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How Big Data **Is Driving Companies**

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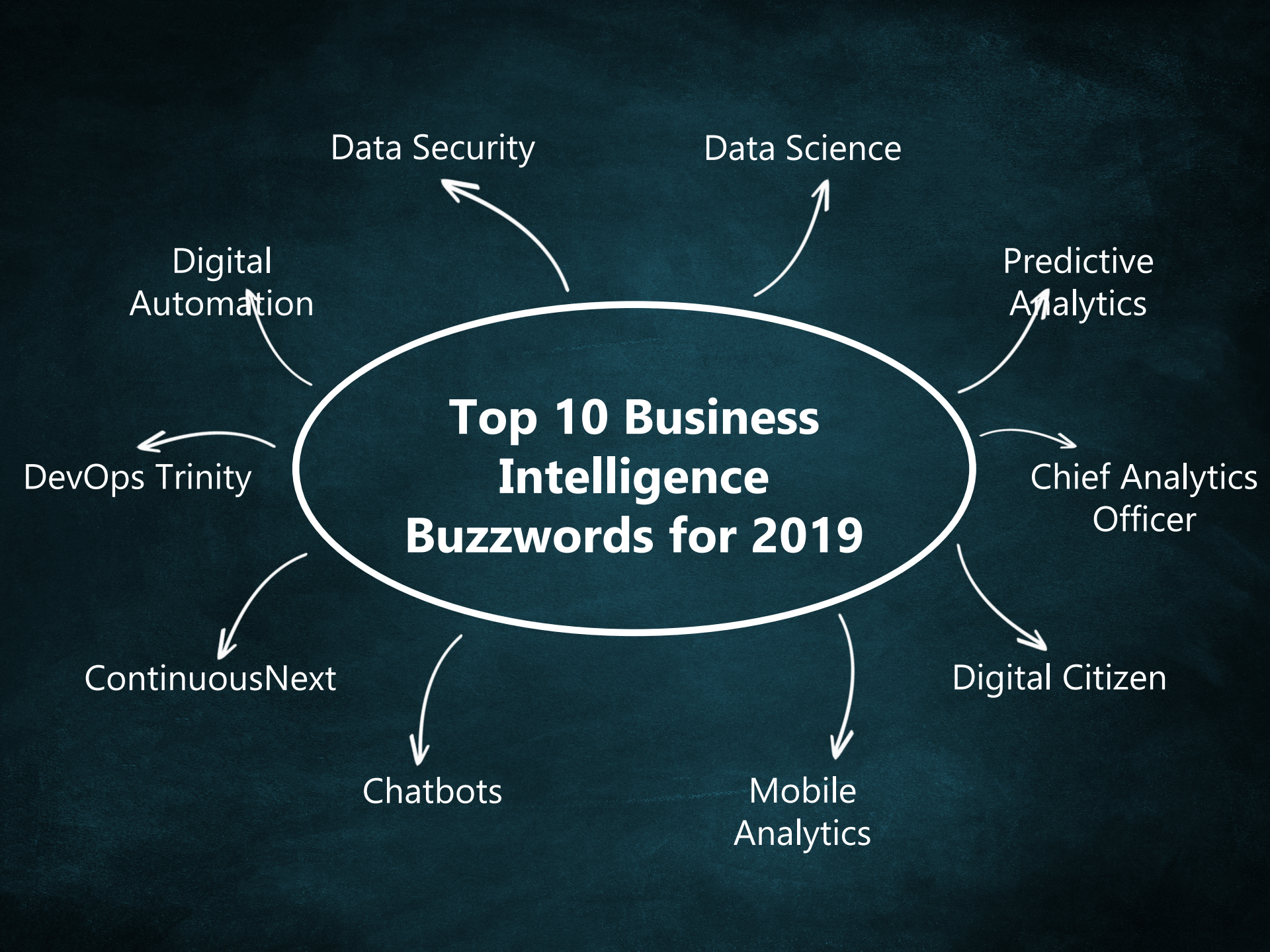
Data Security
Data Science
Digital Automation
Predictive Analytics
Top 10 Business Intelligence Buzzwords for 2019
DevOps Trinity
Chief Analytics Officer
ContinuousNext
Digital Citizen
Chatbots
Mobile Analytics

Businesses lack real time visibility into the quality of consumption of digital assets resulting in poor internal and external user experience and satisfaction.

