

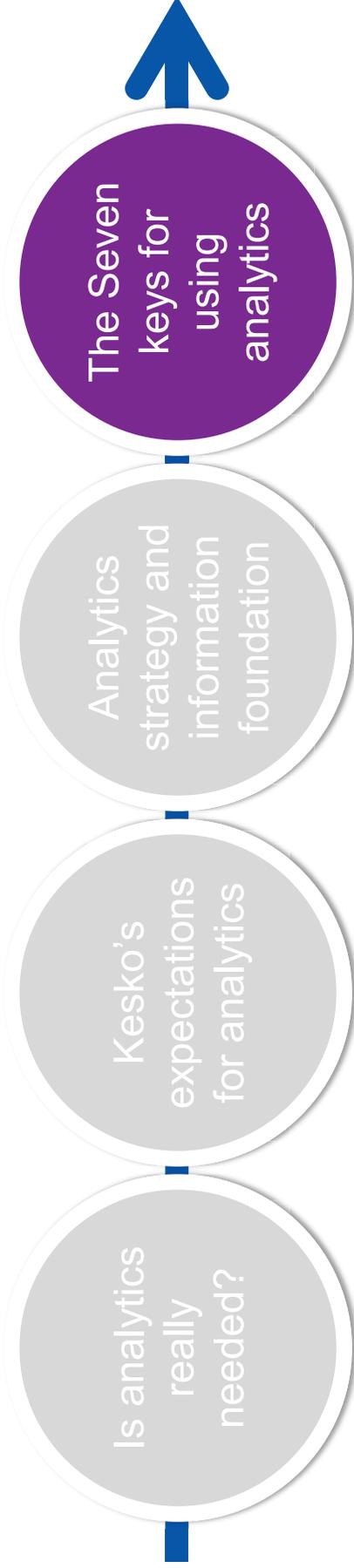
KESKO

**Using customer analytics
to manage sales and build
customer satisfaction**

**Antti Syväniemi
Kesko corporation**

Customer and Market Analytics

@syvaniem





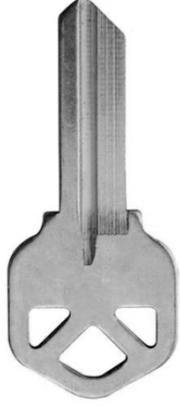
The Seven keys for using analytics

A. Syväntemi, Kesko corporation, Customer and Market Analytics

22.5.2013

KESKO

First key – Organisation?

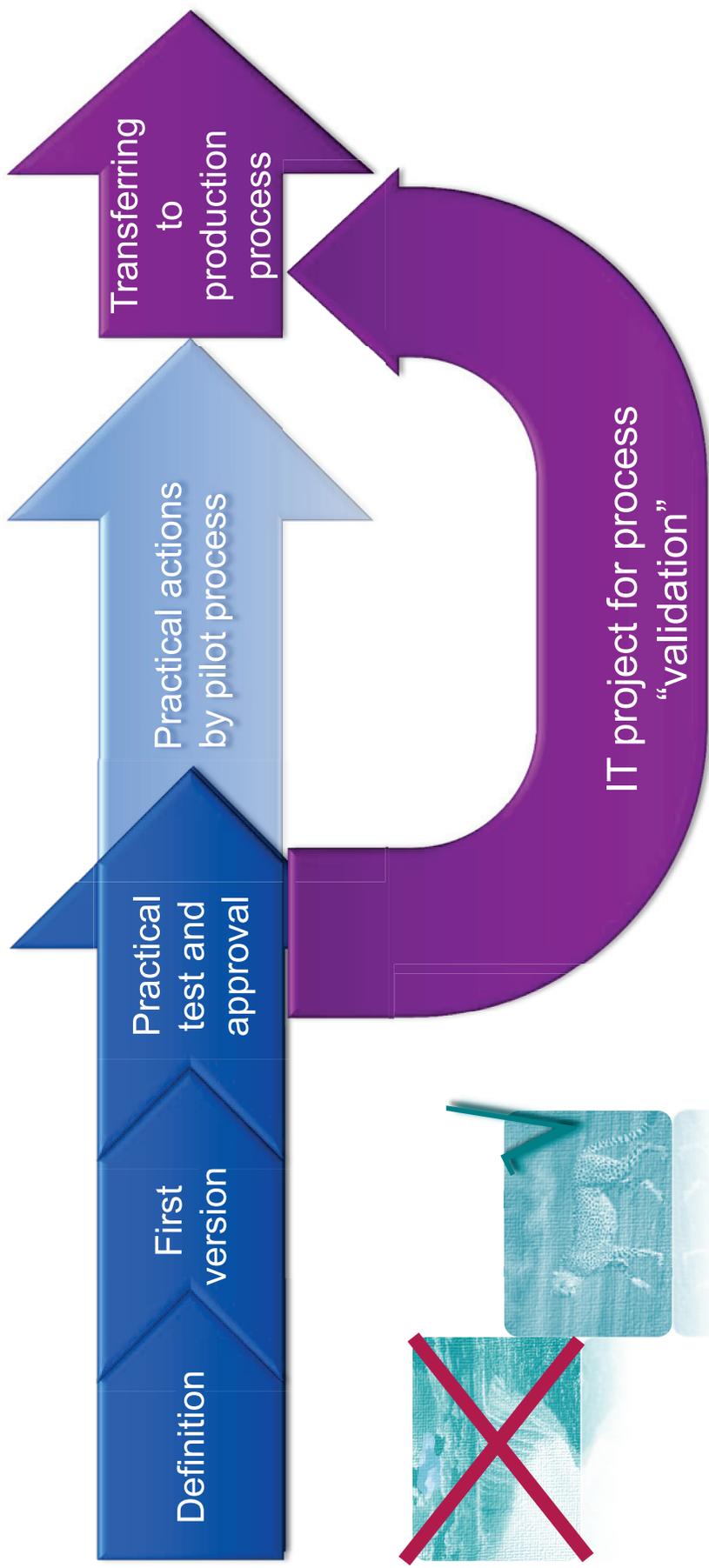
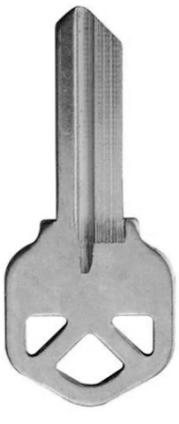


