



“Business Analytics Framework” – Importance of location to build targeted experience and consumer analytics?

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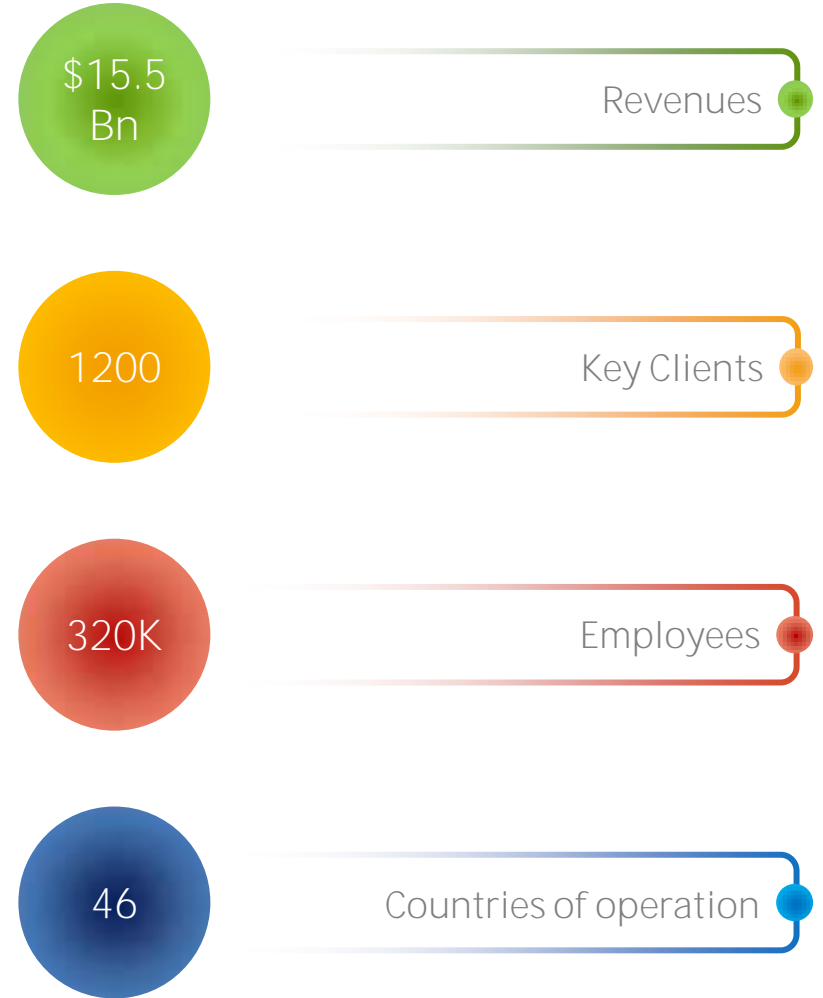


Full Disclosure | The company I Keep

Tata Group



Tata Consultancy Services



Media Industry Transformation – “Atoms to Bits”