REASONS TO BELIEVE IN BIG DATA

- Over 50% of C-Suite executives recently surveyed believe big data is a game changer
- For the first time in history, companies have tools to harness internal data and use it
- These tools give insight into customers, markets, trends and opportunities
- Uncovering the patterns provides for predictive analysis
- Using big data improved efficiency and decision making

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BUSINESS INTELLIGENCE

Right data. Right people. Right time.

- Transforming data into actions that drive revenue, streamline operational efficiency and improve the overall customer experience
- Connected Analytics
- Behavioral Analytics
- Connected Applications

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TYPES OF ANALYTICS

What is data telling you?

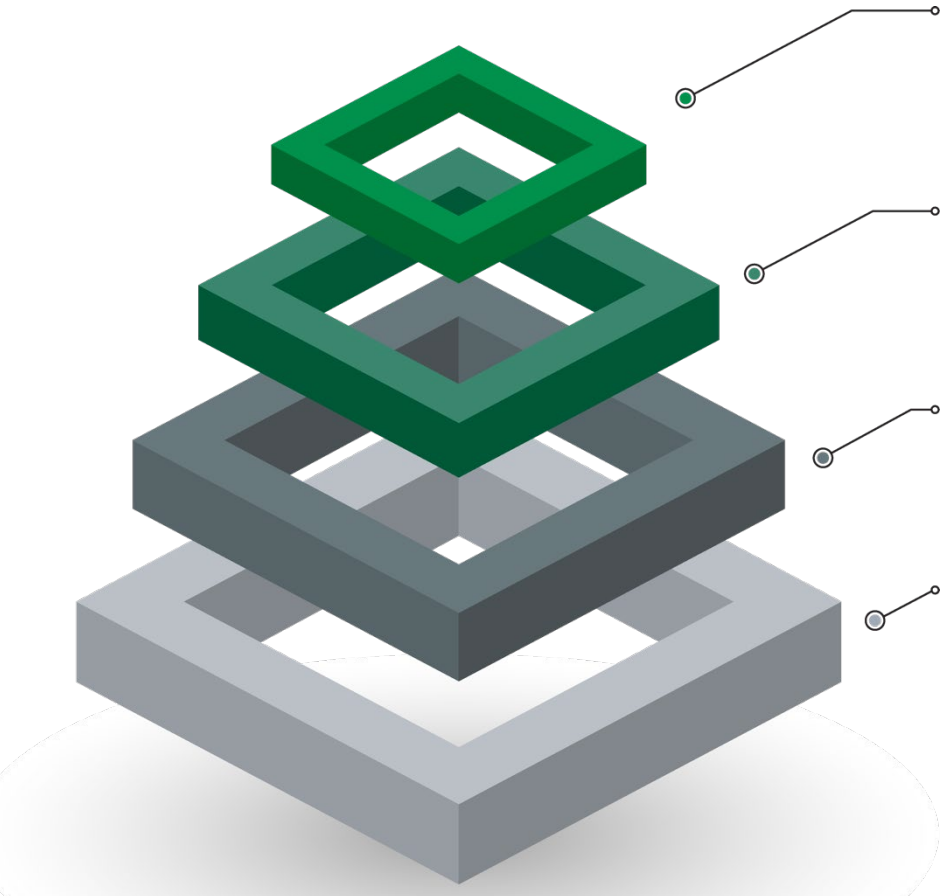
Descriptive: What happened in my business?
- Comprehensive, accurate and live data
- Effective visualization

