

# Customer 360 Revolutions

Joe Blue  
Data Scientist

# MAPR

# Revolution Recipe




Data Warehouse

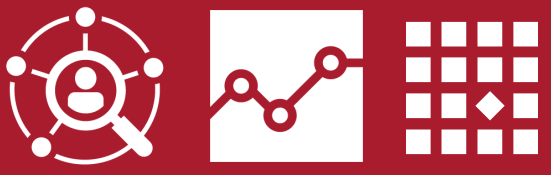


Traditional Analytics

BEFORE



New Data Sources



Machine Learning

DURING



Isolate Profit Drivers



Sentiment / Satisfaction



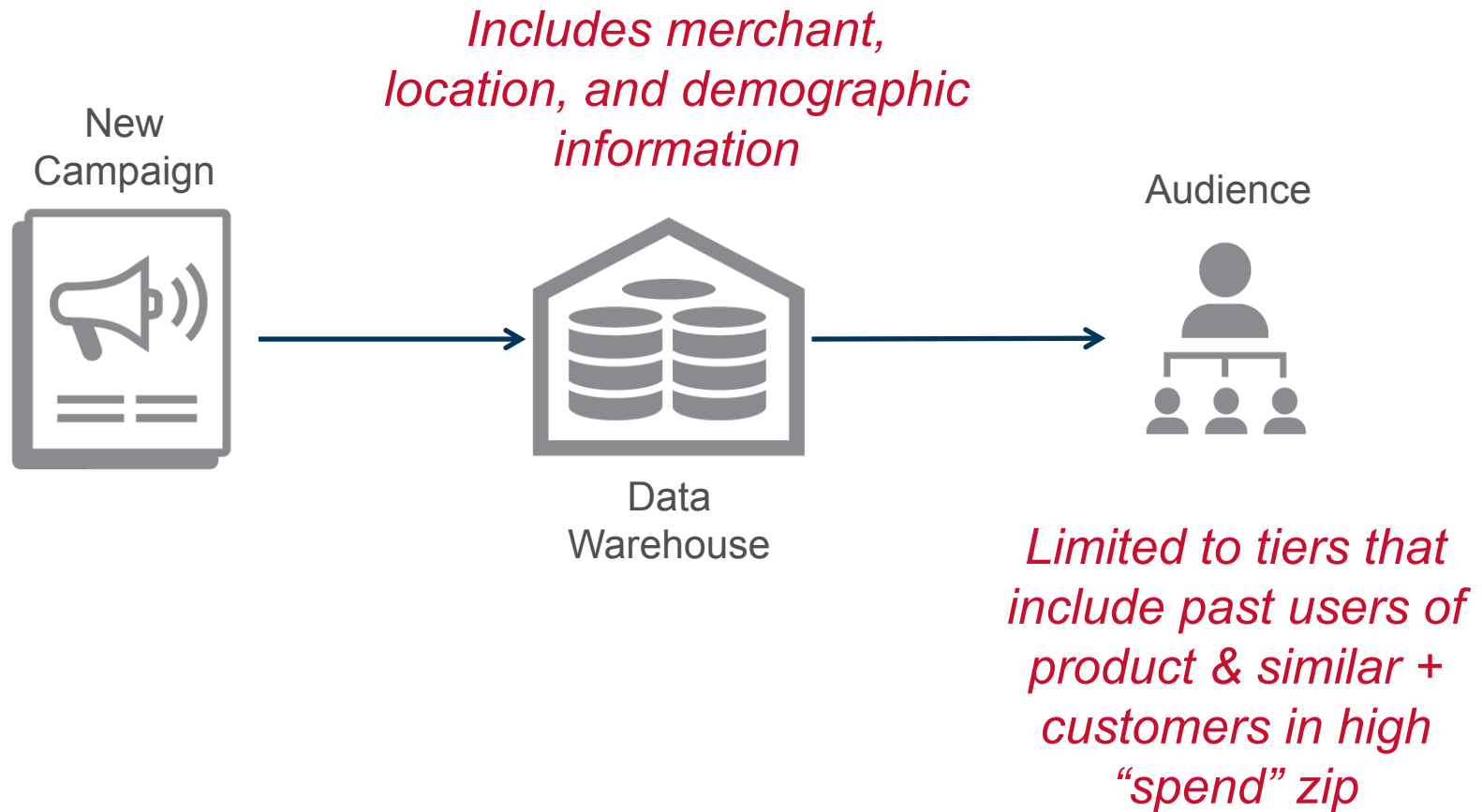
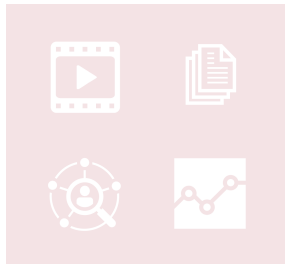
Prevent Negative Outcomes