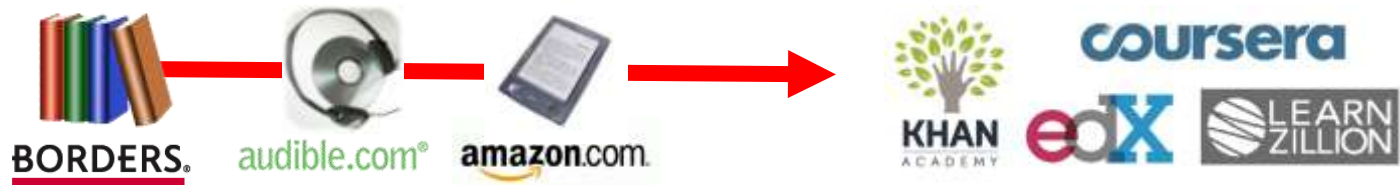
Music



Film



Books

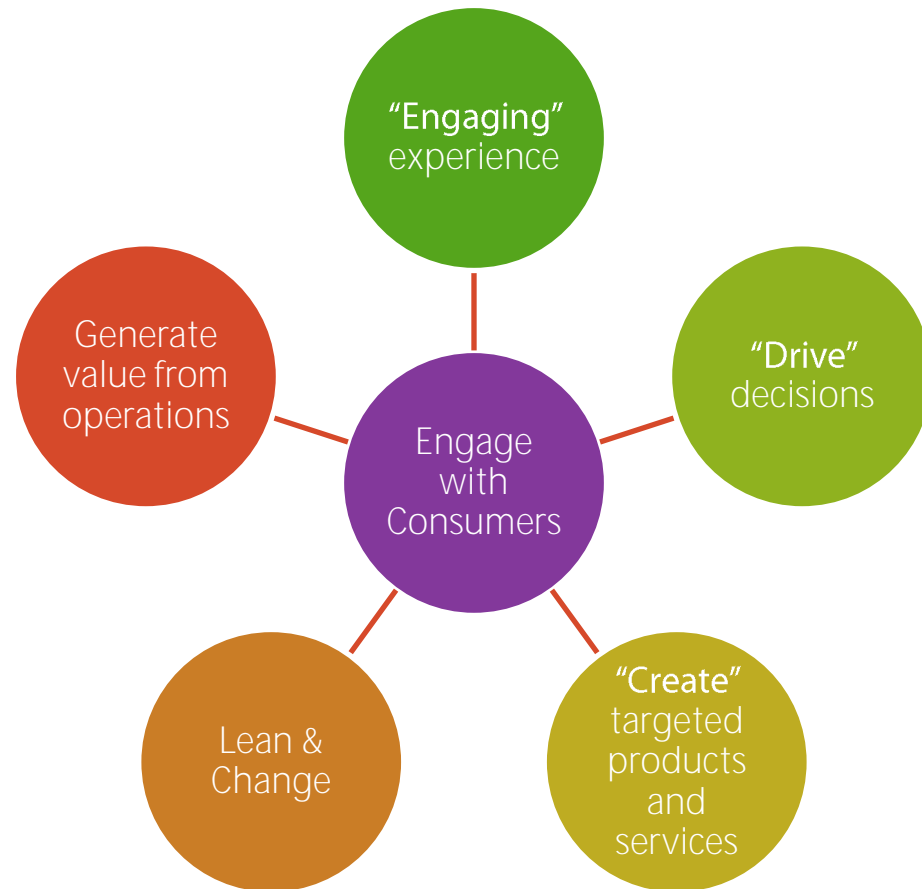
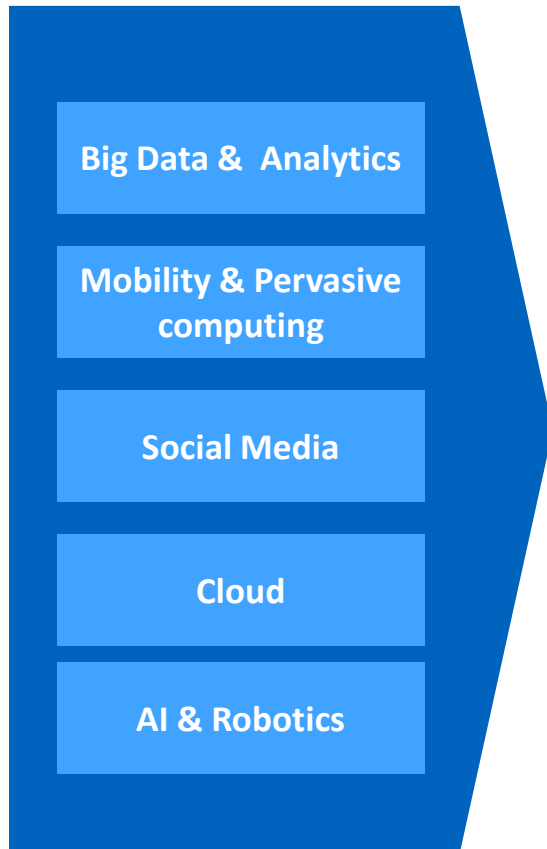