Diagnostic: Why did it happen?
- Ability to drill down to the root-cause
- Ability to isolate all confounding information

Predictive: What's likely to happen?
- Business strategies have remained fairly consistent over time
- Historical patterns being used to predict specific outcomes using algorithms
- Decisions are automated using algorithms and technology

Prescriptive: What do I need to do?
- Recommended actions and strategies based on outcomes
- Applying advanced analytical techniques to make specific recommendations

LEVERAGING DATA FOR SUCCESS



DIGITAL TRANSFORMATION/IMPLEMENTATION

Result was transformation of fulfillment operations with implementation of multi-node fulfillment configuration delivering savings of $4-5M in shipping costs annually, saving shipping time and reducing carbon emissions

ANALYTICS/PROBLEM SOLVING

Analytics used for intelligent reconciliation between inbound order systems, order hub, fulfillment hub and BI System so all orders are tracked and accounted for in stages of order processing

OPERATIONAL IMPACTS

Data was leveraged to gain insights (BI) into fulfillment operations and uncover opportunities to transform the supply chain

DATA COLLECTION/VISUALIZATION

Data related to customer orders, shipment destinations, distribution centers, inventory availability and shipping logistics

Data and Data Analytics provide the Underpinning for Effective Digital Transformation

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BUSINESS INTELLIGENCE

OPERATIONAL

TACTICAL

STRATEGIC

OPERATIONAL ANALYTICS

Challenges	Solutions
Customer metrics • Behavioral analytics	WiFi capture • Customer demographic data • Pre/post visit marketing • Camera utilization
Real estate analysis	Market conditions • Renewals • Relocations • Growth • Trends
Use of cellular data	Comprehensive utilization of data
Strategic planning	RE portfolio/Optimization Operations/Staff scorecard Customer retention
"Push" methodology of data	Automated data pulling from data sources • Frequency • Reporting

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KPI's, METRICS AND BUSINESS ANALYTICS

