

## EXTRA Data Analytics Services

**Keep the intelligence outside of an ERP. It belongs in a Business Intelligence and Analytics space!**

We bring marketers a comprehensive understanding of customers, which helps improve targeting, relevance and attribution by understanding the path-to-purchase, by uncovering purchase intents early and by identifying causal effects of multi-channel behaviour.

Understand each shopper, personalize and deliver relevant communication. Driven by a sophisticated analytics and promotions platform.

### Insight Driven Decision Making

**Achieve single view of customer**

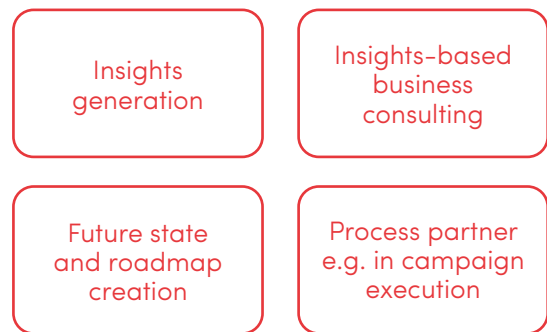
Aggregate information from analytics, metrics, enterprise and social data.

**Predict future behaviour**

Recognize next-best action, retention drivers, up-sell and cross-sell opportunities.

**Close the loop on marketing ROI**

Personalize every message, measure campaign lift and channel performance.



### Advanced Analytics Services

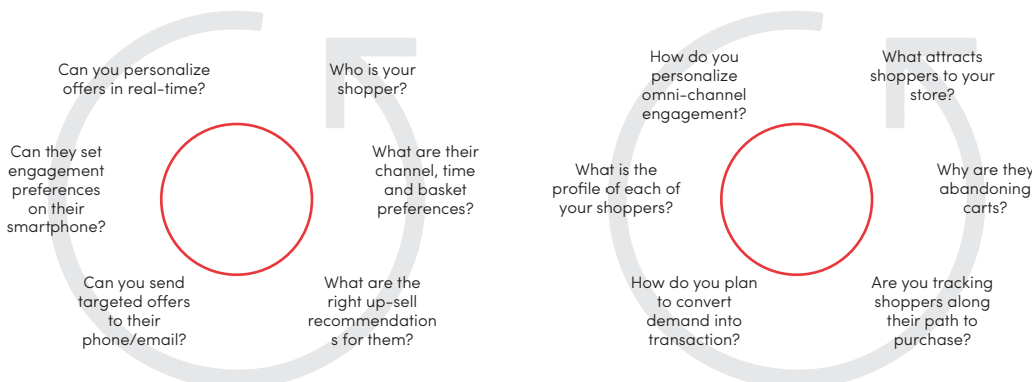
**Customer**

- Segmentation
- Lifetime Value
- Churn/Attrition
- RFM
- Customer Lifecycle Management
- Campaign Optimization
- Survey Analytics
- Recommendation

**Marketing**

- Market Mix Modelling
- Propensity
- Cross-Sell / Up-Sell
- Market Basket
- Store Segmentation
- Social Media Analytics
- Channel Optimization

### 101 Questions for Effective Decision Making



**Understand each shopper, personalize, deliver relevant communication. Driven by a sophisticated analytics and promotions platform.**

**Combines sophisticated customer, store and product analytics for shopper delight. Understanding of shopper's behaviour and ability to create personalized experiences.**

**We have a strategic partnership with Manthan to give full access to online/offline analytics and reporting for fast and effective decision making for retailers.**