MASTER in Customer Experience and Social Media ANALYTICS

Open Day | Rome, 03/12/2018
The analytics economy
New Data Types
BUSINESS UNDERSTANDING

Identify the phenomenon that you want to investigate and the business problem that you want to address.
Analyze the information assets available and identify the data sources useful for the construction of the model.
Preparing data preparation flows in order to construct the input structure for the predictive model.
Building different analytical models using the techniques and algorithms available
Evaluate the different predictive models and choose the best one based on the business needs you want to achieve.
Apply the algorithm to new data and produce outputs to be integrated into the company systems.
Analytics

The discovery, interpretation, and communication of meaningful patterns in data.

SAS: different ways to do Analytics

SAS Base, SAS Studio, SAS Enterprise Guide: the heart of SAS software, to manipulate data and develop models both via code language or drag and drop GUI.

VISUAL ANALYTICS
- Role-based interfaces
- Highly flexible
- Dashboards
- Tabular & graphical reports
- Ad-hoc querying
- Shared metadata
- Easy to use

VISUAL STATISTICS
- Access structured data
- Discover relationships between variables
- Classification models to support prediction
- Lift evaluation and assessment to decide which result to use

VISUAL DMML
- Enable Advanced Analytics
- Pipeline, nodes, templates
- Deep Learning
- Neural Networks
- Image Processing
- Complete the end-to-end analytical process

VISUAL TEXT ANALYTICS
- Access textual data
- Extract Concepts
- Parse text and analyze synonyms, typos, multiword
- Identify Topics
- Categorize documents
- Sentiment Analysis
Analytics for Customer Data Enrichment

- Acquisition / Retention / Attrition
- Fraud
- Credit Scoring
- Customer Lifetime Value
- Customer Segmentation
- Market Basket Analysis
- Real-time Offering
- Online Recommendations
The last Mile...activate your data!
Customer Engagement
Finding the best possible action at an instance in time
What good Customer Engagement is all about

- Their loyalty
- Their value
- Who they are
- Where they are now
- Who they know
- What they buy
- How they interact
- What they feel & say

Profile and history

- Product
- Events
- Service
- Price
- Brand

Real-time & Right-time Communications

Real-time behavioral data

Copyright © SAS Institute Inc. All rights reserved.
Good customer engagement is a journey with a course that is continuously adapted and modified designed to optimize value for both Customer and Company.
Have Fun!

nicola.scarfone@sas.com | @nicolascarfone