Business Intelligence

Reports and Pivot tables

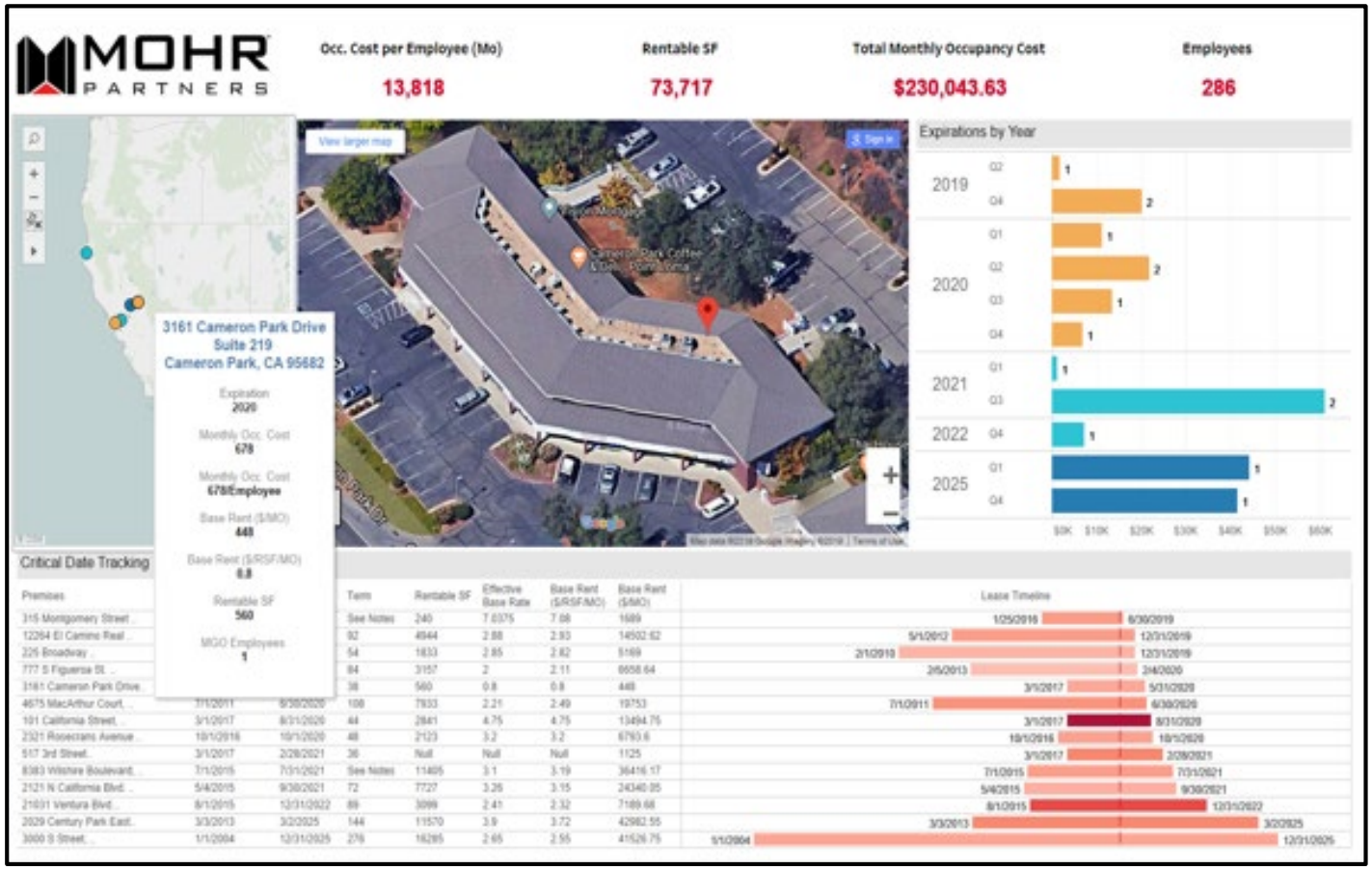
Indicators, Metrics and Benchmarks

Dashboards

Graphics and Visualizations

Analytics

REAL ESTATE ASSET MANAGEMENT



Portfolio Management & Optimization

Provides real-time organization and visualization of portfolio, client, market and enterprise data for informed decisions

BUSINESS INTELLIGENCE

Site Selector-Micro

Multi-layered data analysis to validate areas for renewals, relocations, expansions or consolidations

BEHAVIORAL ANALYTICS/ EX. RETAILERS

- Retailers want to understand their customer behavior, and sense and shape demand.

- Traditional solutions to understanding customer behavior rely on post customer visit analytics that make it impossible to market to the customer while they are at the store.

- They lack visibility into what the demographic of the customer entering the store in various geographies at various times of the year.
    - Gone are days where you had to rely on sales data to draw limited conclusions

BEHAVIORAL ANALYTICS/ EX. RETAILERS

HOW?

- Use of camera feeds to detect faces, predict demographics, elicit emotions and draw correlations.

- Machine Learning algorithms assign identifier to each face using a matrix of data points based on the curvature of the face.

  - **Customers can be identified across various zones within the store and across stores.**
  - **Dwell times and traffic patterns inform product placement choices increasing revenue.**
  - **Customer Service can be improved by detecting and addressing customers' needs.**

BEHAVIORAL ANALYTICS/ EX. RETAILERS

HOW?

Natural Language Understanding (NLU) allows companies to convert speech to text and vice versa.

- Using this technology, customers can self serve using Alexa/Siri type of interaction with kiosks in retail and hospitality.

