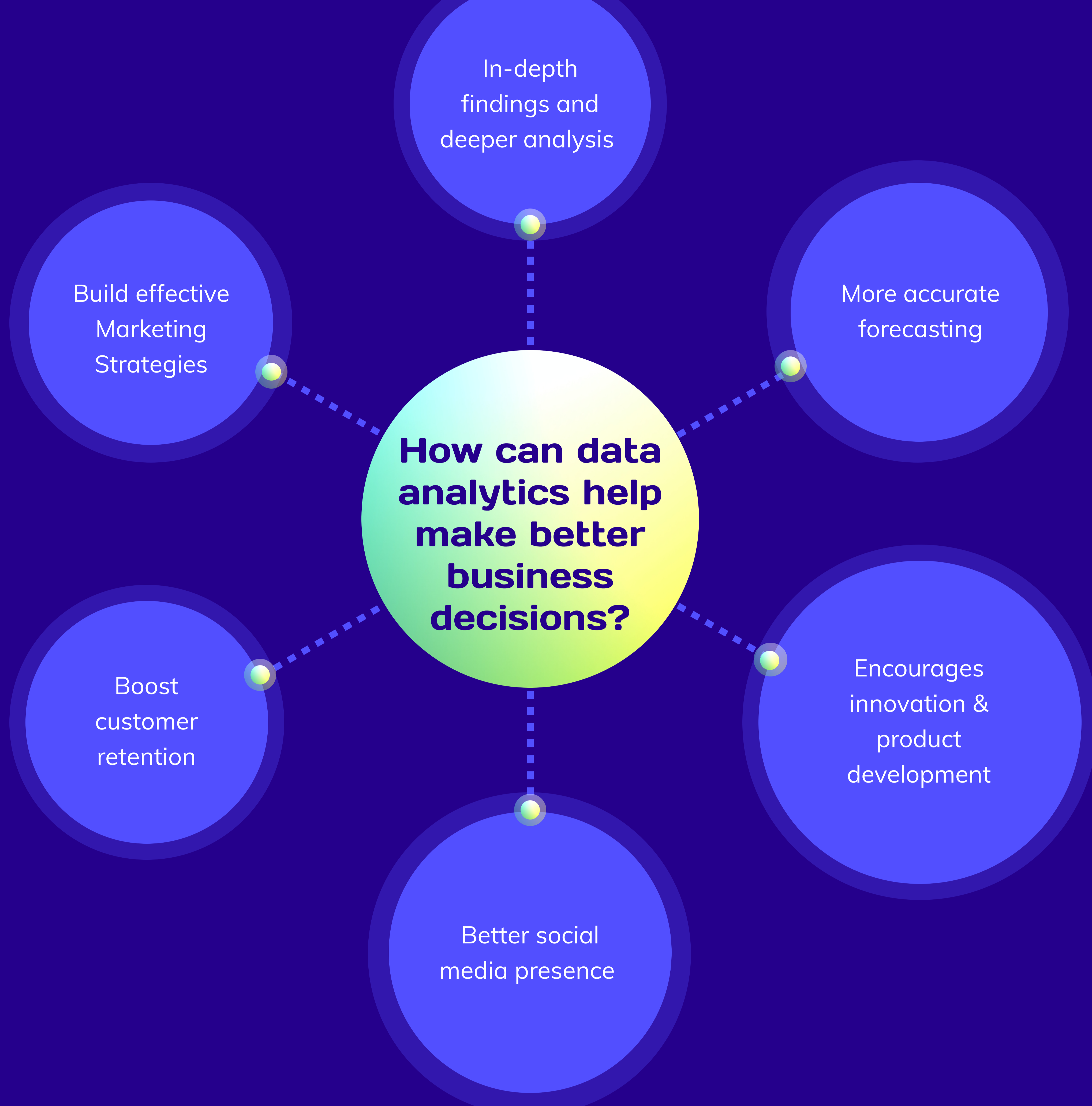


DATA ANALYTICS HELPS MAKE BETTER BUSINESS DECISIONS



1

In-depth Finding & Better Data Analysis

Data Analytics has revolutionized findings in a way that were unimaginable in the past. Today entrepreneurs and business gurus have turned to 'Data' to empower them to come up with innovative ideas and theories to boost businesses. Data is called the 'Digital Gold' of the modern era because it enables businesses view how their customers are reacting to their products and services and the kind of feedback they have been providing. This helps businesses get an in-depth analysis on developing patterns, common themes, pain-points and information that would have otherwise been easily overlooked. Add 'Artificial Intelligence' to data and you have the most powerful tool at your disposal to make effective business decisions.

2

More Accurate Forecasting

The most impactful usage of Data is the ability to generate Predictive Models based on certain data patterns and trends, these models help businesses analyze and build a strategic roadmap for the upcoming future by forecasting what would work best for their business. This also helps businesses align their strategies in accordance with the changing trend of the industry, build products and services that cater to the current and futuristic needs of their consumers. More importantly, it helps businesses steer away from redundant and legacy policies, processes, marketing strategies and products that could prove detrimental to their business's progress. Imagine what impact organizations would have on their staff, partners, stakeholders and customers if they were able to forecast what would work well for their business in the future and what could be the best steps forward.

3

Innovation & Product Development

When businesses plan to innovate and develop new products, they often struggle to accurately estimate how their products and/or strategies would be perceived and accepted by their customers. This has been a grey area for businesses in the past, often relying on lesser dependable means like guess-work, trial-and-error or hit-or-miss strategies. With the advance in 'Data Analytics' and 'Data Modeling', businesses now have a compelling tool in their repertoire that allows them to get deeper insights into what their customers are asking for and accurately design their products and services to cater to their needs. After all, it is the customer who is the God for every business.

4

Better Social Media Presence

Social media is a powerful platform and in the modern era, it is the game changer for businesses. There are 3.96 billion people in the world that are using social media that number is growing by 10.9% every year. Getting an insight of what people are saying online about your business helps you measure the effectiveness of your strategies, ad campaigns, marketing pitch and your image as an entity. Basically, your Social Media Presence is what will boost or sink your business. Using the power of 'Data' you can get valuable information on several things like the location of your customers, their preferences, and how engaged they are in your campaigns and strategies, among other things.

5

Boost Customer Retention

The key to customer retention is to be aware of their current and changing needs at all times and cater to them in a timely manner. Customer behavioral trends and sentiment analysis goes a long way in understanding your consumers. If this data is used effectively, it helps in building customer loyalty and retention. It is an uphill task to build customer loyalty and an even more herculean task to retain those customers over longer periods of time. In this fast-paced world, businesses need to stay on top of their game and do everything they can to retain their customers, else they fall prey to losing these customers to stiff competition that is always offering advanced products and better services. Data Analytics can help businesses increase customer loyalty and retention.

6

Effective Marketing Strategies

It is a no-brainer - if you have an insight into what your customers need, you can align your marketing strategies accordingly. Catering to their clientele will help businesses stay competitive in the market and grow faster. Data analytics helps businesses get a compelling insight into the minds of their users, this helps them build outreach programs and strategies that align precisely with their customer demands. However, businesses need to understand that this is a continuous process, the constant influx of data helps reveal changing customer sentiments and emerging trends. Businesses need to adjust their strategies accordingly and build a plan that serves their customers current and future needs equally.

The goal is to turn data into information and information into insights.

- Carly Fiorina, ex-CEO Hewlett Packard

Top Trends in Data and Analytics For 2021

Accelerating Change

Operationalizing Business Value

Distributed Everything

Without data you are just another person with an opinion.

- William Edwards Deming, American engineer