Newspaper



We are living in the era of “digital consumer economy”

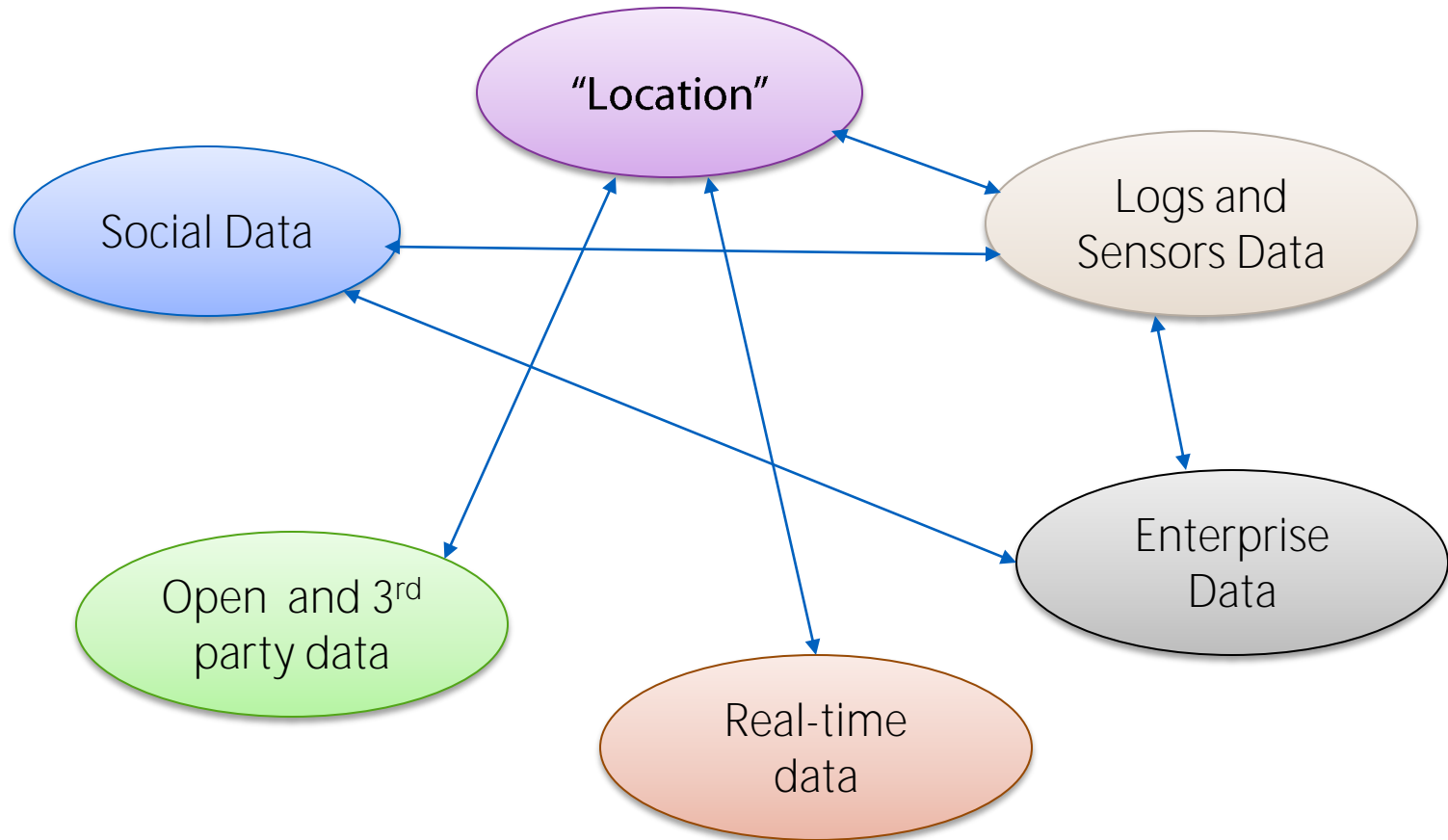
Continuous engagement and analytics becoming core to the consumer interaction