AFTER

# Advertising Revolutions



# Click Through Rates - BEFORE



# Click Through Rates – DURING, Pt. 1



**ID1** -> sites,in....please wait,trusted sites,in....please,logging in....please, trusted, logging,forgot,wait,add,password,forgot password, suddenly, passed,april,rick,rayburn kavanaugh,singlet

**ID2** -> alliance,resources,communities,experiencing homelessness, webinar, homeless, youth, data, family, intervention, age, report, runaway, crisis, experience, programs, unaccompanied, topic, minutes, pr



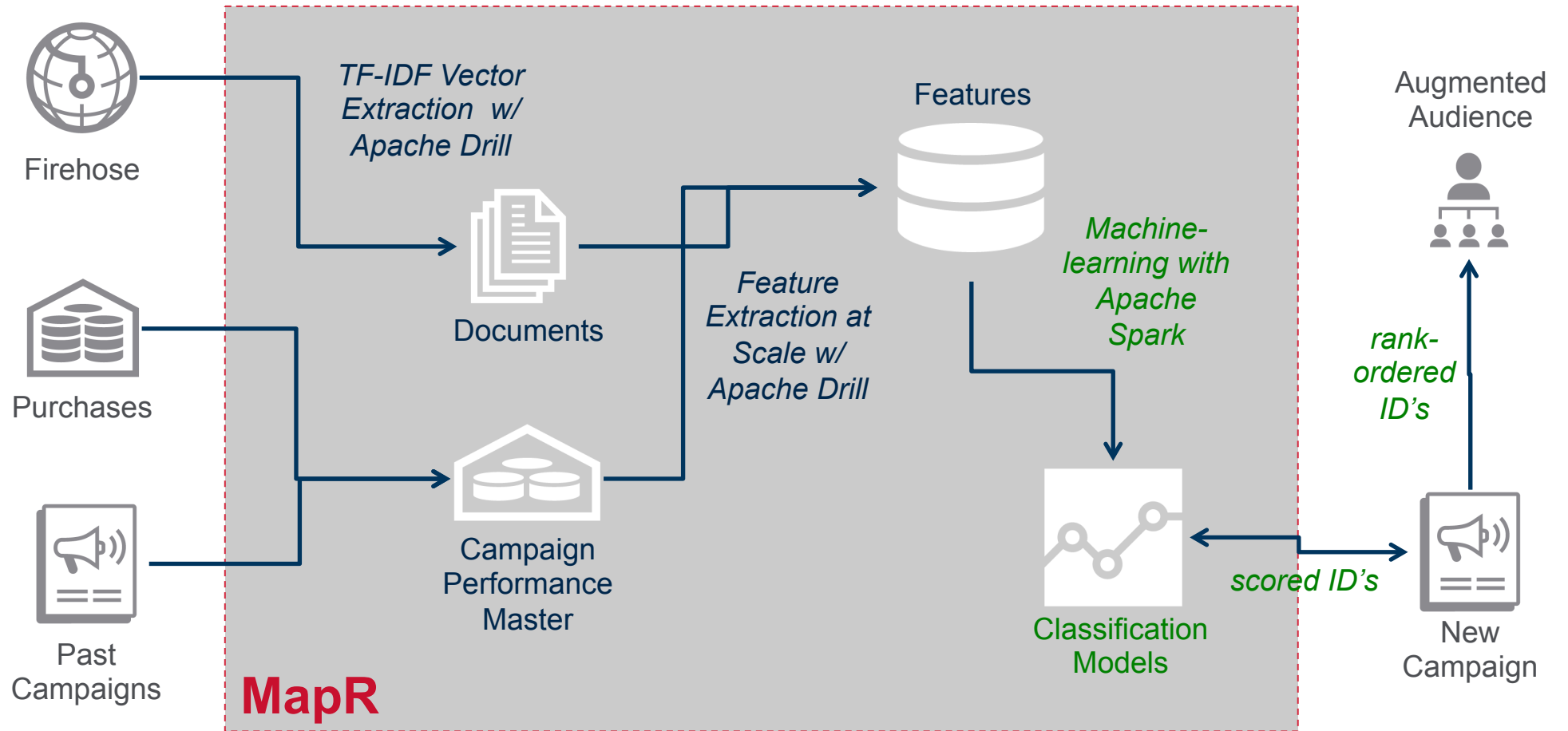
**ID3** -> christian,ireland,europe,derry,stone,rock, well,early christian, coast, island,ancient,fields,century,feet,museum,000, tombs,county, michael, b.c,years, high, stones, tour, early, parents, medi