Big Data and Machine Learning make processing huge amount of video and voice feeds possible on the edge and in the cloud.

https://coreplus.net/

Choose a State

Texas

County	Score
Harris	11.38
Travis	7.38
Collin	7.28
Denton	6.15
Kendall	6.04
Rockwall	5.84
Dallas	5.43
Williamson	5.40
Fort Bend	5.12
Tarrant	4.98
Hays	4.90
Comal	4.60
Bexar	4.53
Montgomery	4.52
Brazoria	3.87
Bastrop	2.96
Parker	2.92
Midland	2.86

ZIP	Score
75035	2.65
75071	1.89
75052	1.83
75068	1.82
75002	1.67
75013	1.67
75225	1.61
75078	1.61
75070	1.60
76227	1.60
75022	1.60
76244	1.58
75072	1.57
76226	1.50
75036	1.46
75056	1.38
75033	1.37

100%
County Weightages

Variable 1	Variable 2	Variable 3	Variable 4	Variable 5	Variable 6
25%	30%	10%	15%	10%	10%

100%
ZIP Weightages

Variable 1	Variable 2	Variable 3	Variable 4	Variable 5	ZIP Measure	ZIP Color Type
30%	20%	10%	10%	30%	Weighted Score	Score

Summary Stats

1,078,980
Variable 1

18,288
Variable 9

$75,458
Variable 2

+1.9%
Variable 3

74
Variable 4

83.4%
Variable 5

483
Total BCBAs

1,850
Variable 7

658
Variable 8

Payer Mix

53.0%
Employer

15.6%
Uninsured

13.7%
Medicaid / Medicare