Fragmented consumer landscape requires highly contextual, relevant and personalized services

There is an ocean of data

True value of intelligence requires modeling and their relationship



In virtually all BI implementations today, location information isn't ignored, but it is pretty much used exclusively as a descriptive attribute or very coarse-grained and often static dimension - Gartner

Location intelligence is really big thing for most enterprises, especially consumer-facing areas

Customer Tracking

Tracking customers through mobile apps, wearable's, etc



Product Tracking

Tracking products after customer purchase them



Premises Monitoring

Tracking the customer experience at the location – indoor, stores etc,



Supply Chain

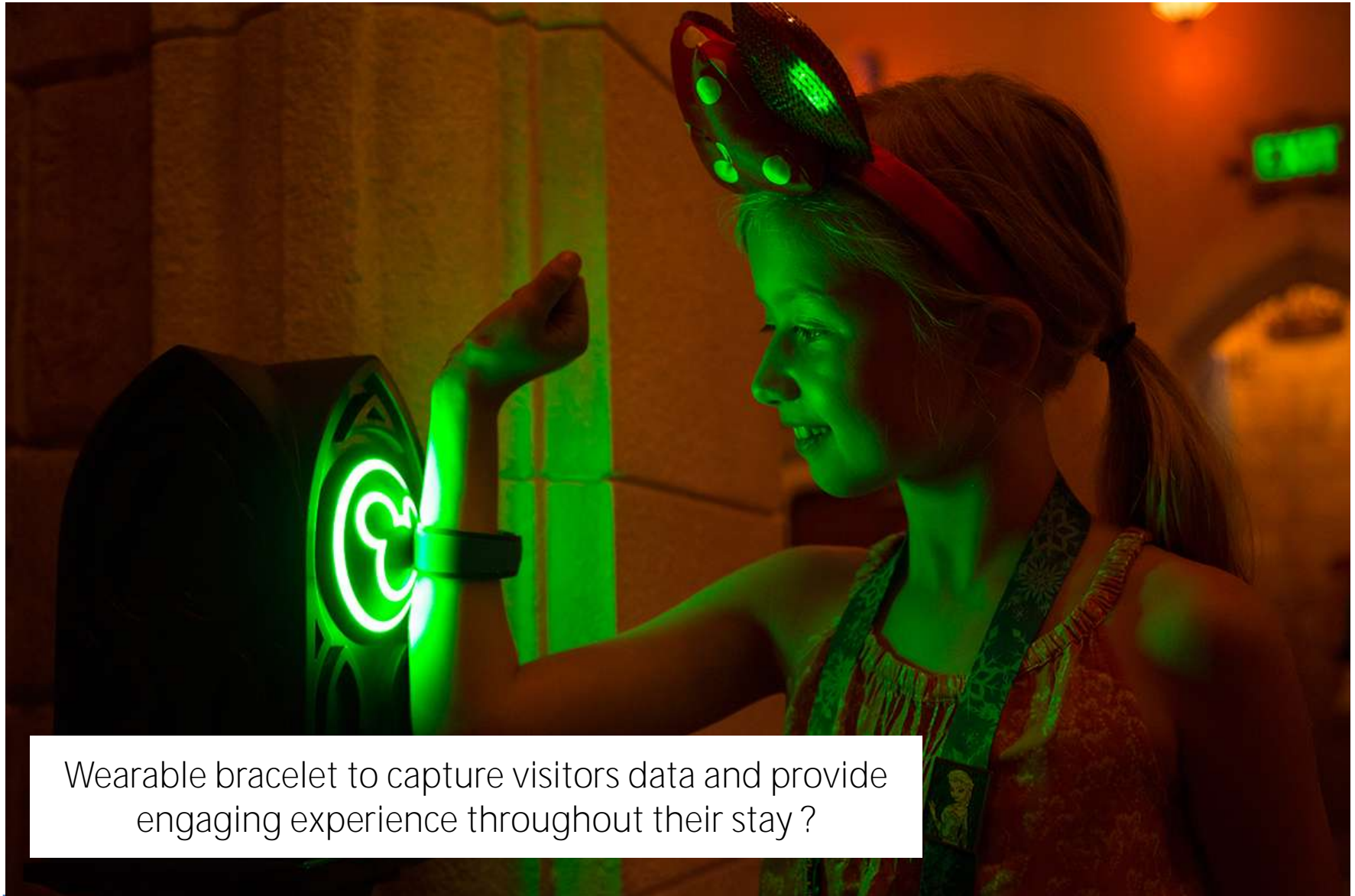
Tracking production and distribution operations



