



Data Analytics

An Introduction



DATTEL

CONSUMER INTELLIGENCE



18 years Entrepreneur.

Current:
CEO, Dattel Asia Group

**Commission, Digital Economy,
International Chamber of Commerce Thailand**

**Advisory Board,
Global Innovation & Entrepreneurship Foundation**

Previous:
**CEO, Malaysian Global Innovation & Creativity Center
(MaGIC)**

COO, Joota Ventures
(social content platform)

Group CEO, Asiastream Group
(Events, Communications, Human Resource, Technology)

Chairman, New Entrepreneurs Foundation

Chairman, Youth Trust Foundation

Board Member, SME Corporation

Advisory Board, Malaysian SME Development Institute

Council, Malaysian Business Angel Network

Kickstarter:

Tell me what you want out of this session?



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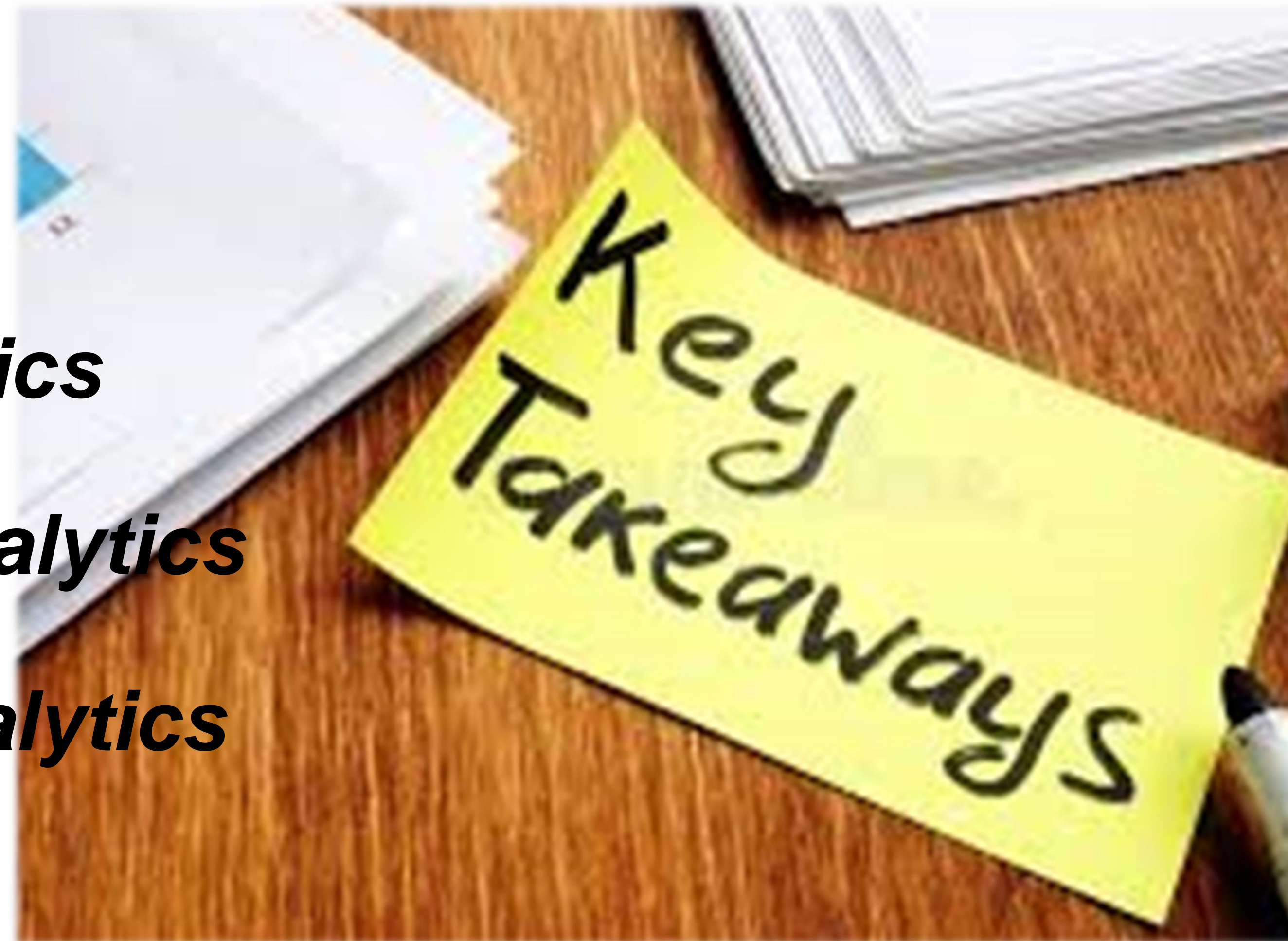
3 Key Takeaways for Today

You will learn:

Importance of applied Analytics

Understand types of Data Analytics

Process & Resources for Analytics



A conceptual image featuring a dark asphalt road that curves from the bottom left towards a bright, glowing horizon. The road has a white dashed line down the center. On the right side of the road, a yellow diamond-shaped sign on a white pole reads "BETTER FUTURE" in bold black letters. The landscape is a vibrant green field under a blue sky with soft white clouds. The overall scene conveys a sense of optimism and forward progress.

**The FUTURE
of your business is going to be
determined by who can
maximize insights from Data.**

Question:

**Do you think consumers
are rational or irrational?**



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UNCOVERING THE HIDDEN TRUTH

IRRATIONAL CONSUMPTION



3.3 x



5.5 x



3.15 x



7.0 x



UNCOVERING THE HIDDEN TRUTH



3.3 x



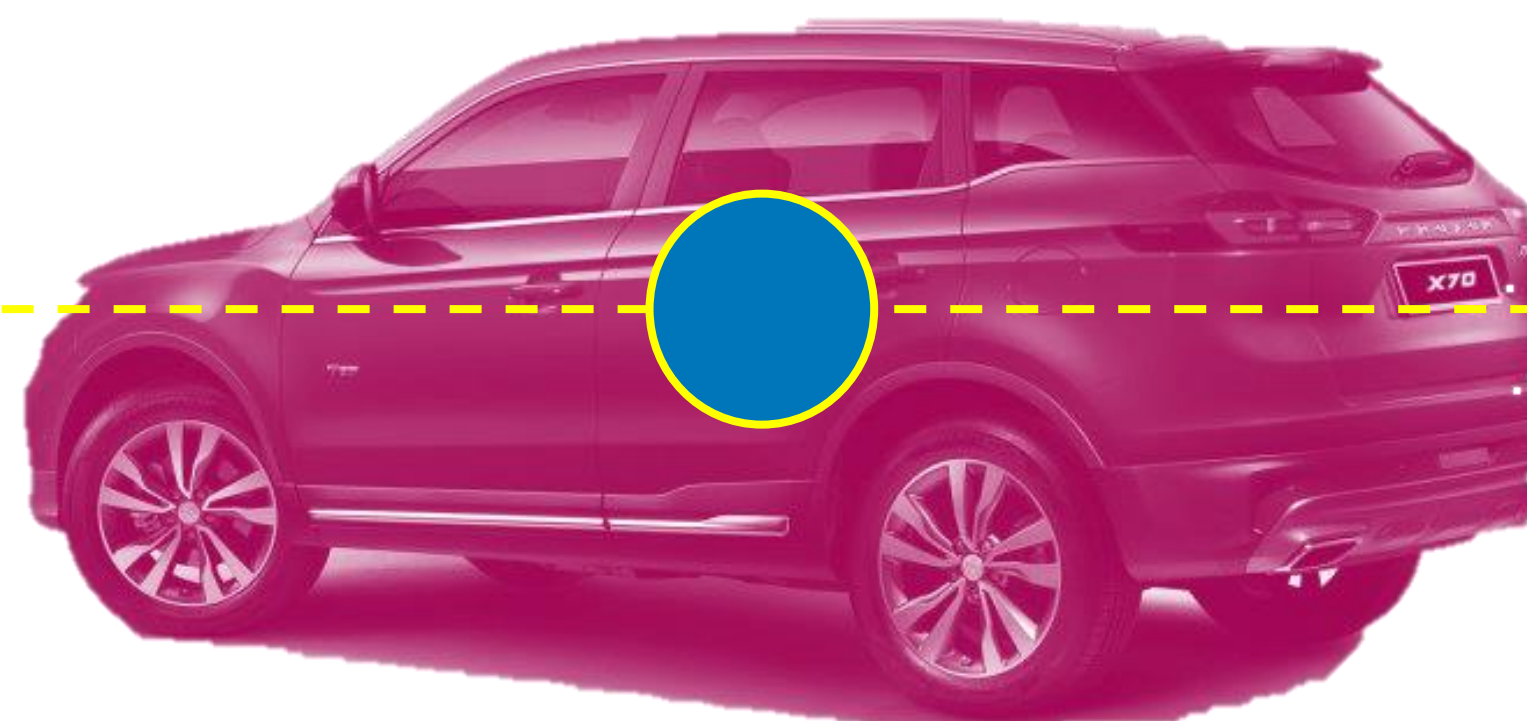
5.5 x



3.15 x



7.0 x



UNCOVERING THE HIDDEN TRUTH

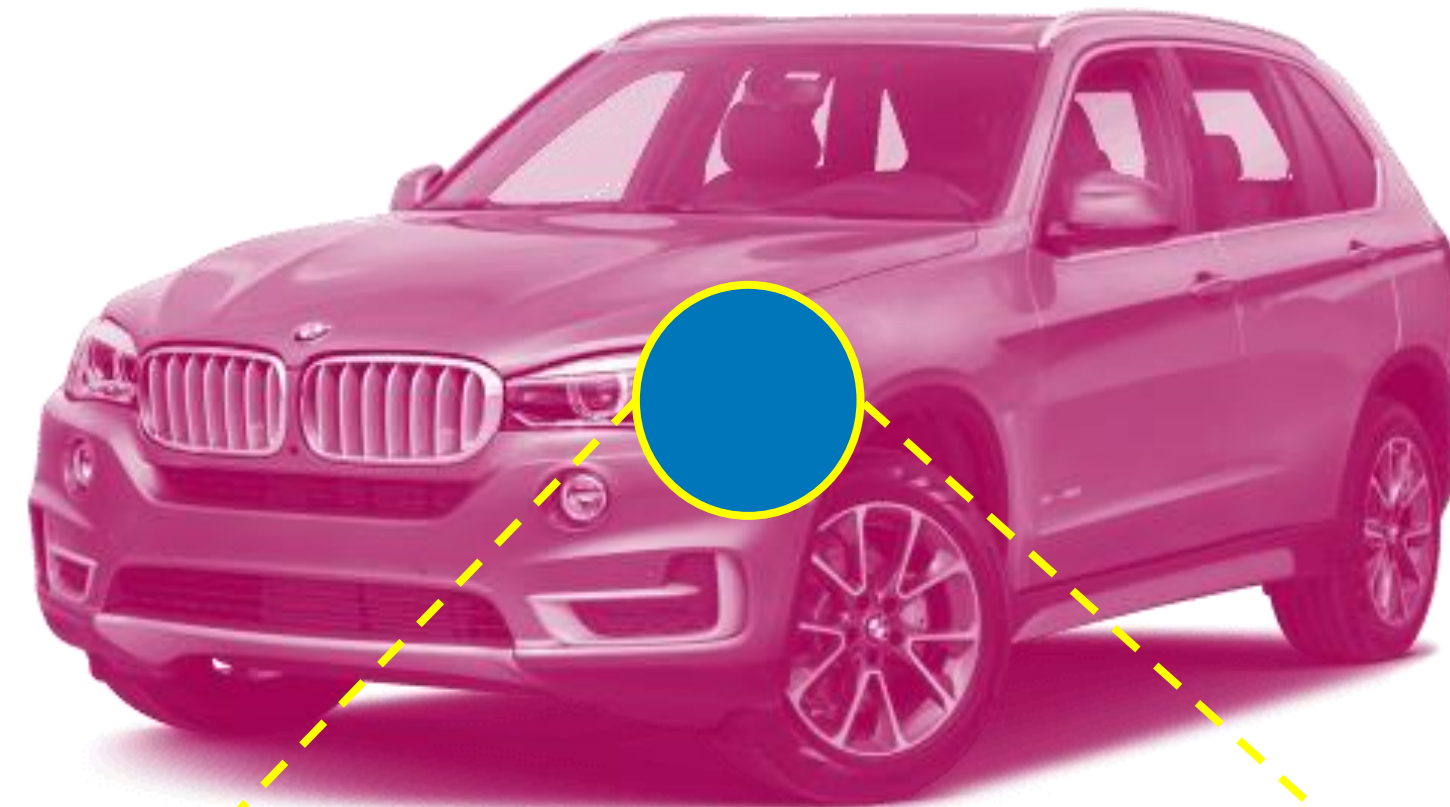
IRRATIONAL CONSUMPTION



3.3 x



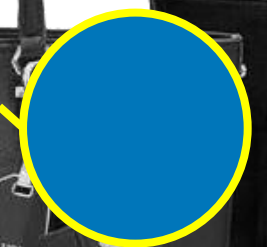
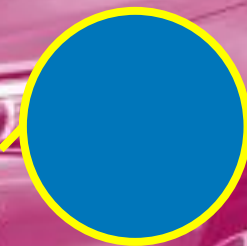
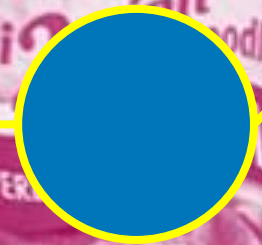
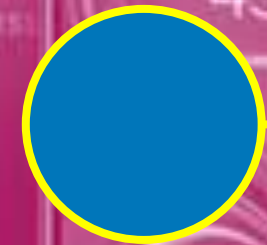
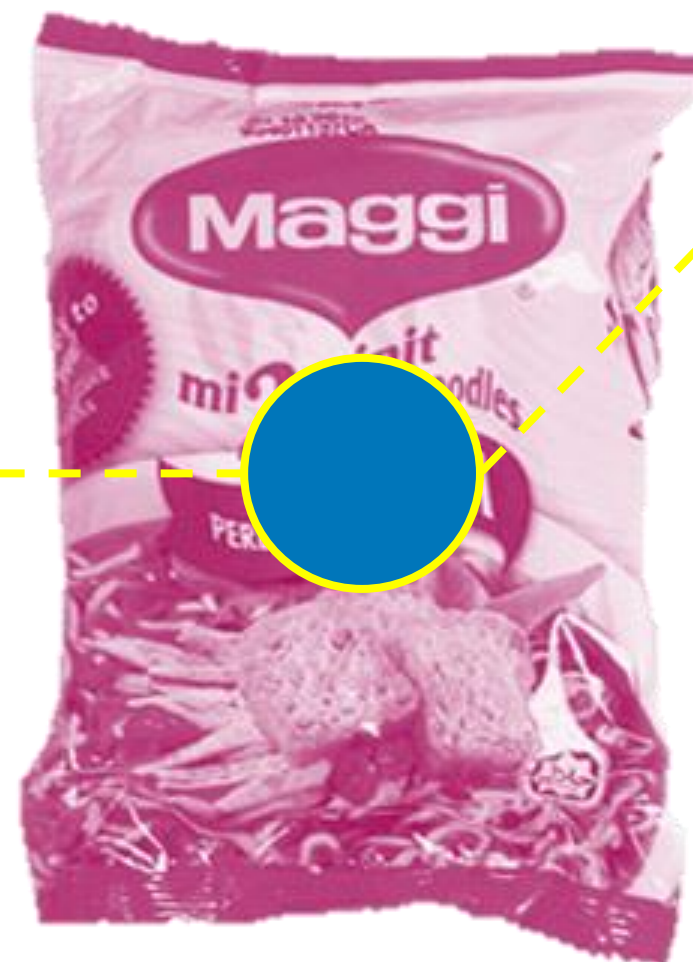
5.5 x



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UNCOVERING THE HIDDEN TRUTH



3.3 x



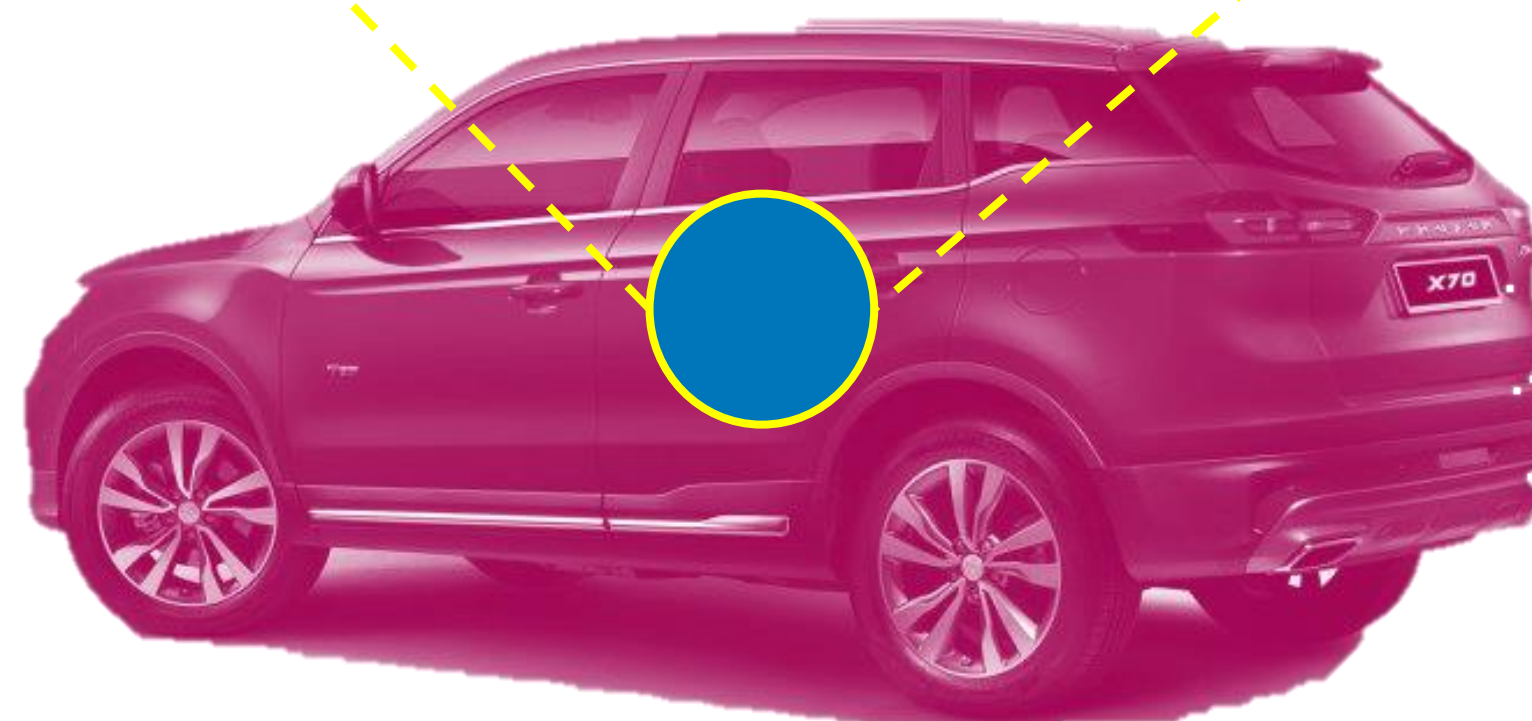
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UNCOVERING THE HIDDEN TRUTH



3.3 x



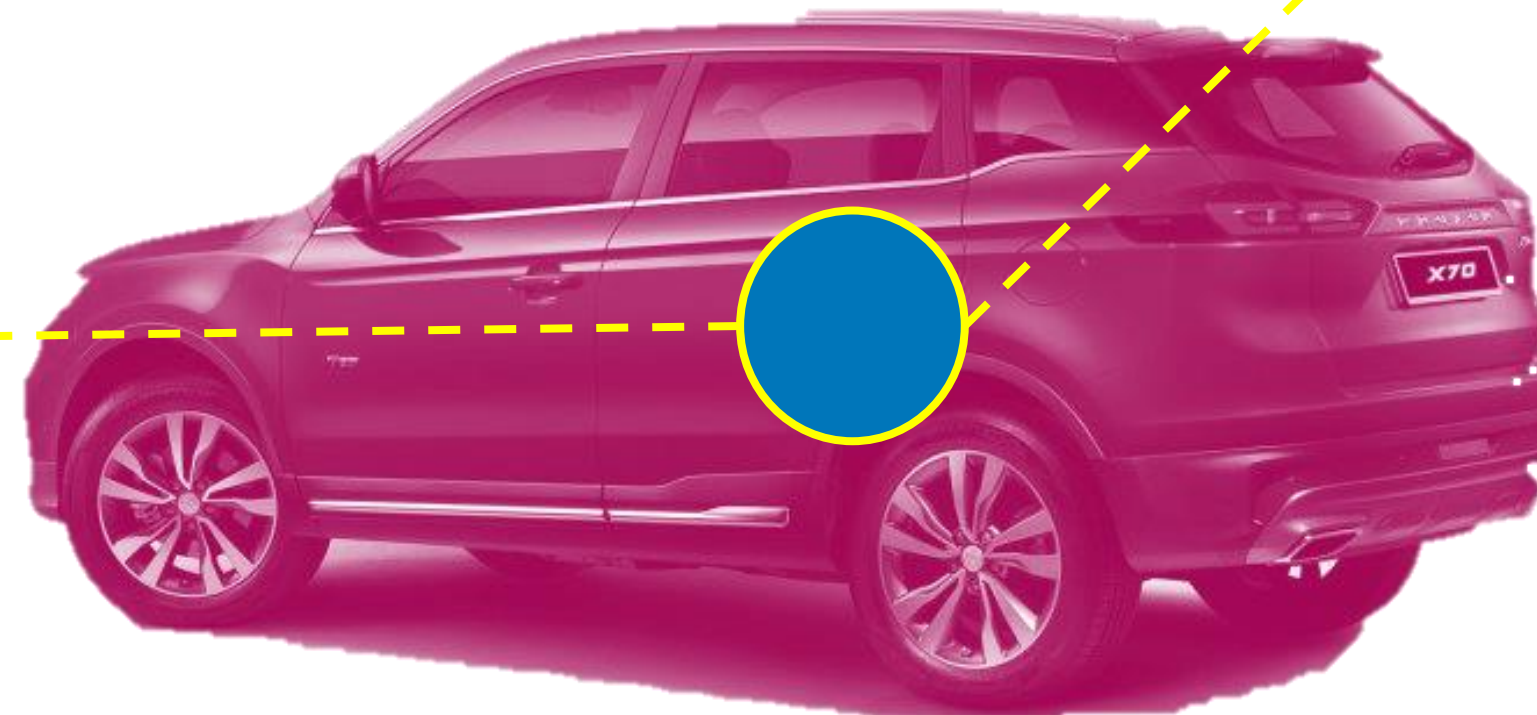
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UNCOVERING THE HIDDEN TRUTH



