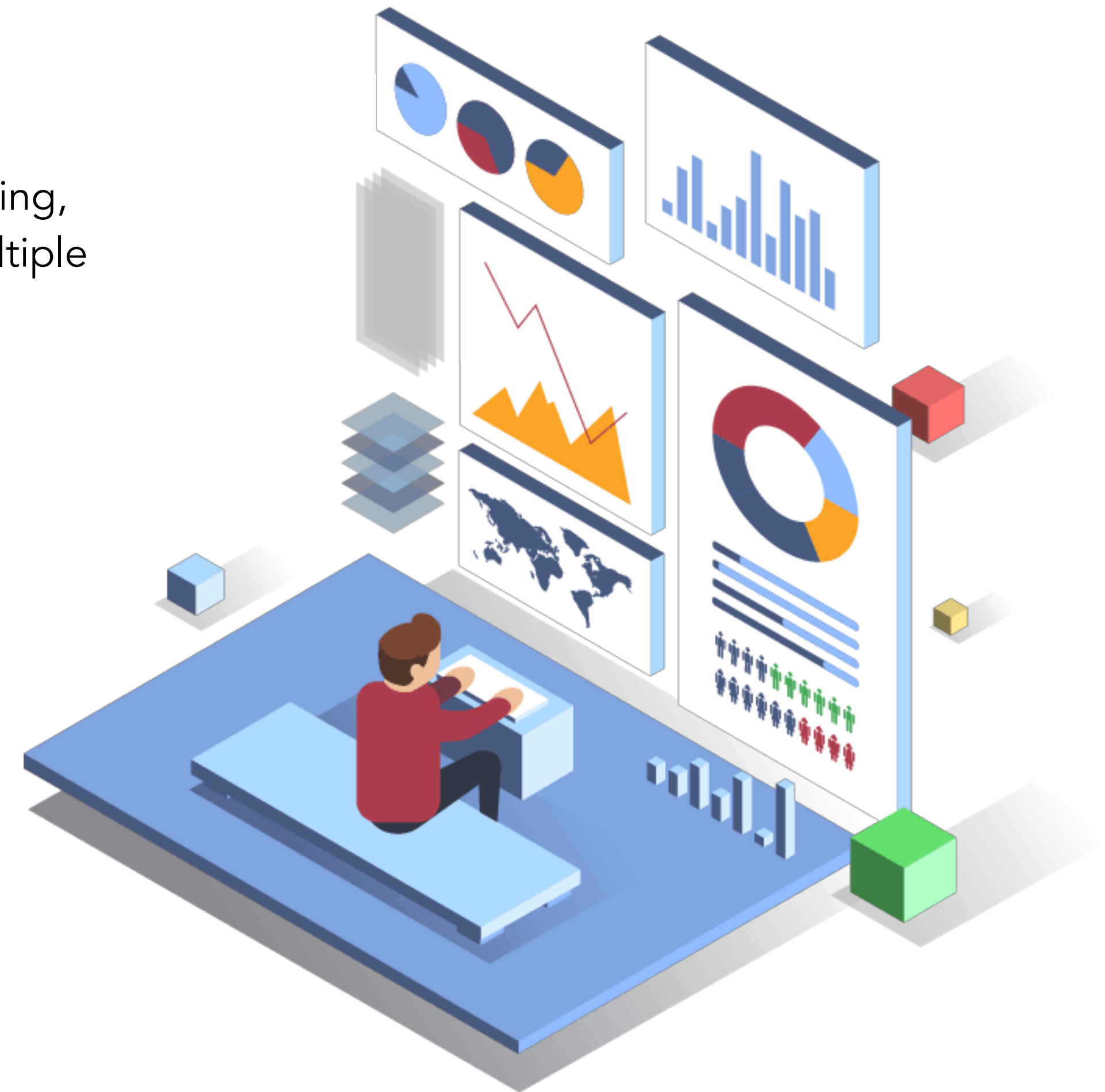
Move safely and quickly to the cloud with a user-friendly solution