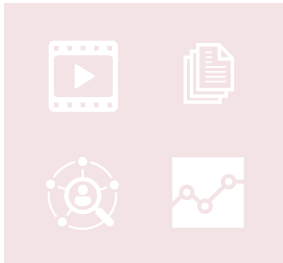
**ID4** -> total,mp4,convert,bigasoft,formats,webm,avchd, converter, avi, convert video, video,music,tivo,wmv,audio,videos,mkv,bigasoft total, windows, iphone, total video, mov,apple,flv,

*Note: this firehose data contained records for billions of device ID's*

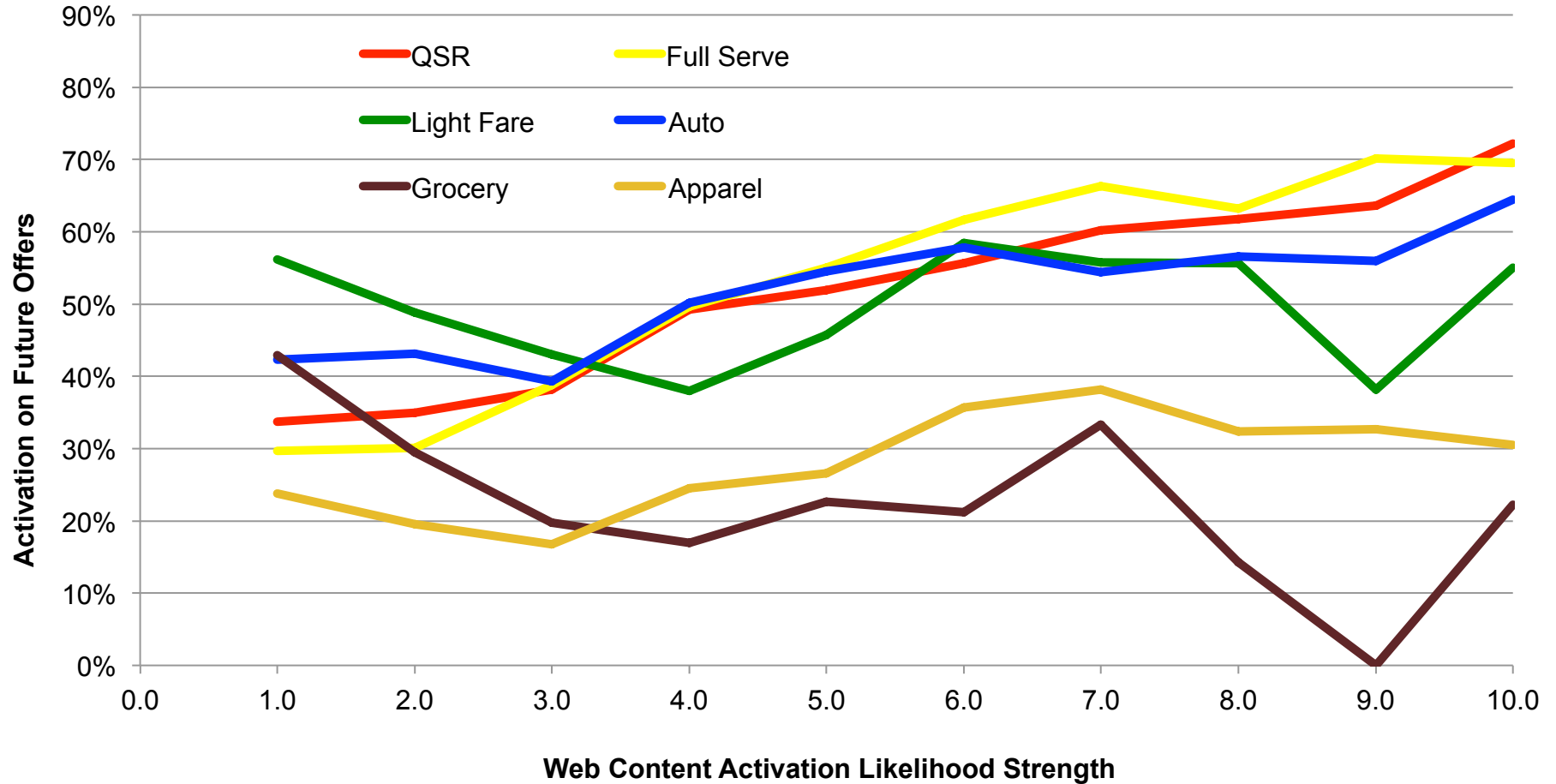
# Click Through Rates – DURING, Pt. 2



# Click Through Rates - AFTER



### Activation Rate by Offer Type

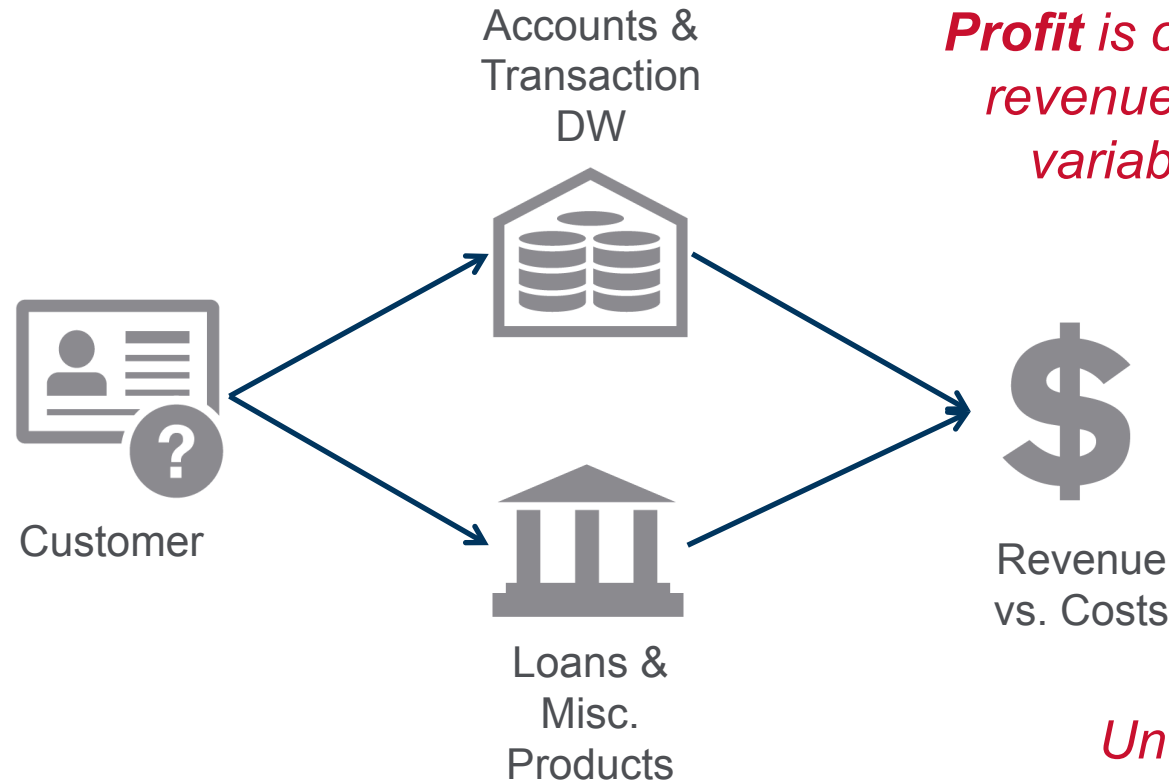
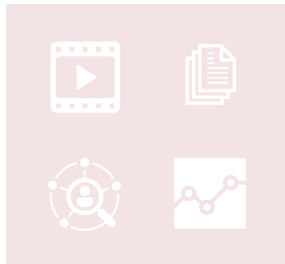