3.3 x



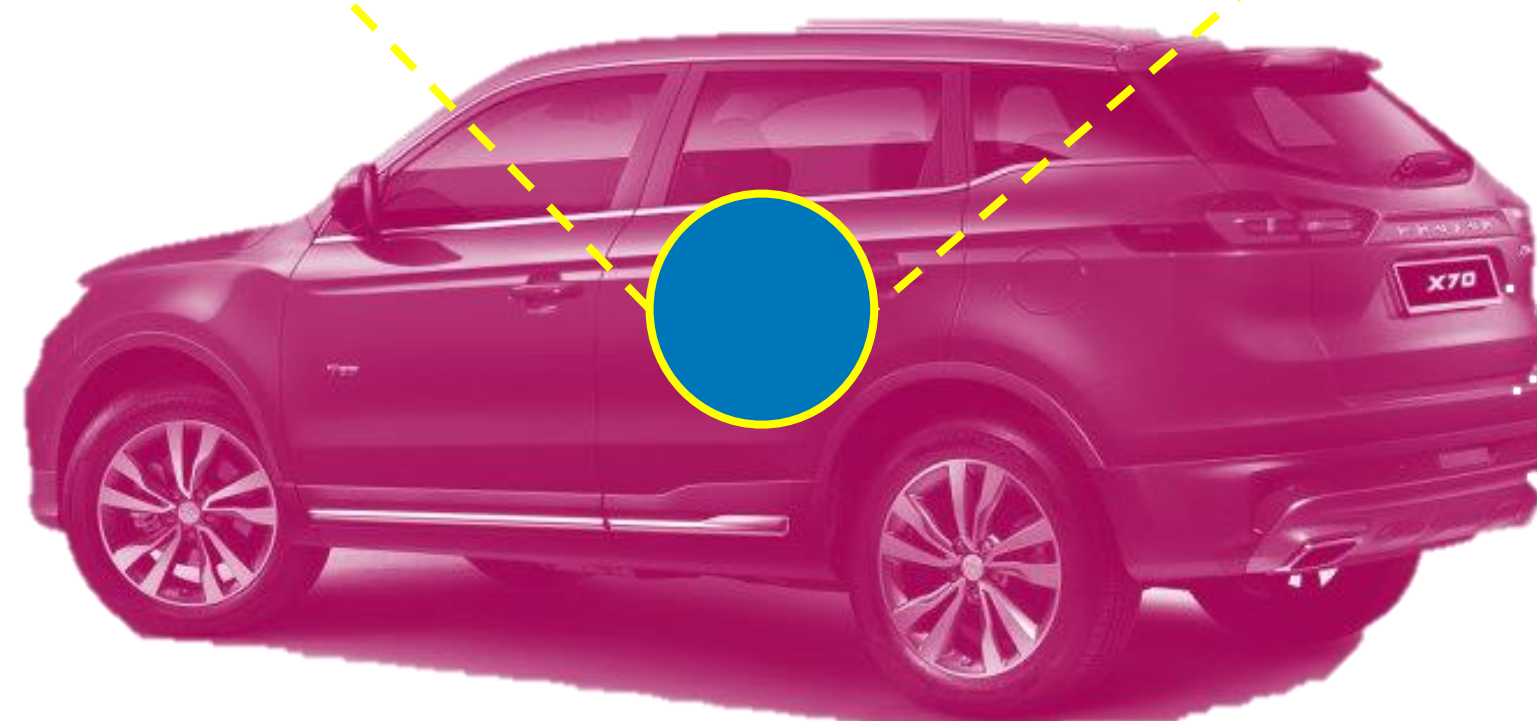
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Key takeaway:

You cannot just define your customers based on demographics.

You need to KNOW a LOT MORE!

And you can ONLY know more with Data.



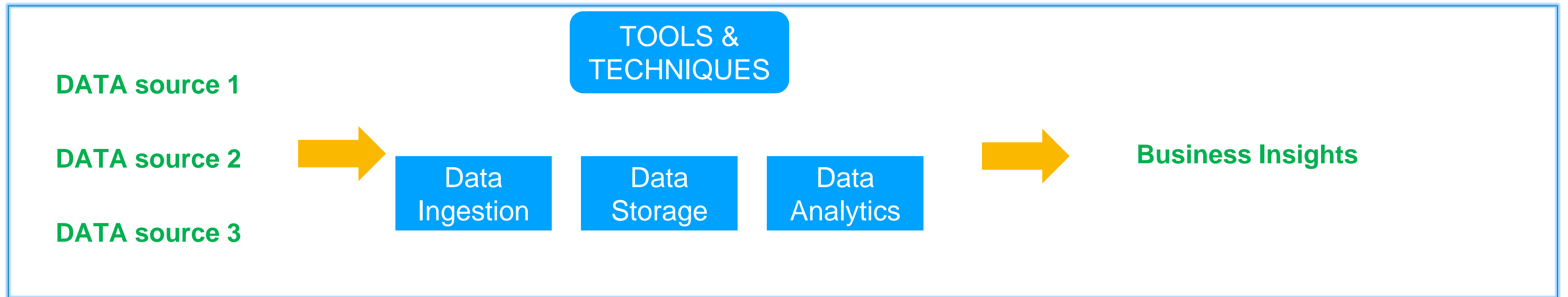
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Data Analytics Definition

Data when suitably filtered and analysed along with other related Data Sources and a suitable Analytics applied can provide valuable information to organizations, industries, business, medicine, health, disaster management etc. in the form of diagnostics, prediction, recommendation and decisions.

Simply put it can be applied to any decision making process.

The Concept



Data Sources can be from multiple source depends on business objective.

Ideally in digital form.

Source can be online, a database, or from machines.

Tools & Techniques
Refers to statistical concepts or machine learning concepts that will help perform calculations that will provide descriptive, predictive or prescriptive analytics.

Solutions that gets derived for business problems.

Applications of Data Analytics



Marketing Operations:
Targeting / Personalization



Manufacturing Operations:
Procurement / Product Dev / Machine Optimization /
Distribution etc.



Retail Operations:
Customer Experience /
Inventory Localisation



Financial Operations:
Credit Scoring, Fraud etc

Stages of Data Analytics

Descriptive Analytics:

Information that is obtained from the data is summarized. It is involved in finding all statistics that describes the data. E.g How many buyers bought product in the month of January compared to other years?

Diagnostics Analytics:

Why the statistics have happened? E.g. why is there an increase / decrease in sales in the month of January

Predictive Analytics:

From the first two stages, you are able to predict what is a possible future event. E.G what shall the sales improvement next year?

Prescriptive Analytics:

This stage involves recommended planning action to make decisions. E.G How much material needed to be procured to increase production.

ADDED-VALUE
CONTRIBUTION

Descriptive
analytics

Diagnostic
analytics

Predictive
analytics

Prescriptive
analytics

COMPLEXITY

Roles needed for a successful Analytics project

Business User

Domain expert / benefits the results / knows the value of the results

Project Sponsor

Usually CEO / business owner. Allocate necessary resource. Sets priorities.

Project Manager

Ensures that the milestones are met

Business Intelligence Manager

Reports an understanding of the data key performance indicators, key metrics

Database Admin

Configures database environment to support analytics

Data Engineer

Technical skills to assist in tuning SQL queries

Data Scientist

Expert in analytical techniques and data modelling to solve problems

But you do not need to hire all...

What is important is for you to have clarity of what it can do to your business and an appreciation of its benefits.

You understand your business best...Data is just supporting to you to be confident in making your business decisions.

“Maximizing the chances of success and minimizing the probability of failure”

Case Study from Marketing / Consumer Perspective



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THE CONSUMER

CHOICES

FICKLE DEMAND

WELL INFORMED

FAST CHANGING

LOYALTY
(.. LACK OF)

FRAGMENTED



Leveraging Multi Data Source



CASE STUDY



Ac-Guard
For the toughest Ac

全马第一, 针对顽固痘痘

3合1 独家功效

- 99%抗杀痘痘细菌
- 24小时内消炎痘痘
- 解决痘痘问题, 不留痘疤!



适用群:



- 黑白头粉刺
- 丘疹型痘痘
- 闭口粉刺型
- 脓包型痘痘
- 结节型痘痘
- 痘疤痘印

QUESTION: WHAT'S THE NEXT PRODUCT TO DEVELOP?

MATCH

FACE WASH USED vs NIGHT MOISTURER

		NIGHT MOISTURIZER:...	ANTIOXIDANTS	FOR SENSITIVE SKIN	REJUVENATING	OIL CONTROL	DARK SPOT REDUCTION	PORE REFINING	WHITENING/_...	
	N=	OVERALL COLUMN	671,795	707,472	589,198	1,075,772	899,885	762,065	1,220,292	
FACE WASH:TYPE USED P3M		333%	100%	100%	100%	100%	100%	100%	100%	
OIL CONTROL	1,266,407	49.8%	49.2%	49.3%	47.7%	61.5%	57.9%	56.2%	55.1%	
WHITENING/LIGHTENING/BRIGHT...	1,150,605	45.3%	56.1%	41.8%	49.3%	40.9%	43.2%	46.5%	60.9%	
ANTI AGING	969,748	38.2%	52.2%	43.7%	55.2%	31.8%	47.9%	39.7%	44.4%	
ANTI ACNE/PIMPLE	942,228	37.1%	43%	39.5%	33.4%	45%	47.6%	46.7%	38.9%	
HYDRATING/MOISTURIZING	935,276	36.8%	44.4%	49%	45.6%	29.9%	47.6%	56.5%	41.8%	
SKIN SMOOTHENING	844,082	33.2%	47%	40.4%	43.2%	36%	51.3%	49.1%	45.4%	
COOLING/ REFRESHING	673,393	26.5%	27.6%	41%	29.5%	25.6%	30.5%	27.8%	28.2%	
FOR SENSITIVE SKIN	472,874	18.6%	20.2%	43.4%	23.1%	18.3%	20.5%	24.7%	18.3%	
NORMAL	471,475	18.6%	22.4%	16.6%	27.4%	15.9%	16.3%	16.6%	20.7%	



Brief:

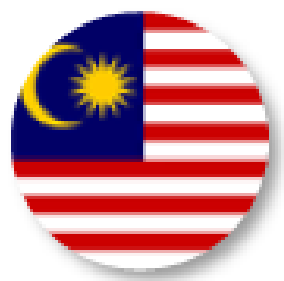
Aydan & Nina Resources / Nina Ammay

- Aydan & Nina Resources markets an anti-aging serum, branded as Nina Ammay. Currently their target segment is 25-45 year old women who
 - are earning RM2,200 to RM4,000 monthly; and
 - have concerns with their skin.
- This report shows the persona of women ages 20-49, separated into three segments according to age groups.

Intense Glow Repair Serum



BY NINA AMMAY



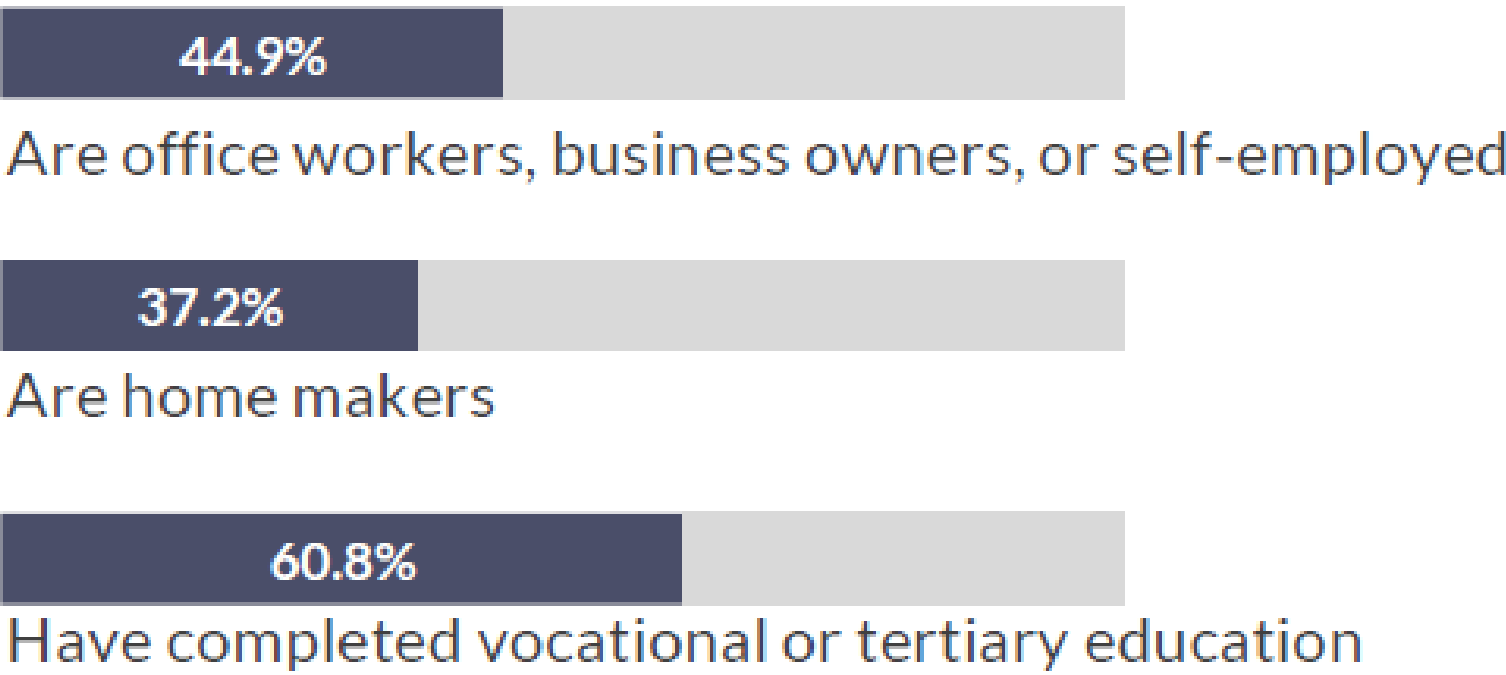
Persona #1 Name:



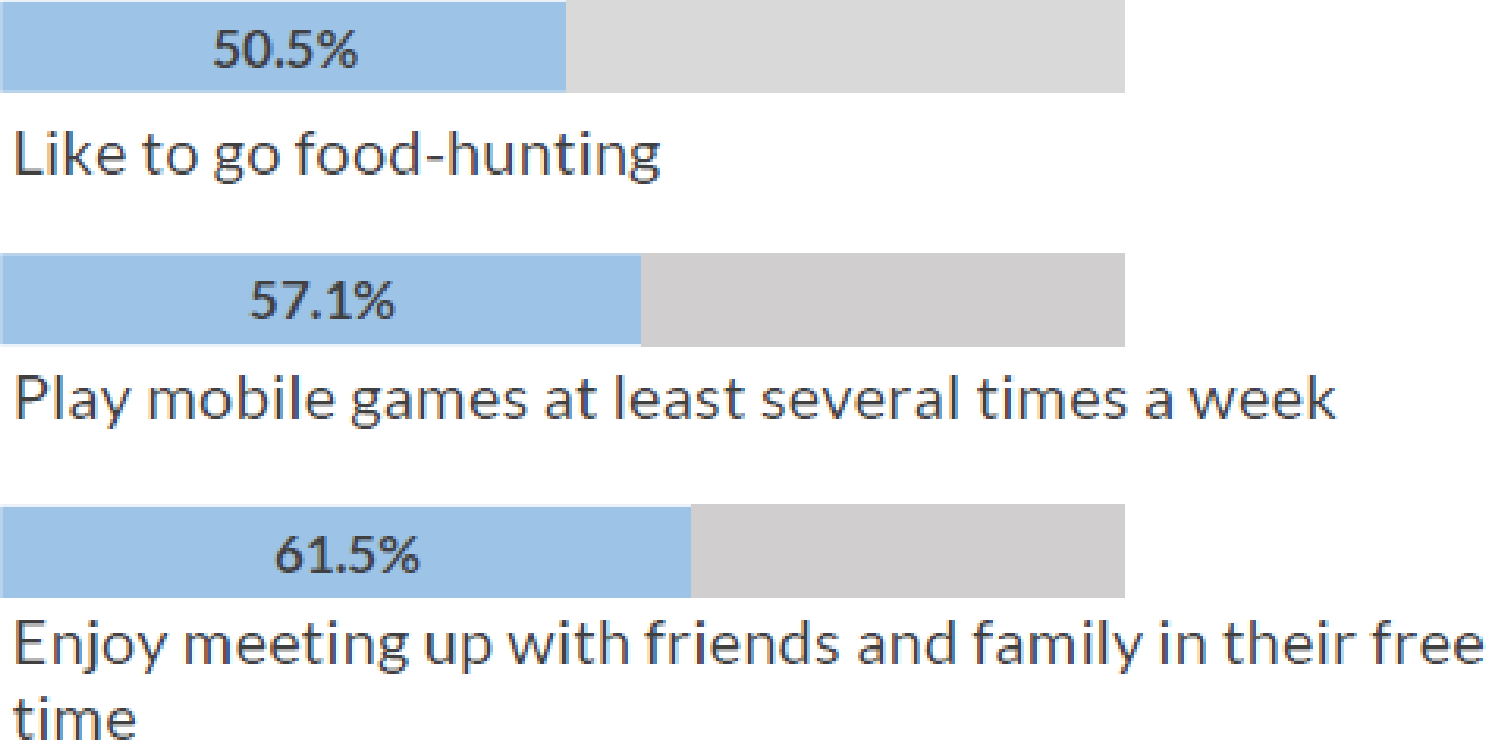
CRITERIA

Women 20-29 years old
Monthly Household Income
RM1,500 – RM4,999
BEAUTIFUL ME

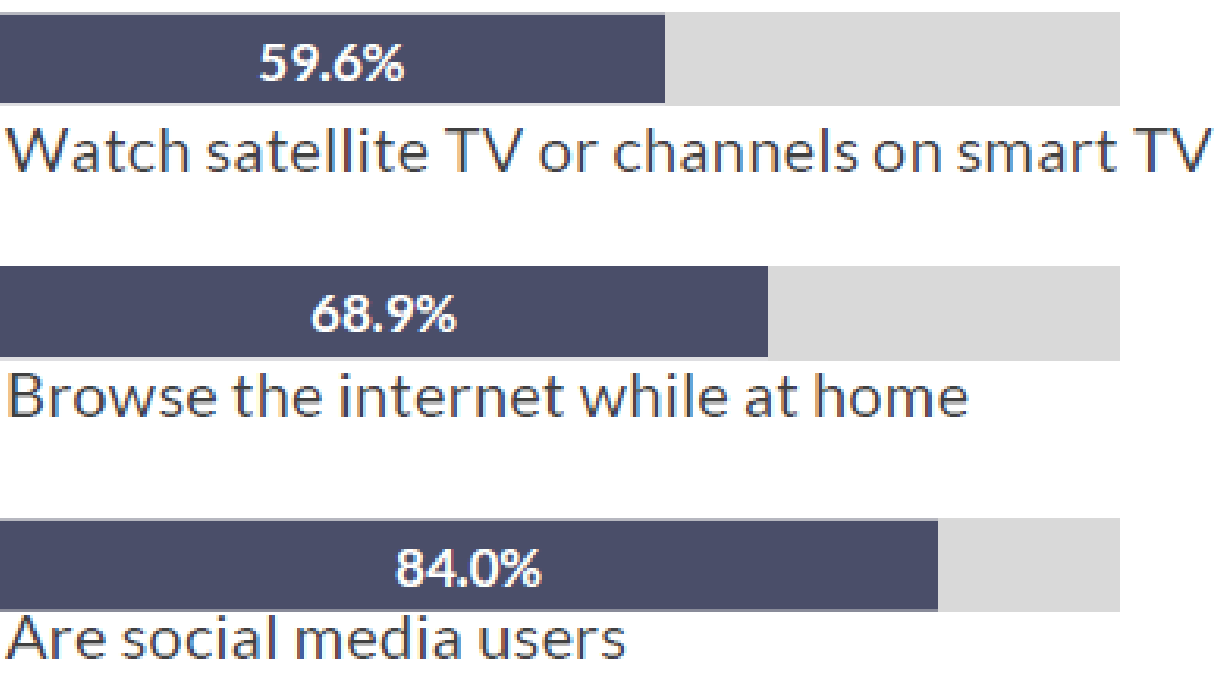
DEMOGRAPHICS



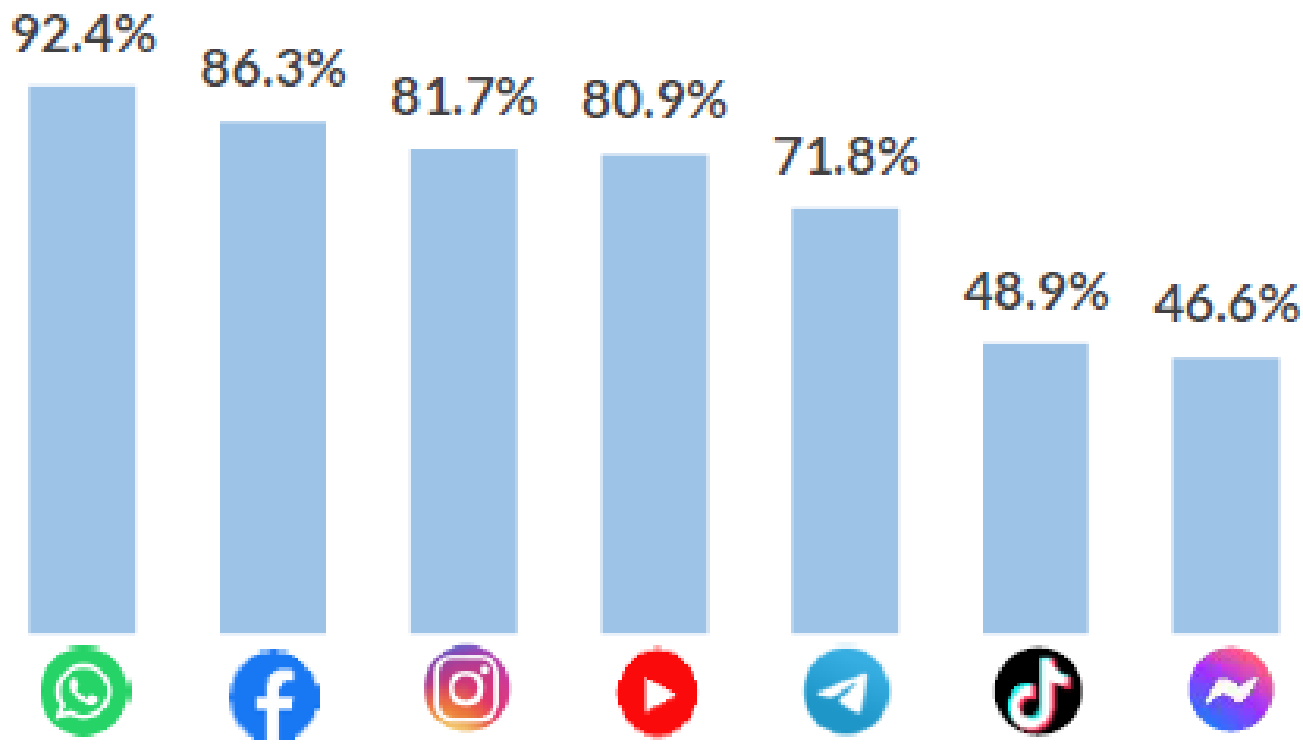
LIFESTYLE



MEDIA



SOCIAL MEDIA





Persona #1 Name:



CRITERIA

Women 20-29 years old
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BEAUTIFUL ME