Organisations are often lacking an information organisation...



... taking care of both validity of the information and enriching it for the use of business units

Second key - Agile working methods



Information organisations
responsibilities



Technology organisations
responsibilities

KESKO

Third key

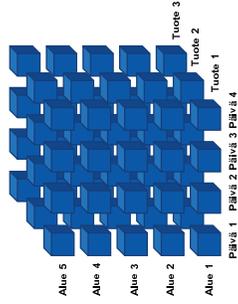
- Detail level of the data 1/2



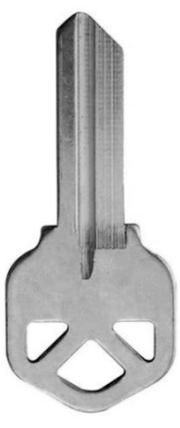
=



+



Summarized data



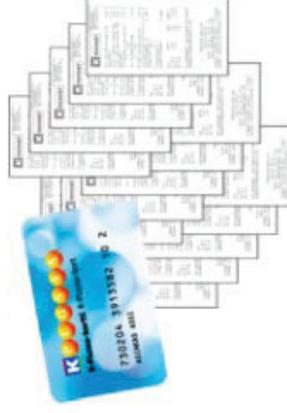
Predicting

=

Algorithm

$$f(x) = a_0 + \sum_{n=1}^{(2\pi/x) \cdot L} (a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L})$$
$$f(x) = a_0 + \sum_{n=1}^{(2\pi/x) \cdot L} (a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L})$$