04

Provide an effective and engaging user experience across roles and devices

05

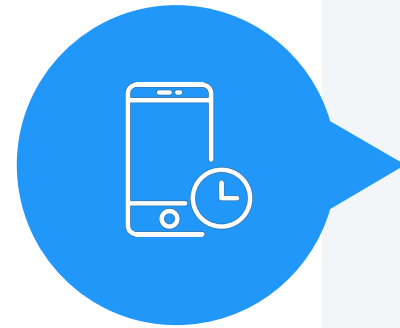
Avoid buying, implementing, and switching among multiple analytics point solutions



Customer Behavior Analysis



Know your customers better



Track your app usage-
Hourly/ Daily/ Weekly/
Monthly



Increase your customer engagement



Customer churn rate



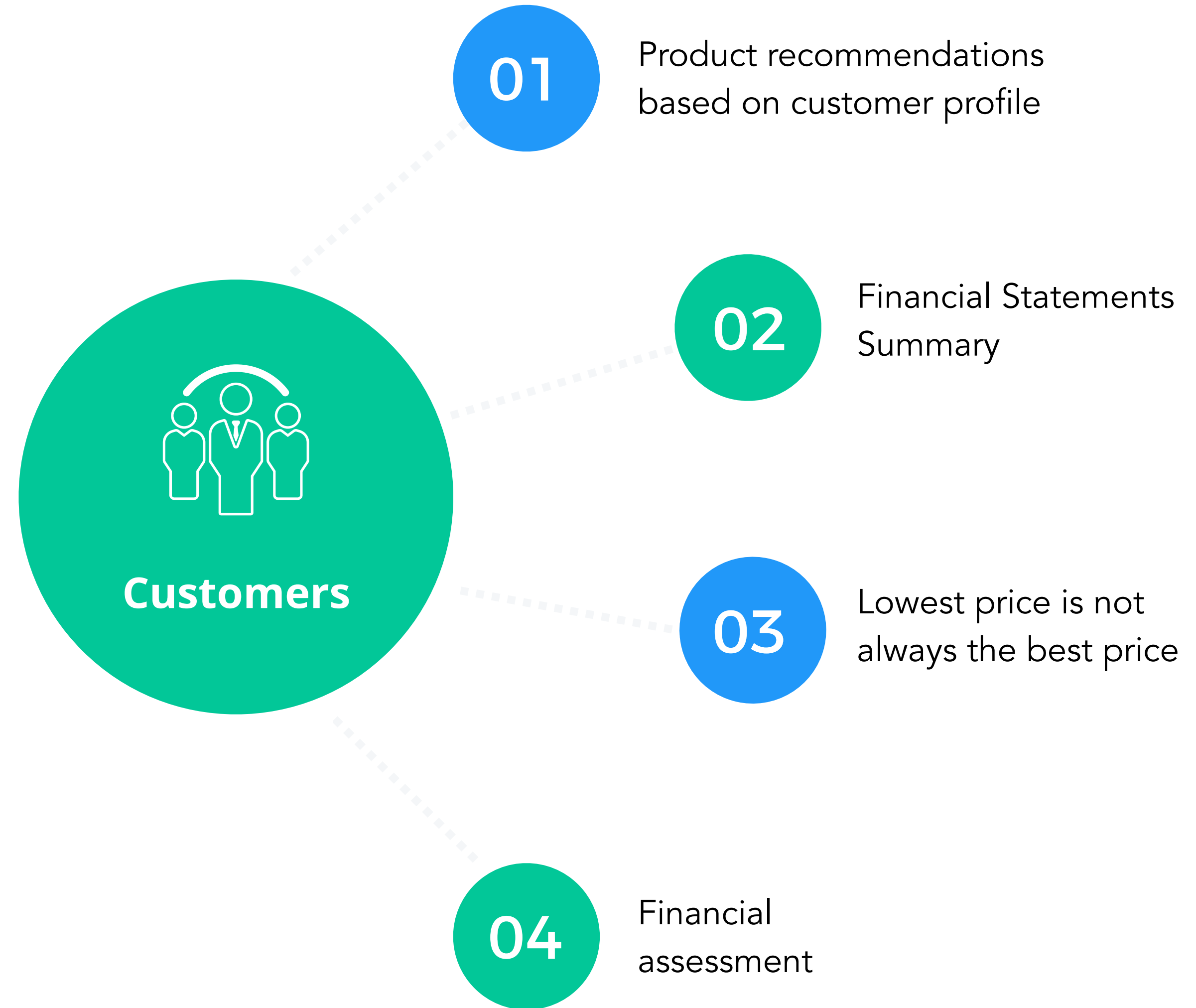
Drive your customer retention & acquisition