SHOPPING



Shop online when at home



Are mall visitors



Bought personal care through webstore or app

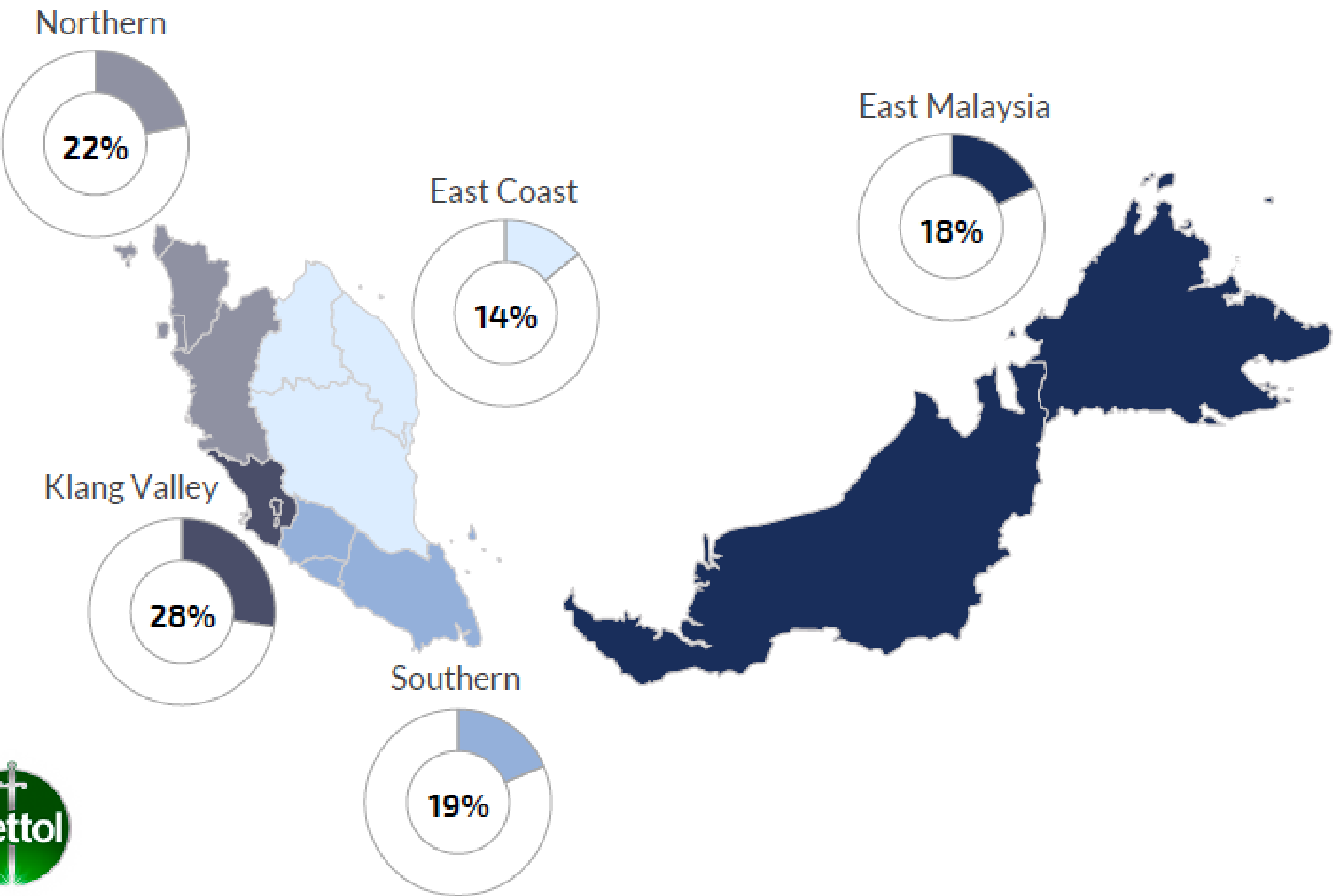


Bought personal care at pharmacies

BRAND AFFINITY



LOCATION



Source: Voyager Interactive Dashboard



Persona #2 Name:

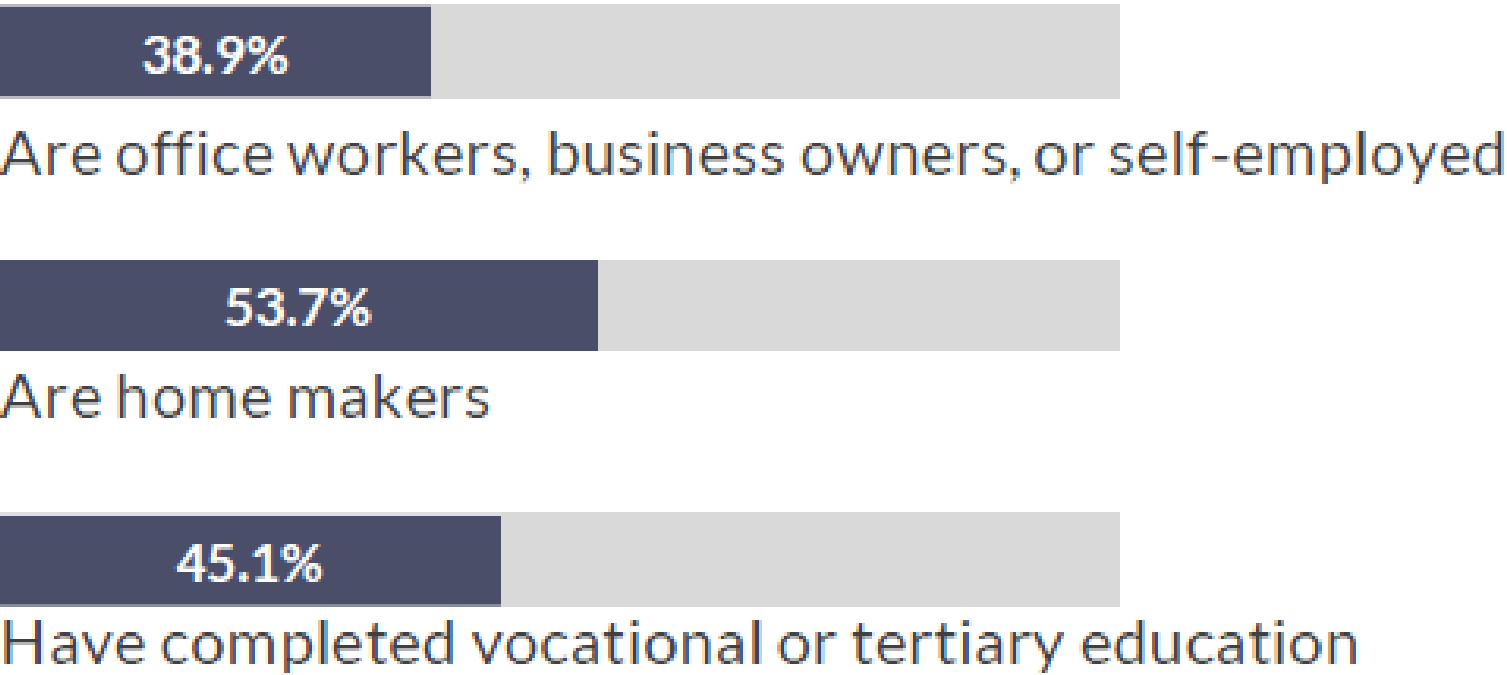


CRITERIA

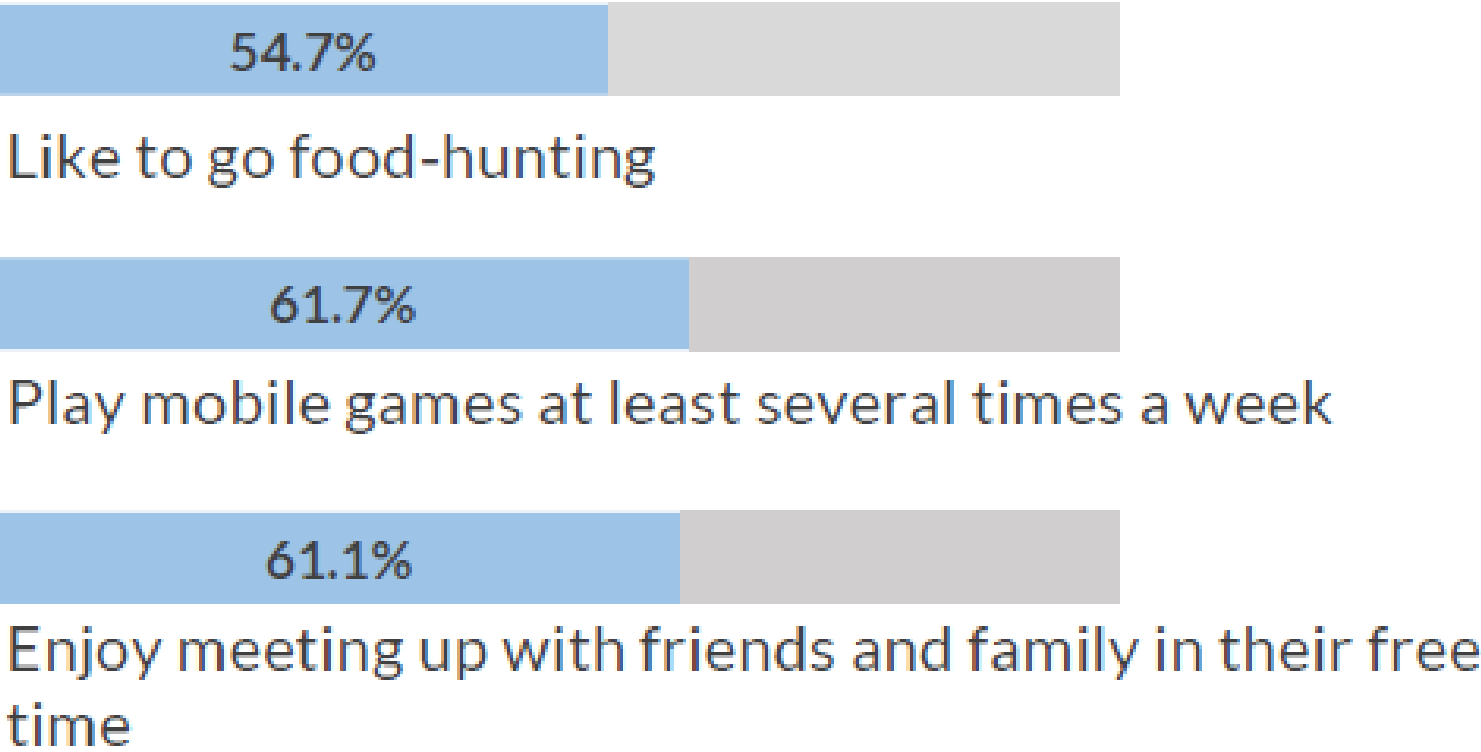
Women 30-39 years old
Monthly Household Income
RM1,500 – RM4,999
BEAUTIFUL ME

Source: Voyager Interactive Dashboard

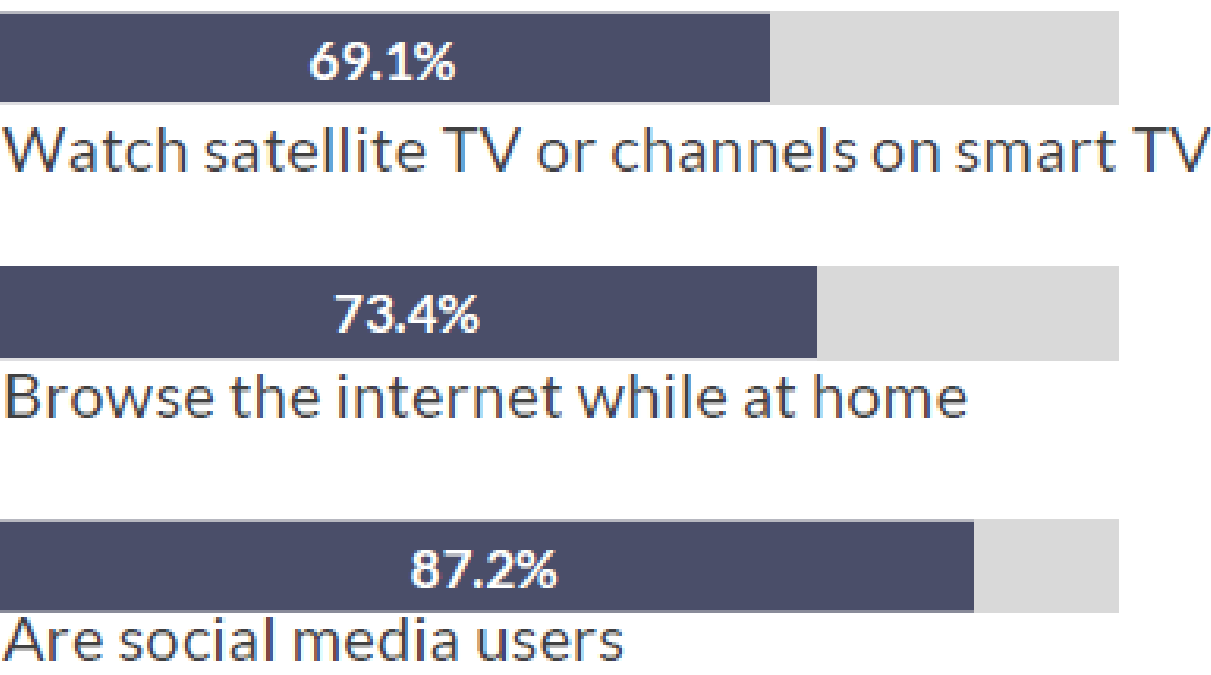
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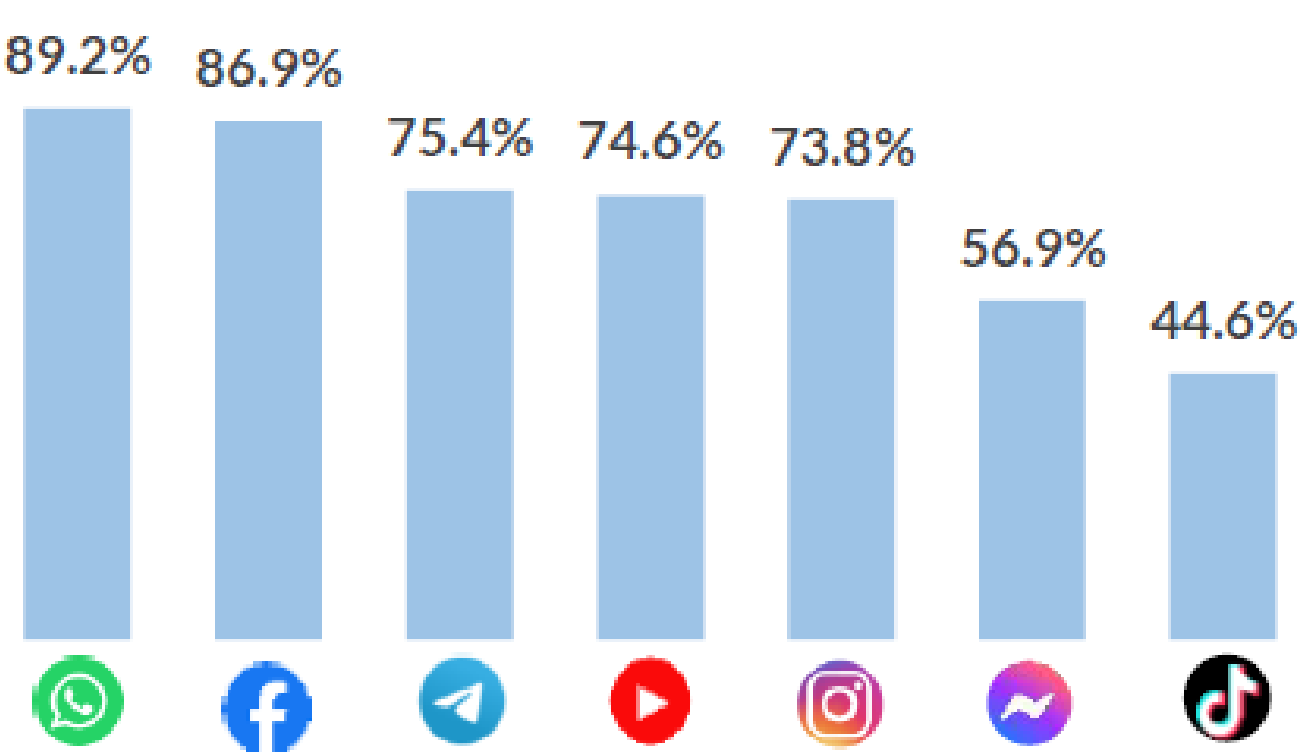
LIFESTYLE