# Banking Revolutions





# Customer Profitability - BEFORE

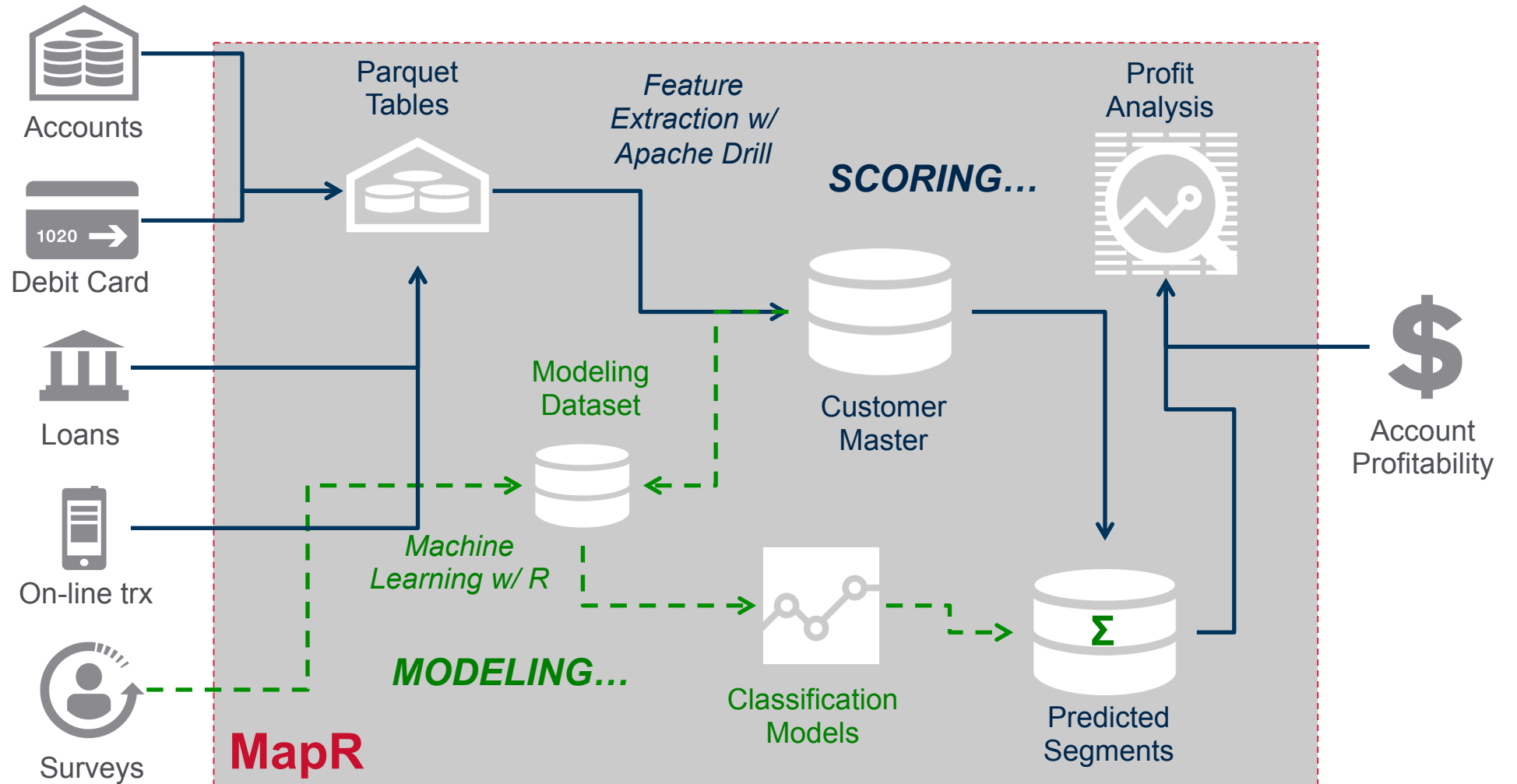


*Profit is observed as revenue – fixed & variable costs*

*Understanding link between customer attitudes & profit will identify **growth** opportunities*

