

# Data Analysis & Modelling Module

Through a process of inspecting, cleaning, transforming, analysing, and modelling, your data is explored, with the goal of discovering useful information, suggesting conclusions, and supporting decision-making.

## What you get out of it

We focus in particular on *data mining and actionable business intelligence* for predictive rather than purely descriptive purposes. These can then be used to create hyper-personalised marketing campaigns with increased effectiveness that are more likely to achieve your objectives.

Just a few of the insights we can provide for you are:

- Understanding who your best and worst customers and prospects are
- Basket purchase and drop-out analysis
- Website engagement analysis and optimisation
- Propensity to:
  - *respond*
  - *buy*
  - *churn*
  - *default*
  - *re-engage*
  - *re-buy*
  - *xsell / upsell*
  - *join membership*
  - *use a specific Channel-to-market*
  - *use a specific payment method*
- Likely next purchase
- Days to next purchase
- Days between purchase
- Life-stage segmentation
- Product segmentation
- Campaign performance and optimisation
- Proposed messaging roadmap based on previous activity

## Ready to talk?