- Enabled by “physical digital blur” and a vision of increased monetization across partners, social circles and service adjacencies
- As the data value chain becomes shared and physical-digital instrumentation becomes the norm; winners will rethink the value of proprietary data

Applications – Disney Enhanced Theme Park Experience [MyMagic+]

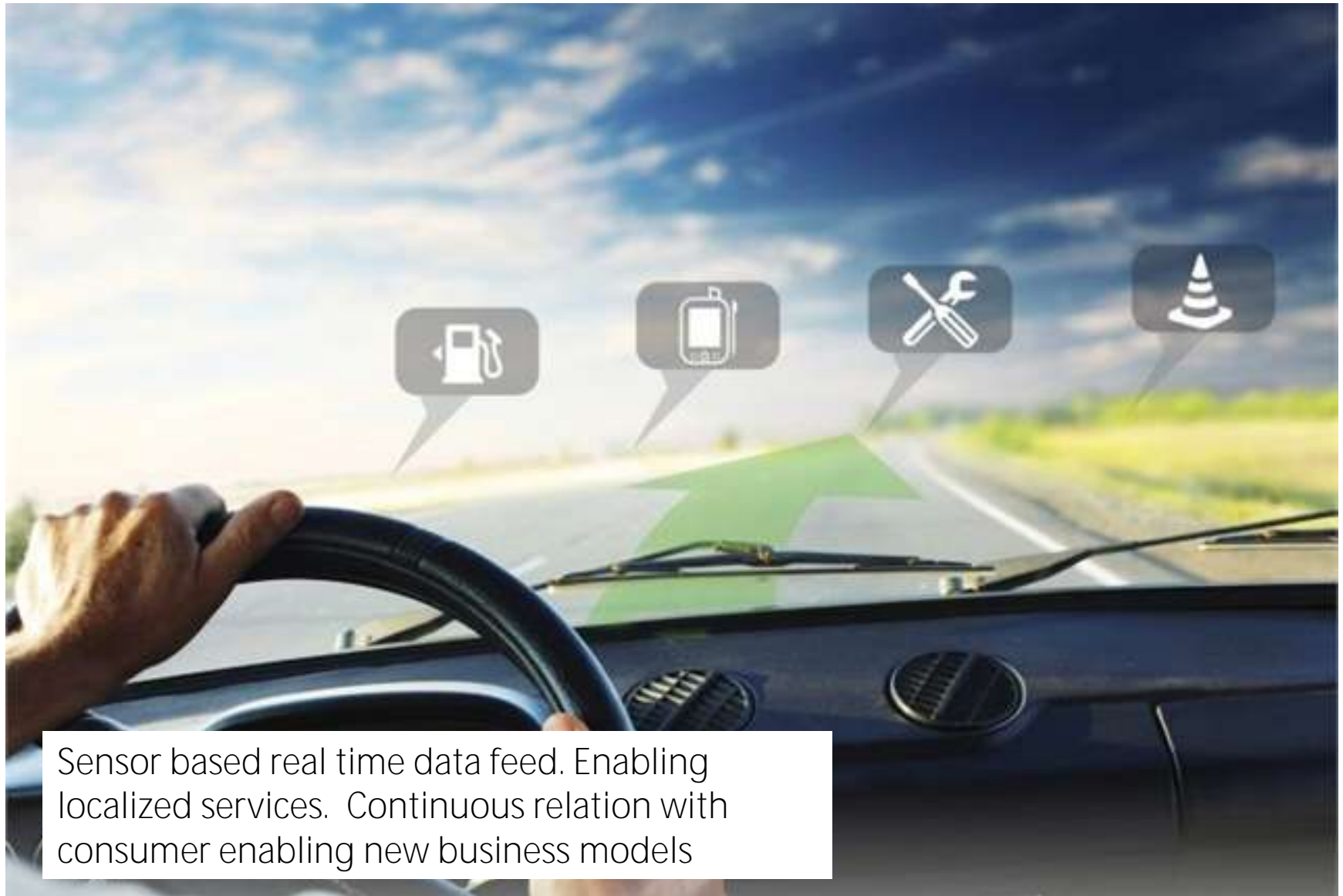
Charting Experience where digital meets physical