+

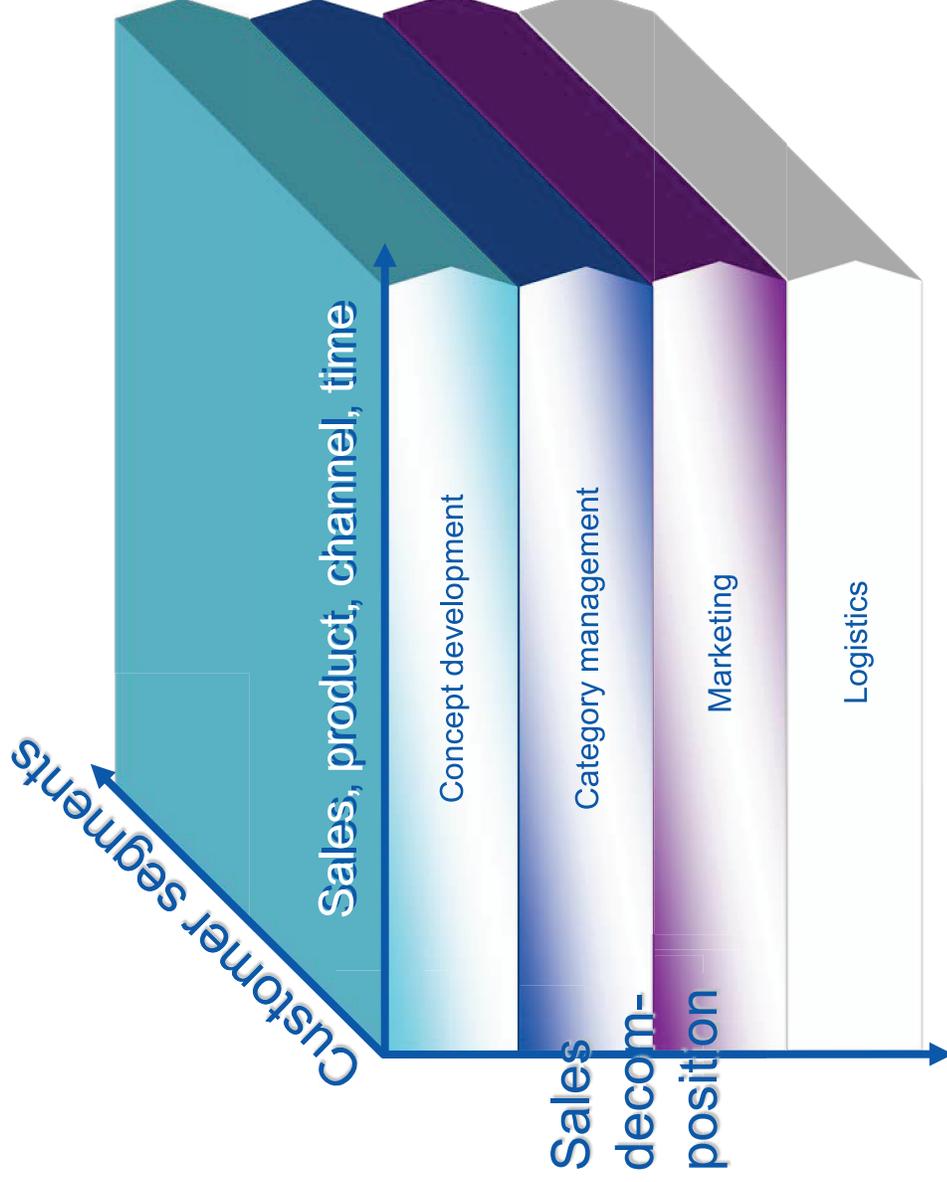
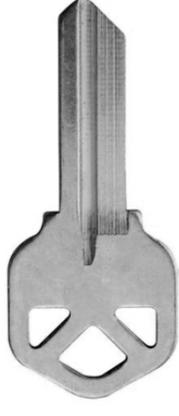


Detail level data

KESKO

Third key

- Detail level of the data 2/2



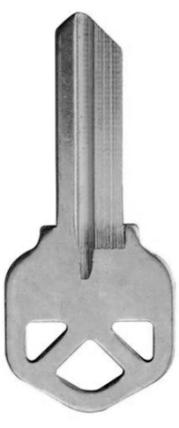
Sales and margin figures do not include any explaining information within themselves

With multidimensional information and analytics we can understand the reasons for development

When analyzed information is linked to decision points it becomes a powerful management tool