Cohort Analysis

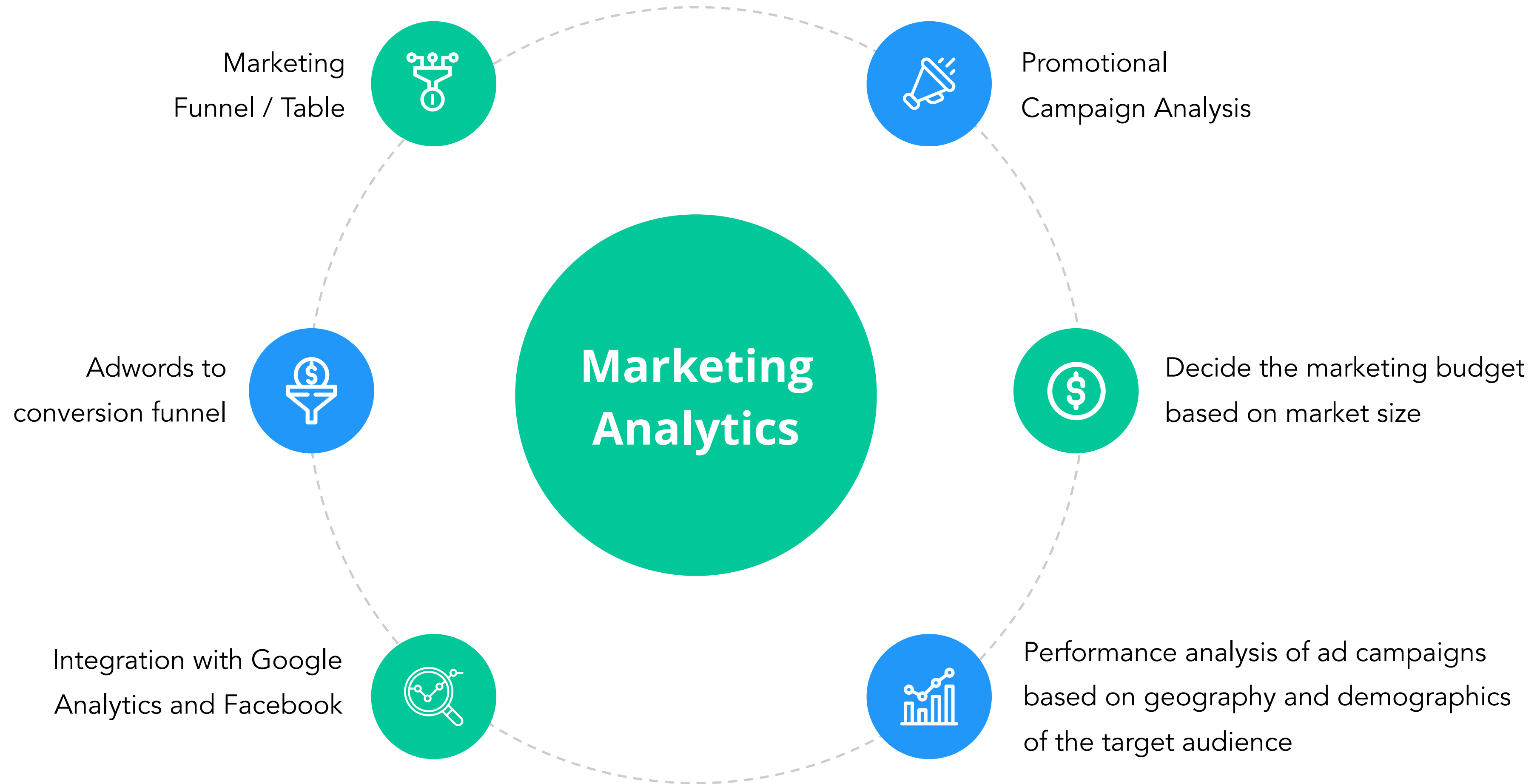
Personalized Analytics

- For Your End Customers



Marketing Analytics

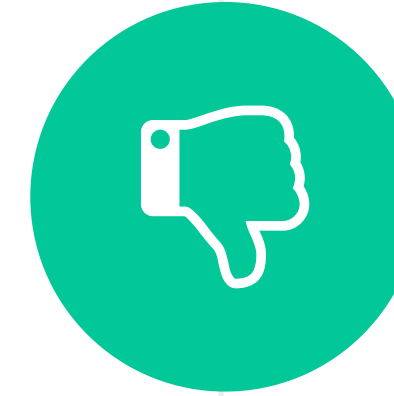
- To Gain Competitive Edge



Product Portfolio Analysis

Top Performing Products

Revenue, Average Basket & Ticket Size,
Transactions, Regional Analysis

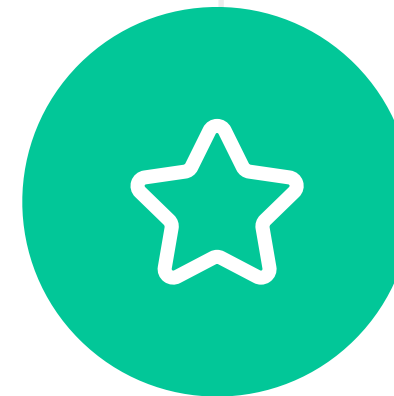


Non Performing Products

Revenue, Average Basket & Ticket Size,
Transactions, Regional Analysis

Popular Products

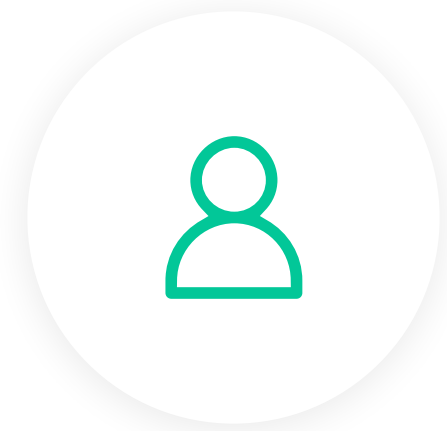
Based on customer demographics,
Regional & Seasonal analysis



Most Invested Portfolios

Volume and Value of transactions,
Regional & Seasonal Analysis

App Related Metrics



Online
Customers



New customer
Sign ups



Android vs iOS
Downloads



Number of times
app opens



Revenue- Hourly,
Daily, Monthly, yearly



Transacting clients - Hourly,
Daily, Monthly, yearly

Advanced Features



01

Multiple Dashboards, Multiple Reports/ Visualizations from Multiple Data Sources

02

Role & Privilege Management

03

Access Control - Public/Private/
Can be shared with a specific set of users

04

Drill down functionality

05

Configure filters (Global and Local)

Advanced Features



06

Export, share and publish

07

In-build filters

08

Alert [In-app notifications & email]

09

Data sources: MySQL, Oracle, BigQuery, Redshift, CSV, API, PostgreSQL, BigQuery Legacy

10

GDPR complaint

11

White labeling with your brand name and logo

Thank You