Wearable bracelet to capture visitors data and provide engaging experience throughout their stay ?

Applications – Satellite Radio to Telematic Services

Expanding the value-chain, Monetization



Sensor based real time data feed. Enabling localized services. Continuous relation with consumer enabling new business models

Applications – Portable meter for audience measurement

Tracking and Measurement



Wearable devices and PPM – Audience viewing measurement

Applications – Mobile and proximity marketing

Targeted Advertising, Content Monetization



EIF - "BI" + "LI" are becoming an integral part to deliver actions

Insights delivery
Portals, applications, mobile devices

Descriptive Analytics
Business Analytics & Self Service BI

Predictive Analytics
Propensity and Forecasting

Prescriptive Analytics
Alerts, Actions and Recommendations

Data Exploitation – Profiling, Modeling & Analytics

Data marts Data Discovery Data mining Statistical Modeling AI & ML

Data Lake

Data Induction Platform – Collection, linkage and integrations

Open & linked Data Social Listening Transactional Data Streams

Data Exchanges [Public, 3rd Party]

Data Marketplace



Demography & Profiling data



Social listening



Product Usage



Enterprise data

"Location" are embedded in almost every data sets

TCS NAMED A TOP 100 US BRAND

IN BRAND FINANCE® TOP 500 US BRAND STUDY



#4 IT SERVICES BRAND



AA+ RANKING FOR THREE YEARS RUNNING

(HIGHEST DESIGNATION IN IT SERVICES)

RANKED #11 AMONG ALL US TECH COMPANIES

TCS' RANKING – 57

RANK 2015	BRAND	INDUSTRY GROUP	BRAND VALUE 2015	BRAND RATING 2015
1	APPLE	TECHNOLOGY	\$128,303	AAA
2	GOOGLE	TECHNOLOGY	\$76,683	AAA
3	MICROSOFT	TECHNOLOGY	\$67,060	AAA
...
48	STARBUCKS	FAST FOOD	\$11,115	AA+
49	ACCENTURE	TECHNOLOGY	\$11,087	AA
50	COSTCO	RETAIL	\$10,552	AA
51	DIRECTV	TELECOMS	\$10,335	AA+
52	UNITED HEALTH GR.	PRO SERVICES	\$10,231	AA
53	GOLDMAN SACHS	BANKS	\$9,403	AA+
54	CAPITAL ONE	BANKS	\$9,392	AA
55	GILLETTE	COSMETICS/PERSONAL	\$8,988	AAA
56	MORGAN STANLEY	BANKS	\$8,888	AA
57	TCS	TECHNOLOGY	\$8,694	AA+
58	HONEYWELL	ENGINEERING & CONSTR.	\$8,615	AA+
59	VISA	DIVERSIFIED FIN. SERV.	\$8,528	AA+
60	CBS	MEDIA	\$8,405	AA+

Industry Metamorphosis | Significant change in value chain

Continuous engagement and analytics becoming core to all value chain elements