KESKO

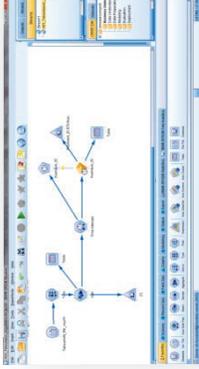
Fourth key - Analytics tools



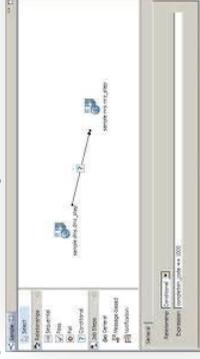
Analytics tools

IBM SPSS Modeler

Easy to use graphical
user interface



Automation of analytics
processes by C&DS -module



Code managed user
interface



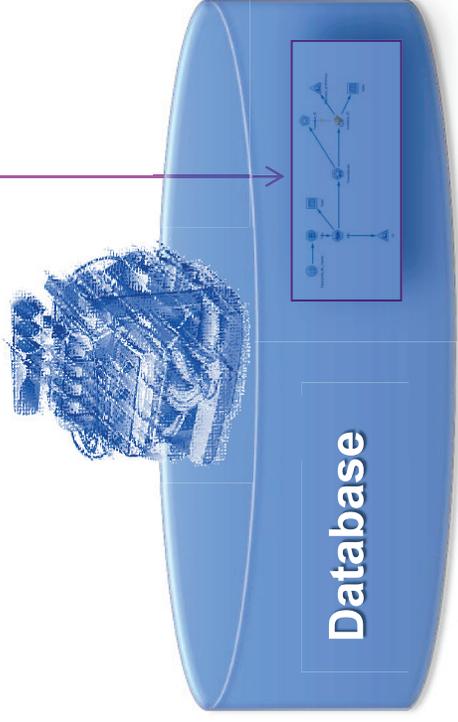
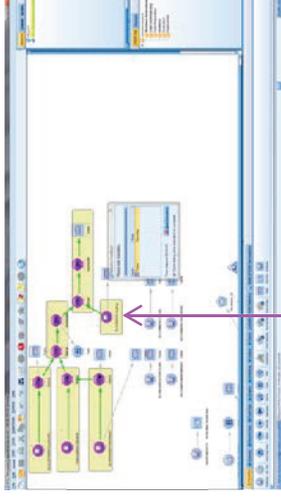
Agile graphics



Using the power of databases

Analytics tools

IBM SPSS



Practical tip

It's some 20 times
faster to drive the
analysis process in
the database!

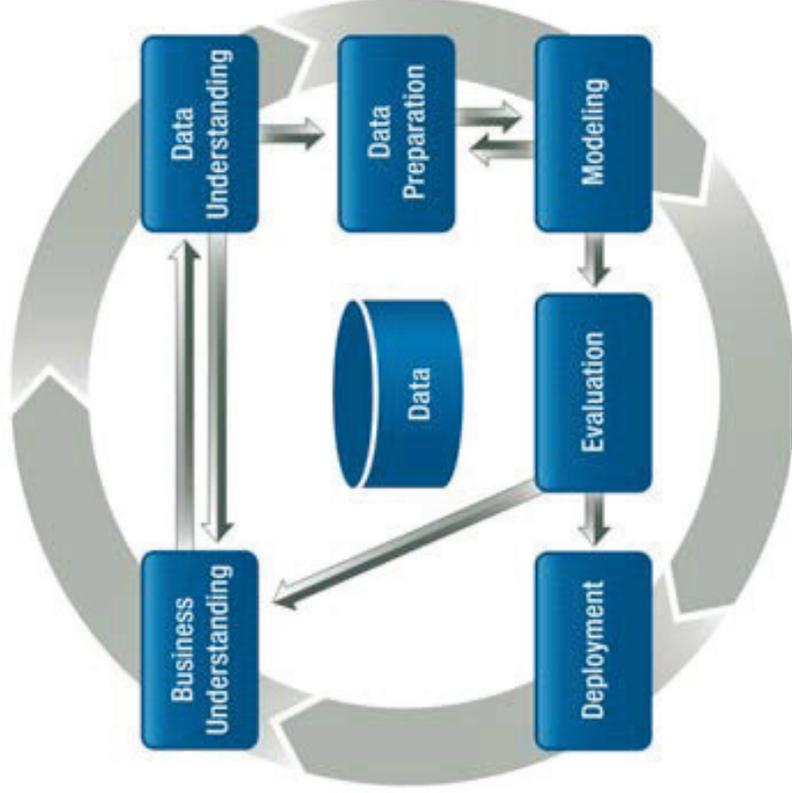
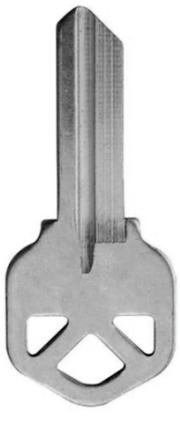
The Unbearable Lightness of deployment



Practical tip

- It took one member of our internal team just three days at the first time and one day at the second to deploy the entire solution
- Due to existing in-house expertise and intuitive user interface, we were able to start using it to derive real value from day one