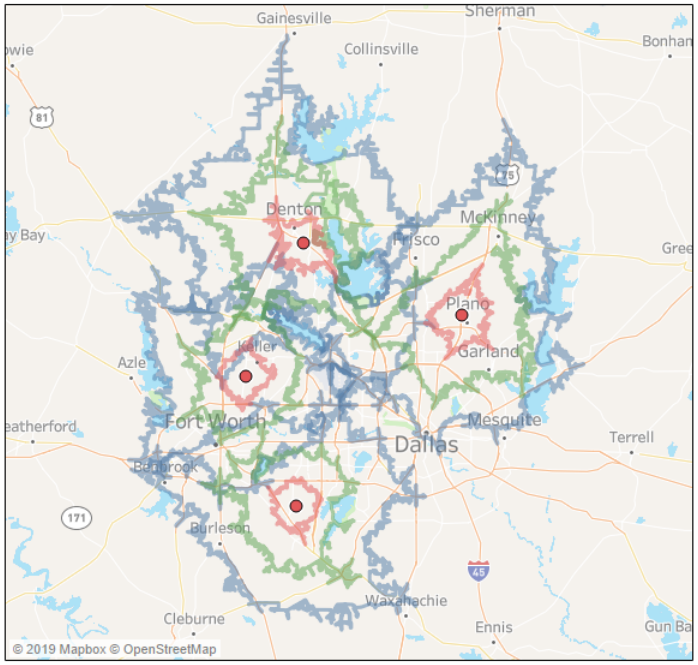
10.1%
2+ Types

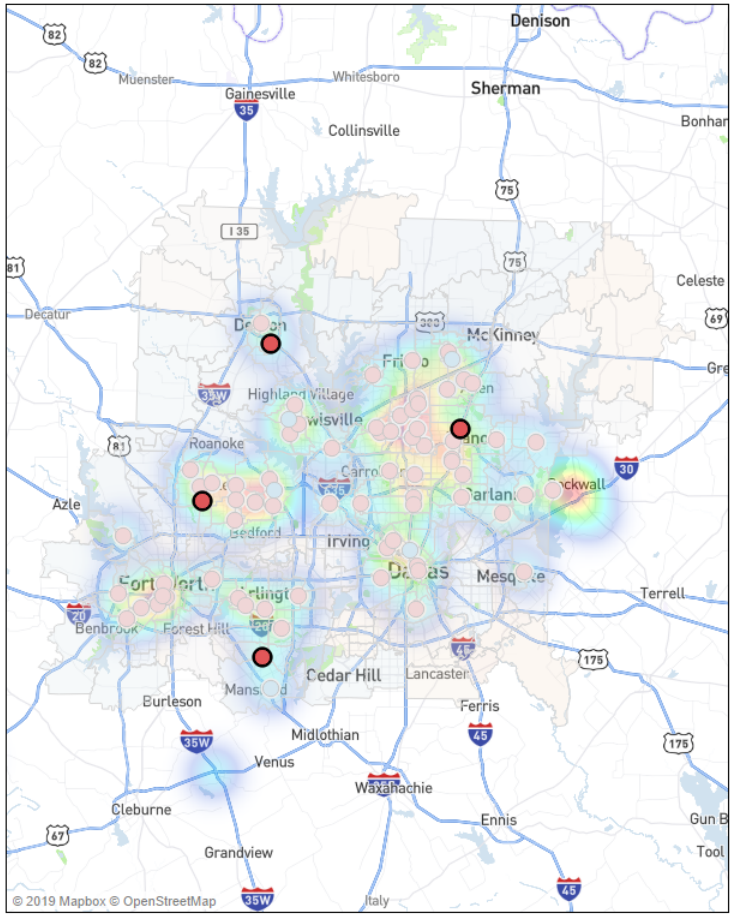
6.8%
Direct-Purchase

0.9%
TRICARE/VA

Competitor 1
101 E Park Blvd

	0-10 min	10-20 min	20-30 min
Variable 1	23,159	178,430	382,355
Variable 9	393	3,024	6,481
Variable 3	+2.0%	+1.6%	+2.0%
Variable 4	$78,377	$77,897	$78,065
Variable 5	85.2%	84.5%	84.3%

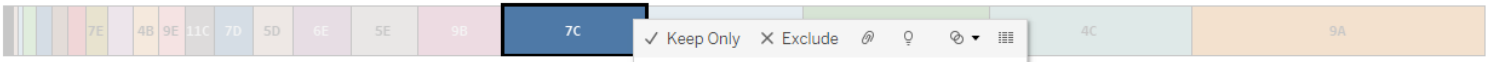




PATIENT ANALYSIS

Tapestry Segmentation

Click to view filter options



Total Sales	Patients	Patient Encounters
$105.16M Sales	**32,841** Patients	**650,302** Patient Encounters

Date Range

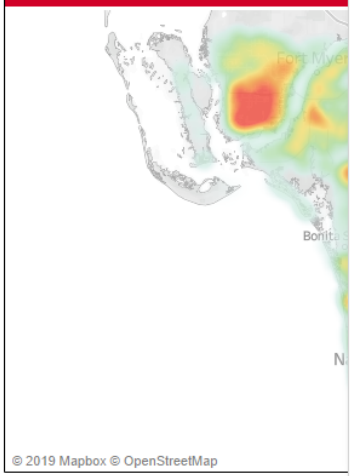
Sep 01,2015 — Aug 31,2017

Site State	Site Name
(All)	(All)

Service Provider	Insurance Company
(All)	(All)

Distance Filter	Patient Miles from Site
True	10

Patient Locations (10-Mile



✓ Keep Only ✕ Exclude

Dominant Tapestry Segment

7C - American Dreamers

Sales

$10,004,488

Tapestry Description

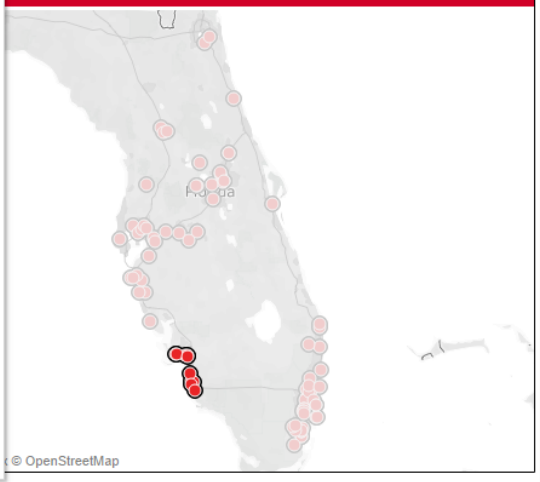
Household:	**Married Couples**
Housing:	**Single Family**
Median Age:	**31.8**
Median Income:	**$48,000**
# Households:	**1,747,000**

