

Unify to Amplify

Digital Partner for Data-Driven Brands



Datamatics Advanced Analytics & Data Science Solutions enables enterprises to 'Unify' data to 'Amplify' insights and business growth. Our analytics offerings provide a single view of the customer, enable agile decision-making, increase revenue, reduce costs, improve operational efficiency, and help mitigate risks while enabling enterprises to stay ahead of the competition.

Over the years, we have been the preferred 'Digital Partner for Data-Driven Brands' for clients across industries helping them achieve their goals via data-driven intelligence. We have seen these models to be extremely effective in sales forecasting, marketing mix modelling, price elasticity determination, Product/SKU performance and customer profiling.

'UNIFY TO AMPLIFY' Data for Actionable Insights and Business Outcomes

What do we specialize in?

Connected Data

The consumer landscape is changing faster than ever. Enterprises need to be enabled with real-time insights for business decision-making. This requires understanding the existing data landscape, plugging in data gaps, and delivering insights at speed. We help provide a complete picture by enabling enterprises on a journey from 'Discrete' Data to 'Connected Data'.

Ensemble Models (AI + Data science)

We embed a combination of Data + Cognitive Science to drive significant ROI from marketing efforts, identify and precisely target customers and ensure customer loyalty. Our ensemble models leverage data, statistical and computational methods, and software to measure, manage, and optimize marketing performance. These ensemble models provide insights at the most granular levels like:

- Providing insights on customer behaviour and preferences
- Micro-segmentation
- Ensuring precision targeting
- Customer Lifetime Value analysis
- Marketing mix modelling
- Ensuring repeat purchase
- Preventing Customer Churn

Last Mile Deployment

We manage the end-to-end process from data to deployment. Right from collecting, analyzing, and interpreting data from various marketing channels, such as email, social media, search engine advertising, website traffic & market research to track the success of marketing campaigns, and identify areas for improvement.

HOW WE DO IT?

With Technology at the core, we combine and modernize intelligence from analytics into existing processes. We deploy efficient solutions, products and services that enable cost saving, improve productivity, improve customer experience, competitive advantage & business growth.

OUR OFFERINGS

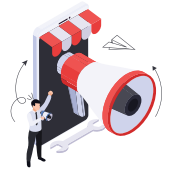
Customer Insights

- Customer Segmentation
- Product-affinity based clustering
- Customer Lifetime Value (CLTV)
- Customer Satisfaction, NPS, CX Analytics
- Loyalty Analysis/Wallet Share
- Customer Churn Modelling
- Recency Frequency Monetary (RFM) Analysis



Sales Insights

- Market Optimization
- Spend Enhancement Modelling
- Salesforce Efficiency
- Sales Forecasting
- Product Analytics



Marketing Insights

- Marketing Mix Modelling
- Market Basket Analysis
- Price Optimization, Price Elasticity
- Media Funnel Effectiveness Model
- Brand Perception Analysis

Supply Chain

- Demand Forecasting
- Shipping Route Optimization
- Inventory Optimization
- Lead Time Analytics



HR Analytics

- Talent Analytics
- Employee Churn Modelling
- Employee Shift Optimization
- Manpower Forecast/ Optimization



Risk Analytics

- Credit Scoring
- Demand Risk Planning
- Fraud Detection and Prevention
- Health Risk Scorecards

SUCCESS STORIES

Success Story	Business Problem	Datamatics Solution	Business Impact
Sales Lead Priority Analytics for a Travel & Leisure Company	A leading Travel & leisure company in the US was looking to improve Lead Conversion Rate, Increase efficiency of Salesforce & increase average revenue per lead through cross-sell & up-sell opportunities.	Deployed Lead Prioritization analytics to influence customer decision. Our ML engine estimated the probability of conversion by identifying customers with most potential. The prioritization engine helped cross-sell and up-sell services thus improving lead conversion.	<ul style="list-style-type: none"> • Improved Lead Conversion ratio by 40% • Increase Revenue Topline by 14% through sharper Cross-sell and Upsell
Customer Lifetime Value -based Micro-Segmentation for a leading Bank	The client wanted to reduce customer churn, improve profitability, improve customer response from marketing programs & increase its new customer base	Built a 'Connected Data' ecosystem and deployed a CLV model. The CLV based segmentation helped define the level of marketing expenditure needed.	<ul style="list-style-type: none"> • Better targeting, response to marketing programs and lead conversion • Increased profitability by 22% for major product categories • Reduced Customer churn by 28% • New customer acquisition increased by 2X
Price Analytics for a leading e-Retailer	To forecast price fluctuation and future price trends across product lines, provide a pricing strategy	Developed ML and Pricing Analytics to estimate price elasticity across different product categories. Built a Price Intelligence System that supported the pricing strategy, provided optimum price levels to drive incremental GMV, provided a view of the co-relation between price elasticity & sales velocity	<ul style="list-style-type: none"> • Recommended strategy to promote product with high price elasticity • Enabled visibility of sales velocity of different items • Enabled visibility of price fluctuation across competition • Increased Sales Volumes by 32% with better Pricing Strategy • Average rating of items increased from 3.1 to 3.9

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