Fifth key- Full system rights to read and write the data



CRISP

Two ways



- Calculation 17 h
- No results

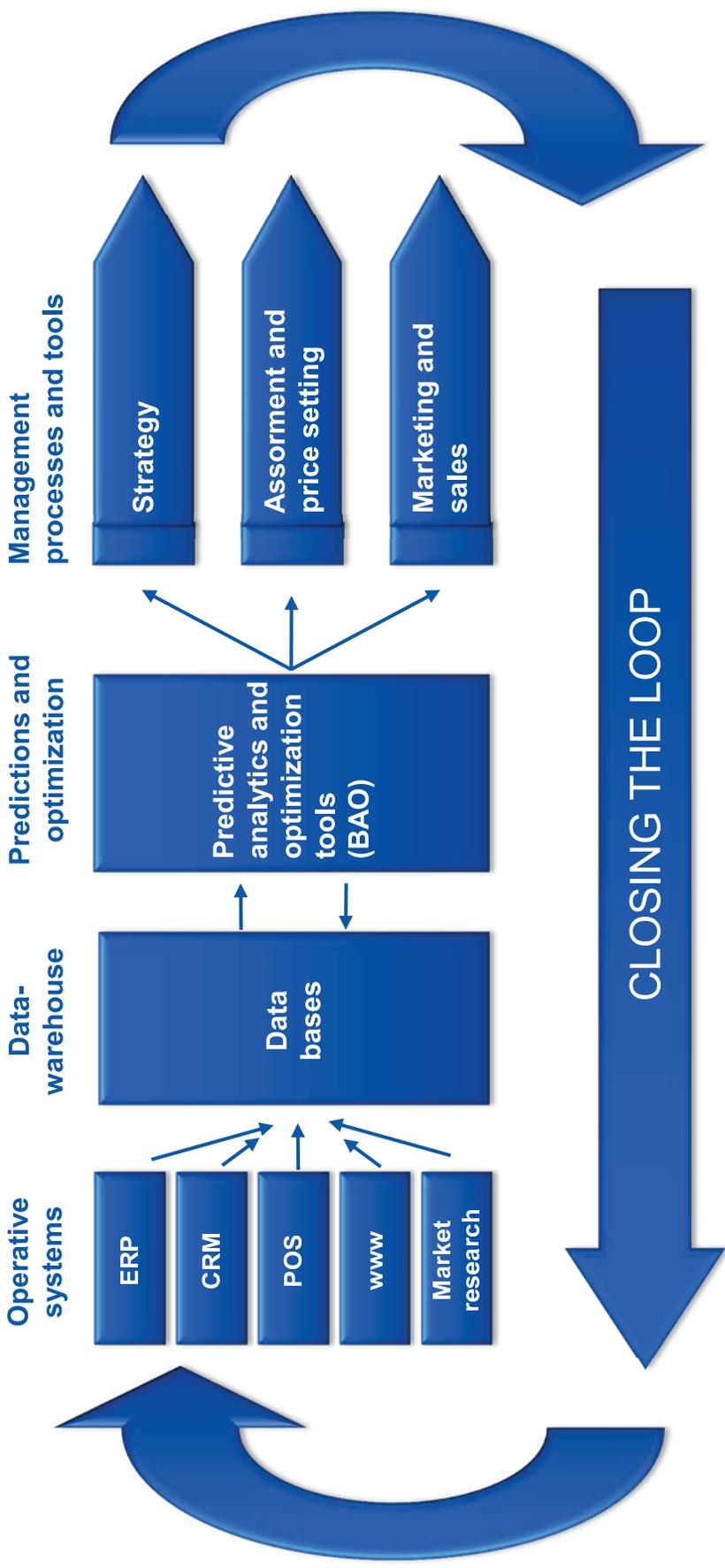
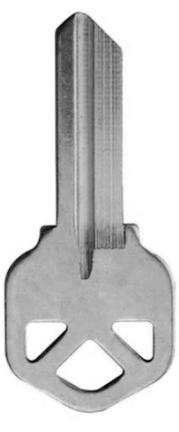


- Read and write 8 min
- Result calculation 1,34 s

Data miner needs to be able to read, modify, score and write data freely. Traditional reporting rights are not enough for this.