Svcs/Admin
HS Diploma Only
White/Black

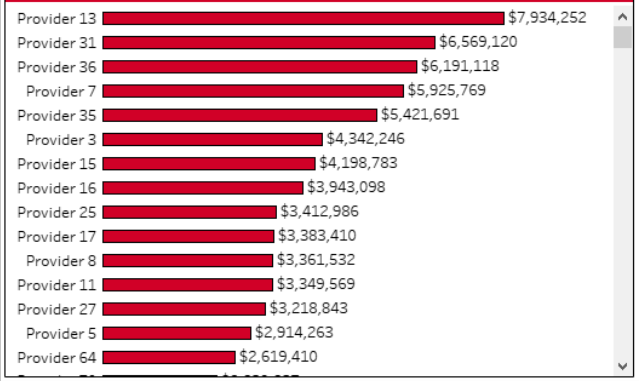
-Own feature-rich cell phones
-Spend Money Carefully; buy necessities
-Pay bills, socialize online
-Listen to urban or Hispanic radio
-Eat at Taco Bell, Wendy's, IHOP

Click to Filter by Tapestry
Click to View Full Tapestry Profile (PDF)

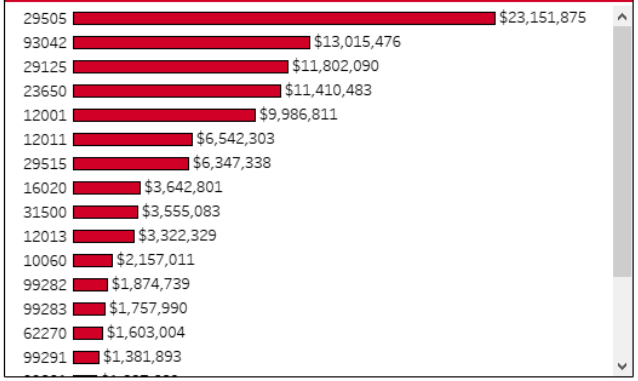
Site Locations



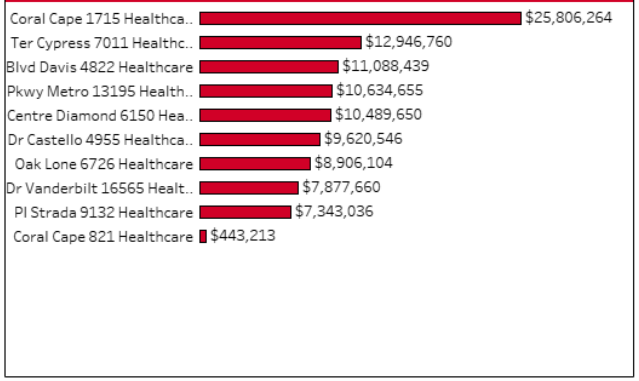
By Insurance Company



By Service Desc



By Site



REGULATIONS/ PRIVACY CONCERNS

Big Data has enabled enterprises to collect massive amounts of consumer data and that has raised privacy concerns and lead to regulations such as GDPR (General Data Protection Regulation) in the EU. Consumers "Right to Forget" has become a huge compliance need for Enterprise Software.

California Consumer Privacy Act (CCPA) is another such compliance regulation that is going into effect January 1st, 2020. The compliance requirements require developers to make architectural provisions to not collect, anonymize and erase data as needed.

Educational institutions have to introduce programs to educate students about Data Protection and Compliance along with Big Data Analytics and Data Science.