MEDIA



SOCIAL MEDIA





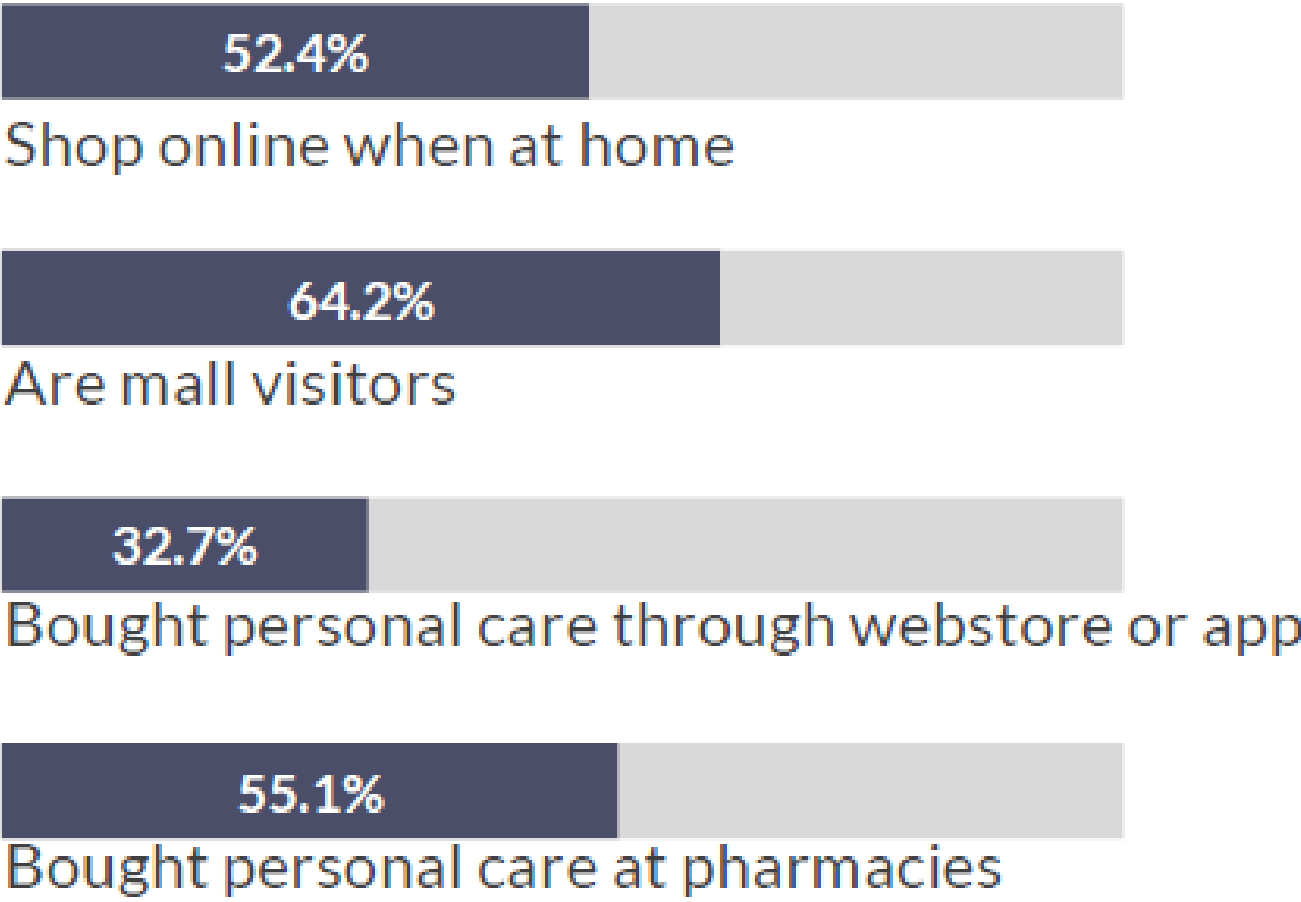
Persona #2 Name:



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Women 30-39 years old
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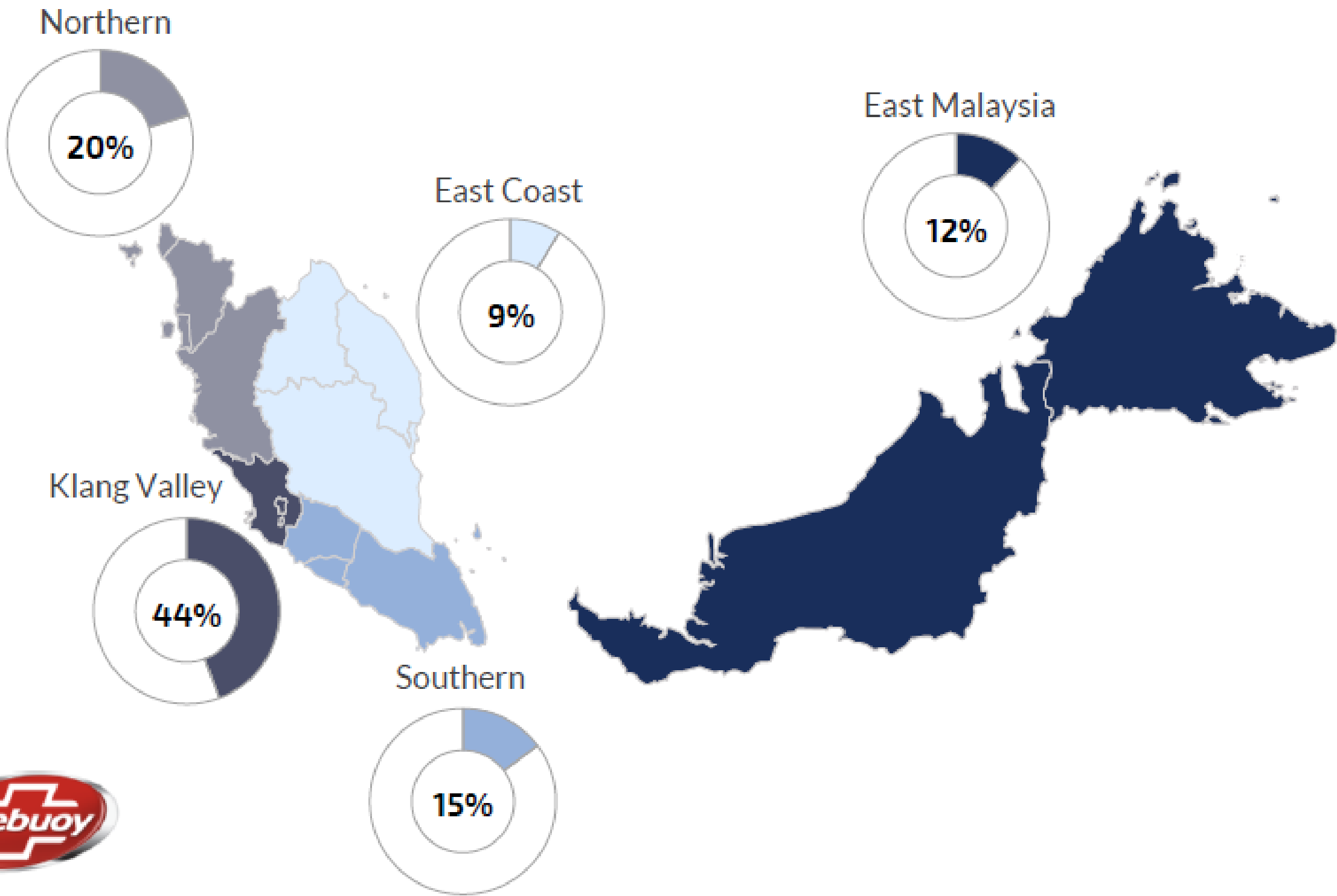
SHOPPING



BRAND AFFINITY



LOCATION



Source: Voyager Interactive Dashboard



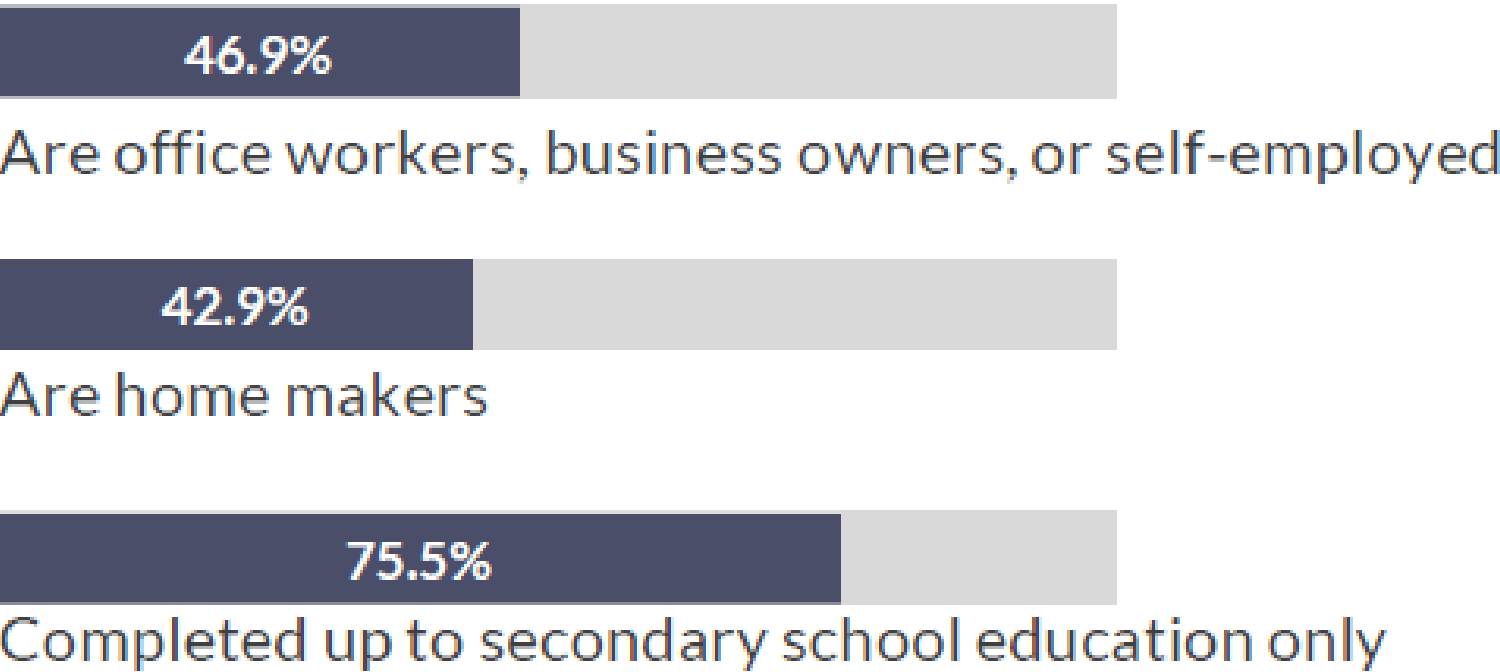
Persona #3 Name:



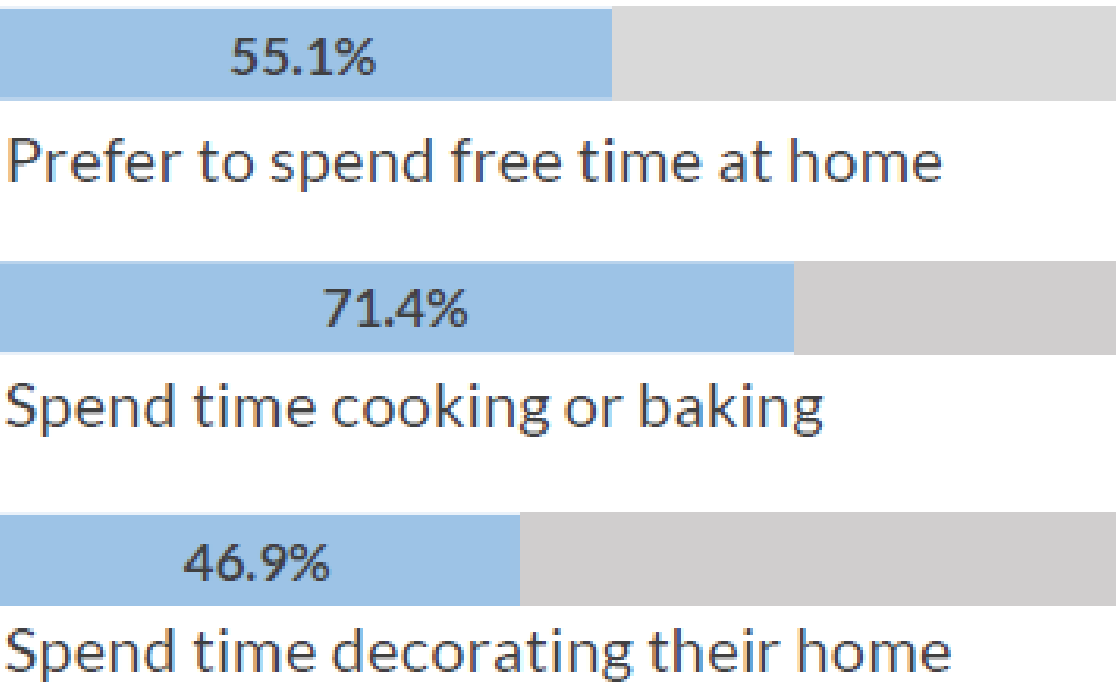
CRITERIA

Women 40-49 years old
Monthly Household Income
RM1,500 – RM4,999
BEAUTIFUL ME

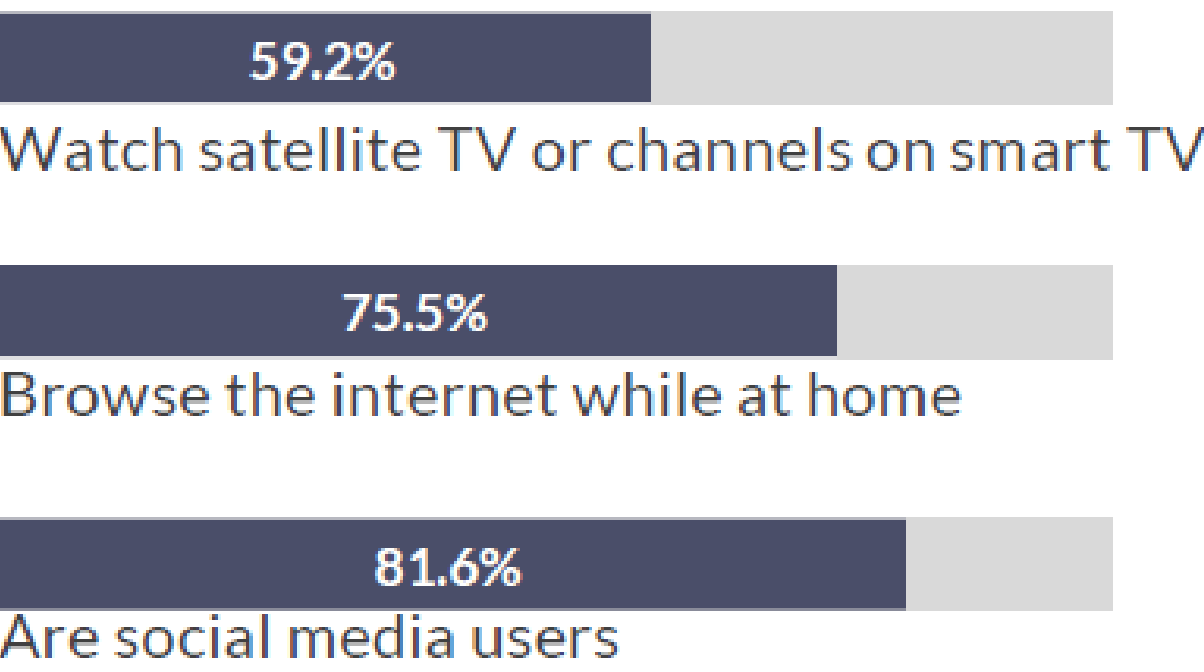
DEMOGRAPHICS



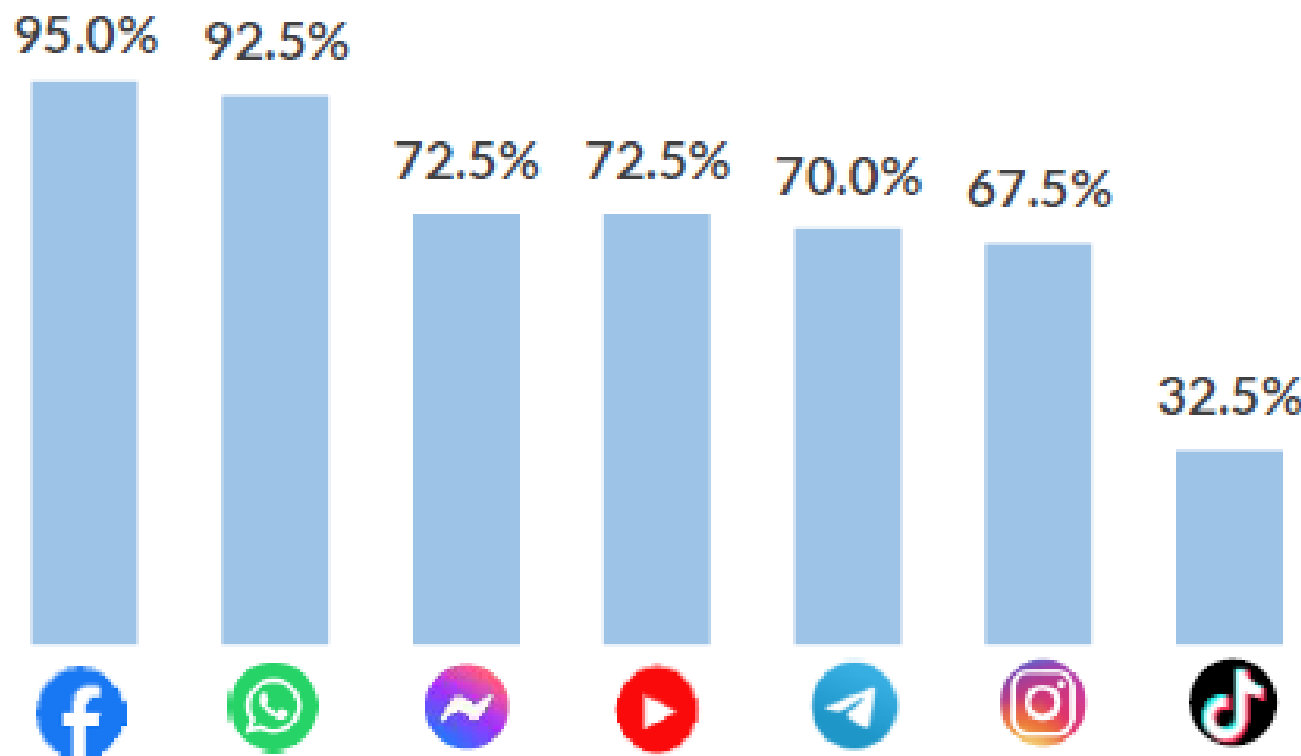
LIFESTYLE



MEDIA



SOCIAL MEDIA



Source: Voyager Interactive Dashboard



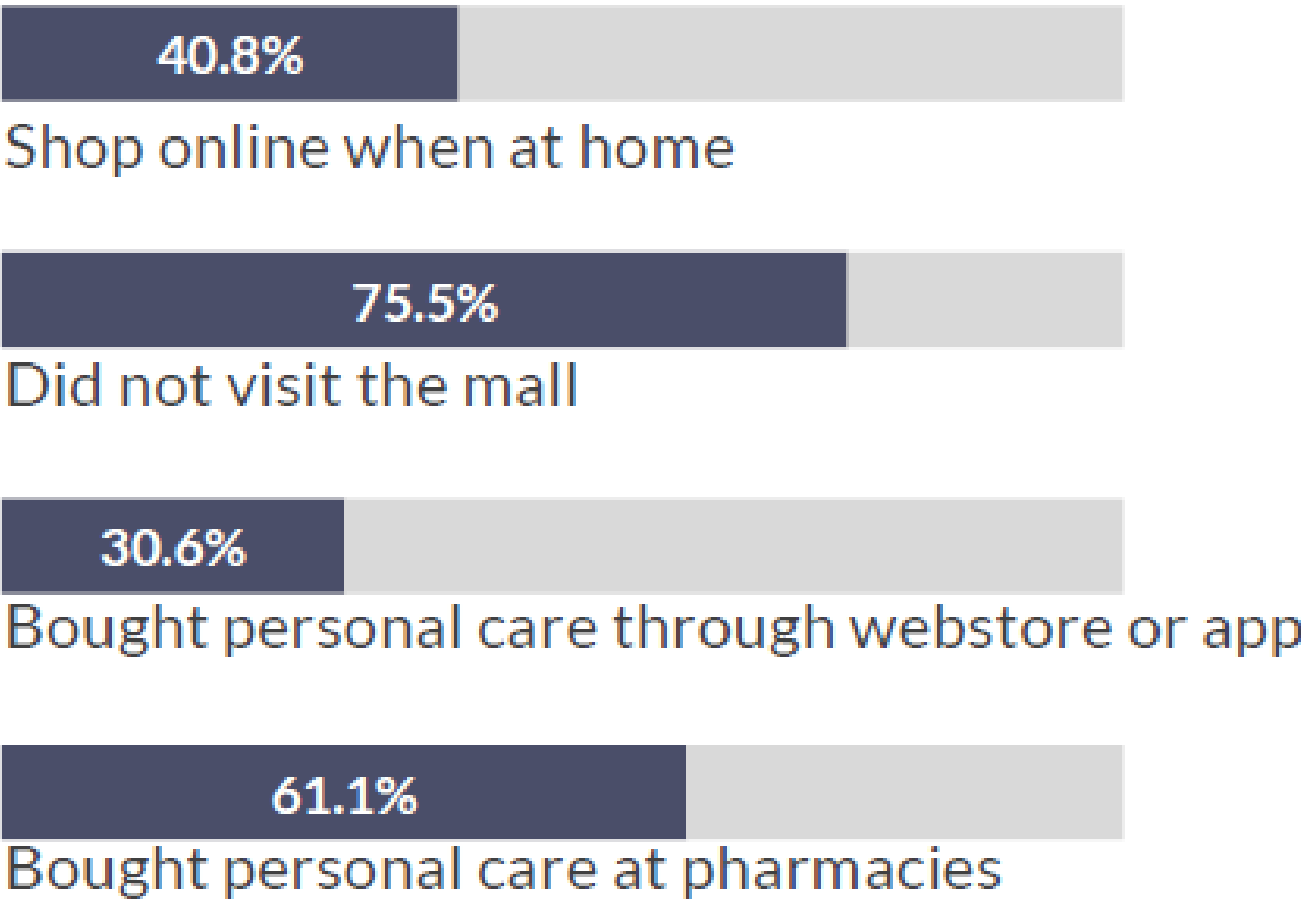
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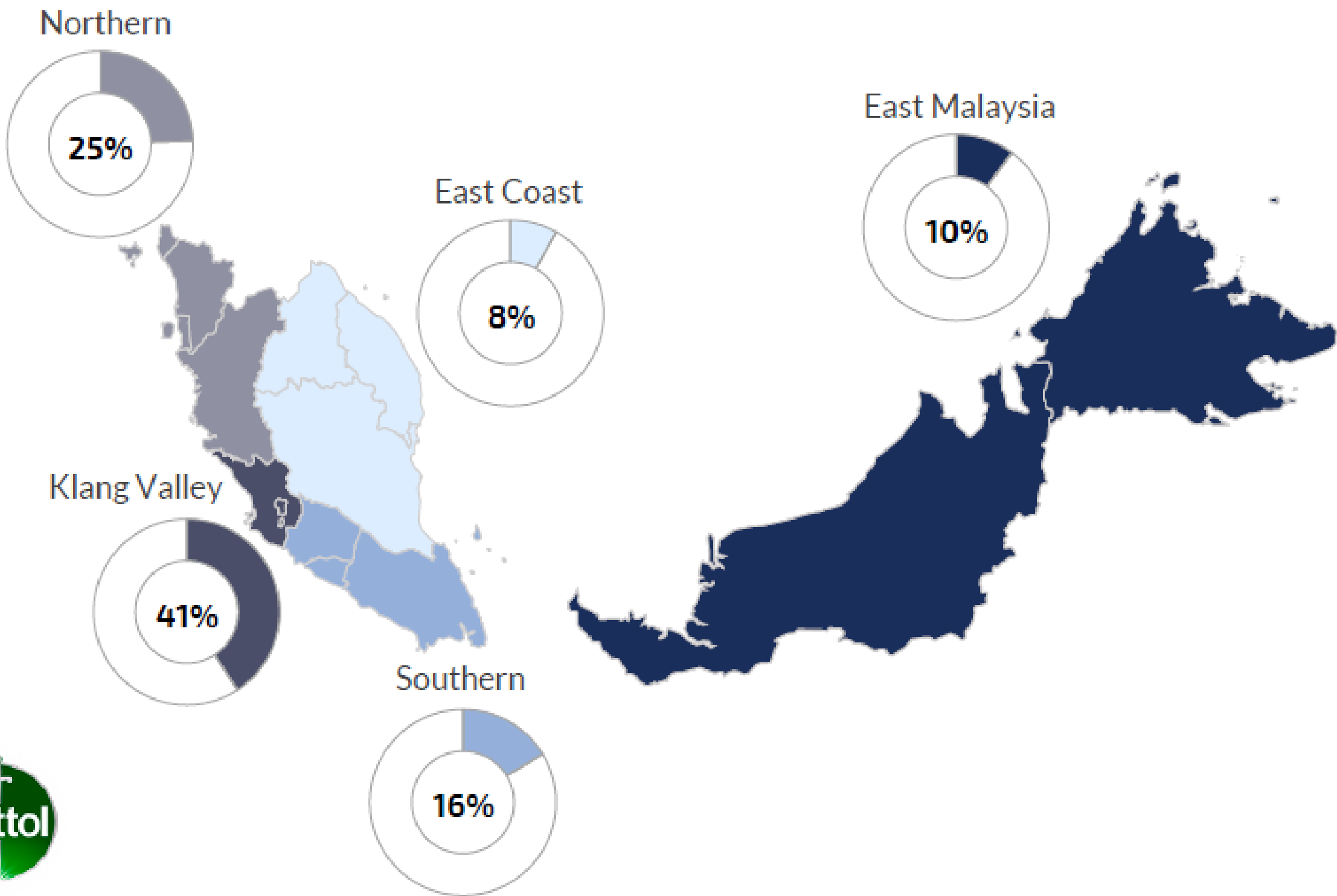
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BEAUTIFUL ME

SHOPPING



LOCATION





BRAND AFFINITY



Source: Voyager Interactive Dashboard

Most dominant values by target segment

	20-29 Years	<ol style="list-style-type: none"> 1. Competitor 2. Elitist 3. Pleasure Seeker 4. Explorer 5. Controller 	<p>Highly individualistic, status-conscious, assertive, and curious. Open to a more global perspective.</p>
	30-39 Years	<ol style="list-style-type: none"> 1. Pleasure Seeker 2. Competitor 3. Explorer 4. Elitist 5. Global Citizen 	<p>Highly individualistic, status-conscious, assertive, and curious. Open to a more global perspective. Authority matters but not as important.</p>
	40-49 Years	<ol style="list-style-type: none"> 1. Controller 2. Status Quo 3. Tribal 	<p>Assertive, but also interested in maintaining stability and preserving the interests of her identity group.</p>

Top messaging options

MESSAGING