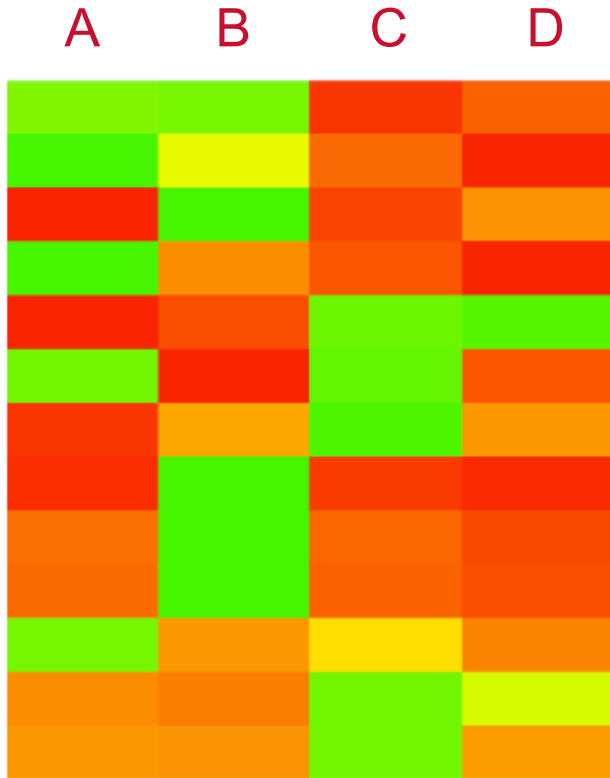
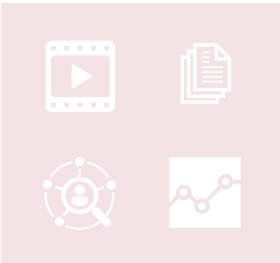