Sixth key

- Easy to use results 1/2



Sixth key

- Easy to use results 2/2

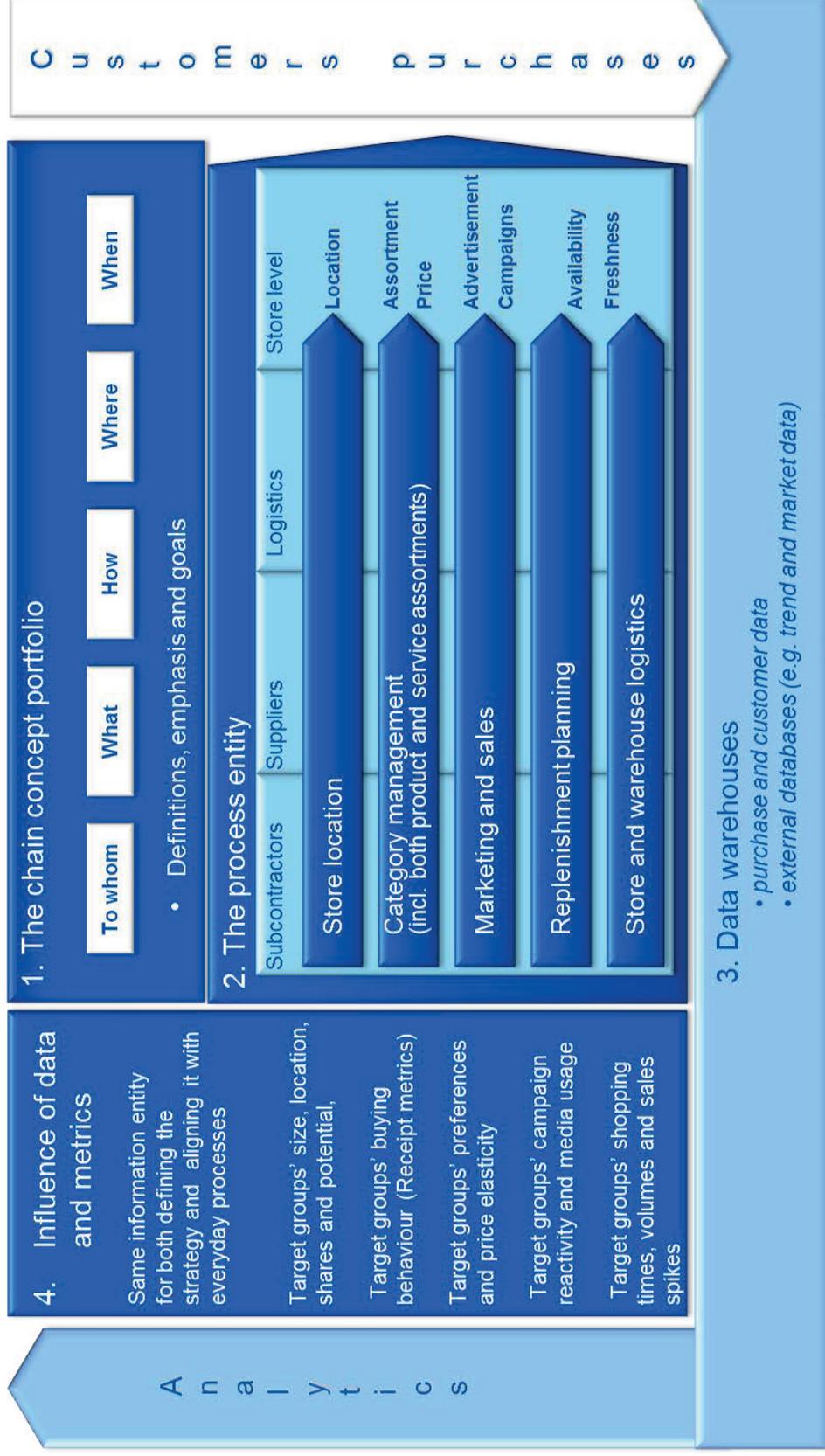
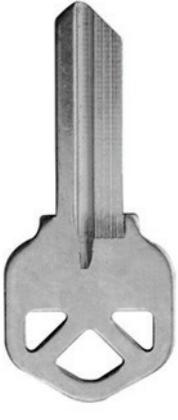


Background processes



Practical decision making

Seventh key – The holistic way of using analytics



KESKO

Conclusion



Keys for analytics based management



Nominate an information responsible role (CAO) for organization



Try analytics (in agile way) in different processes



Gather and store the data in most detailed level



Invest in BAO tools



Give analysts full rights for their tools



Make it easy for end users to use analytics results



Use analytics to create a common language for the organization

A Company who chooses analytics as a strategic emphasis can become an analytics competitor within just couple years



Antti Syväniemi
CUSTOMER INTELLIGENCE DIRECTOR

Customer and Market Analytics

Tel. +358 10 533 22580 • Mobile +358 50 387 5971
Kesko Corporation, Satamakatu 3, 00016 KESKO, Finland
antti.syvaniemi@kesko.fi • www.kesko.fi

Thank you!