	20-29 Years	COMPETITOR	“Achieve your personal goals”
		ELITIST	“Elevate your social status”
		PLEASURE SEEKER	“Get continuous enjoyment”
	30-39 Years	PLEASURE SEEKER	“Get continuous enjoyment”
		COMPETITOR	“Achieve your personal goals”
		EXPLORER	“Acquire new skills and knowledge”
	40-49 Years	CONTROLLER	“Take charge”
		STATUS QUO	“Don’t lose your way of life”
		TRIBAL	“Support your community”

Messaging Guide

			
MOST IMPORTANT IN LIFE	Family Relationship with God	Family Relationship with God Health	Family Relationship with God Health
IMPORTANT INFLUENCER	Spouse / Partner Parents	Spouse / Partner	Spouse / Partner Myself
PREFERRED MUSIC	Pop	R&B	Pop
PREFERRED WAY TO SPEND TIME	With Family With Spouse	With Family With Spouse Alone	With Family Alone
FAVOURITE TIME OF DAY	Morning Night	Morning	Morning
FAVOURITE COLOUR	No clear preference	Blue	Blue Red

With Data Analytics Nina Ammay was able to :

- Broaden and split its persona market specifically**
- Optimize its marketing spend on Facebook, Google and Instagram**
- Position copies with custom messaging for each persona and track conversions**

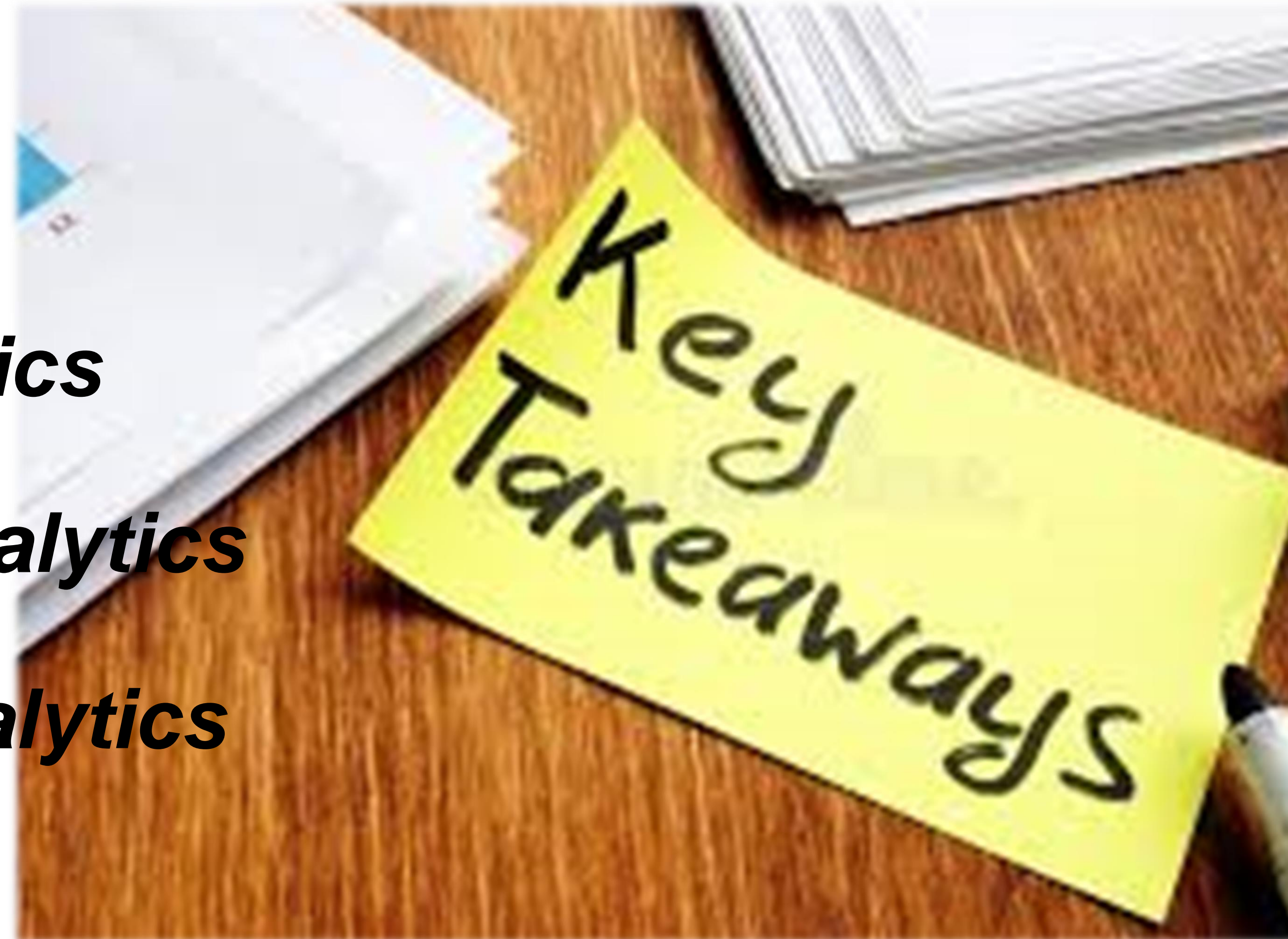
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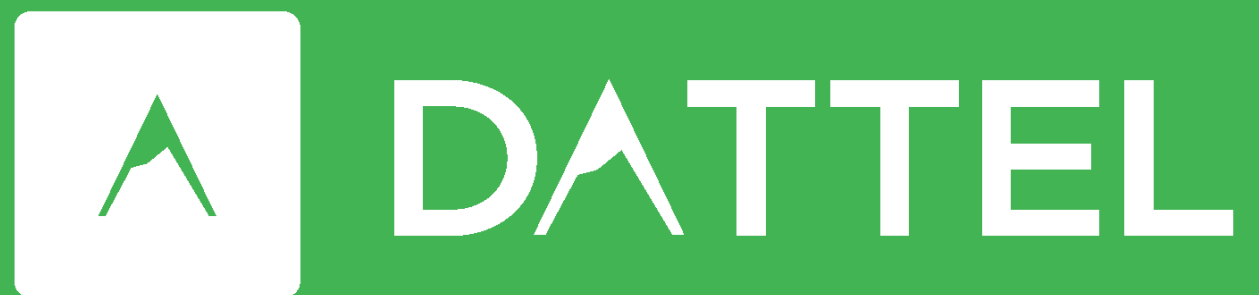
Importance of applied Analytics

Understand types of Data Analytics

Process & Resources for Analytics



THANK YOU



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