# Customer Profitability - DURING



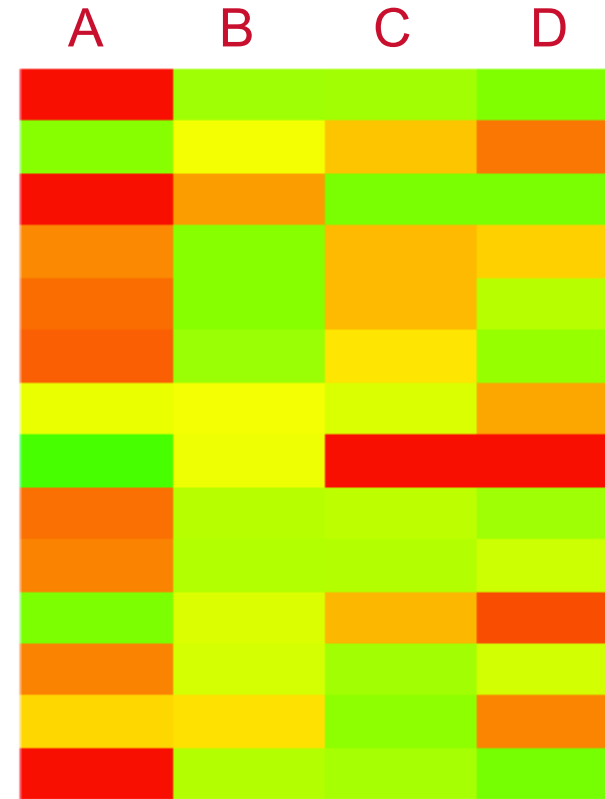
# Customer Profitability - AFTER

**green** = indexes *higher* than avg.;  
**red** indicates *decreased* rate



< - "attitude"- based personas

products



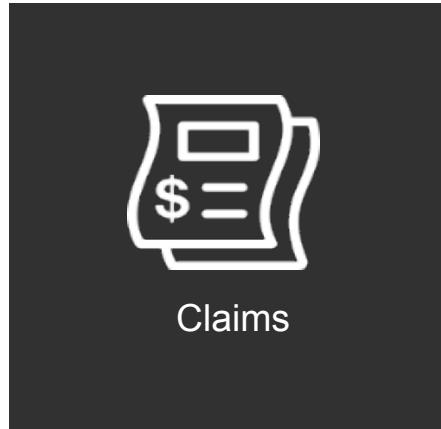
payees



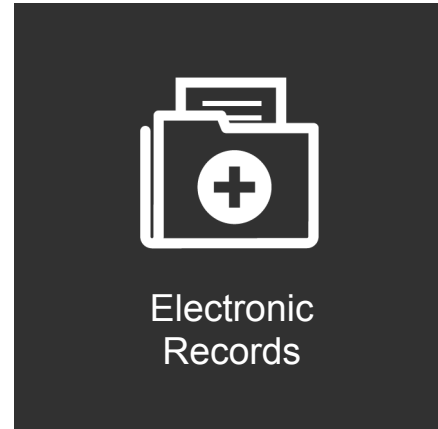
# Healthcare Revolutions



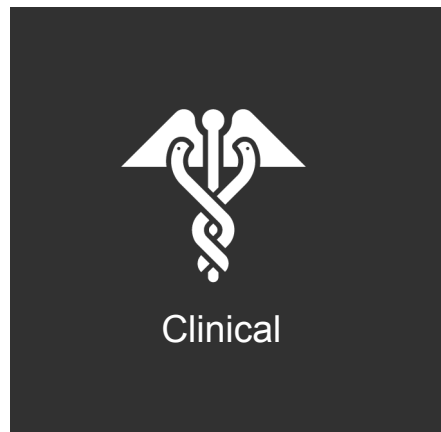
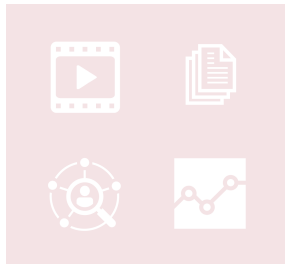
# Cervical Cancer Screening - BEFORE



Claims



Electronic  
Records



Clinical



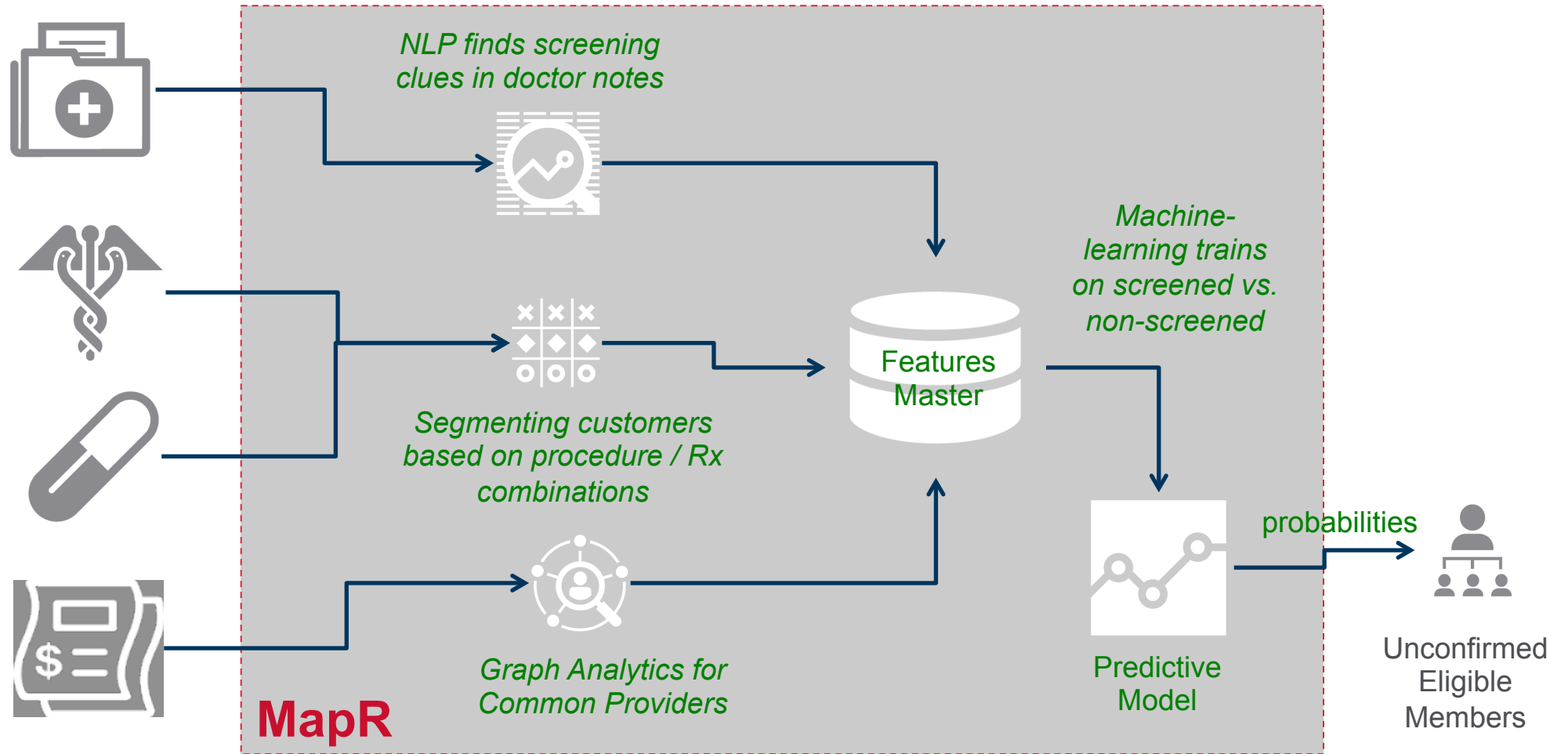
Prescriptions

*Cervical Cancer results in 275,000 deaths annually – it is **preventable** / curable with regular screenings.*

*Data sources are in **silos** – challenging to combine and some in formats difficult to explore*

*Typical solution is rule-based & identifies a **population** too large to handle effectively.*

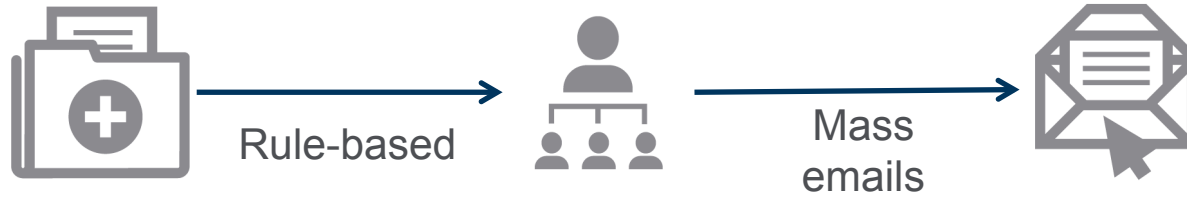
# Cervical Cancer Screening - DURING



**MapR**

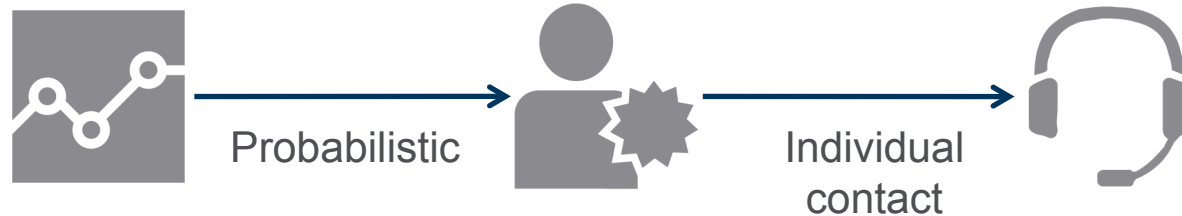
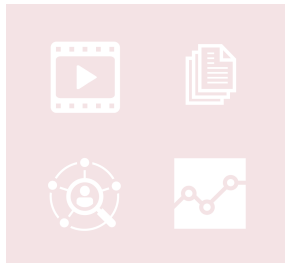


# Cervical Cancer Screening - AFTER



*Reaching more women,  
but with low individual  
probability of follow-up*

**BECOMES ...**



*By focusing on smaller  
group less-likely to have  
recent screening, more  
effort can be invested in  
each*

