Data is Destiny
(but applied insight is the destination)
Data Disinterest

It's not how most companies got where they are

It's abstract

It's territorial
To Get Attention... You need to spell out the benefits!
What if we had... 

**Data Class**
- Transactions

**Use**
- Sales Reporting
- Manage Inventory
- Plan Production
What if we had. . .

**Data Class**
- Transactions
- Customers

**Use**
- Personalized marketing
- Increase buying cadence
- Cross sell products
What if we had...  

**Data Class**
- Transactions
- Customers
- Comprehensive Transaction-Customer

**Use**
- Intelligent cross-sell
- Lifecycle marketing
- Differentiated service
- Personal seasonality
- Gateway products
- Targeted Market Research
- Impact of quality
### What if we had...?

<table>
<thead>
<tr>
<th>Data Class</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transactions</td>
<td>Geographic seasonality</td>
</tr>
<tr>
<td>Customers</td>
<td>Site locations</td>
</tr>
<tr>
<td>Comprehensive Transaction-Customer</td>
<td>Sales opportunities</td>
</tr>
<tr>
<td>Purchase Location/Channel</td>
<td></td>
</tr>
</tbody>
</table>
What if we had... 

**Data Class**
- Transactions
- Customers
- Comprehensive Transaction-Customer
- Purchase Location/Channel
- Demographics-Age
- Government data

**Use**
- Improved cross-sell
- Lifetime valuation
- Revenue stability
Summary

• The customer lens is just one of several vantage points to view data from. Others are:
  • Operational Efficiency (Logistics)
  • Employee Impact
  • Metrics
  • . . .

• But it’s critical in each area to first determine how you want to improve decision making and from there work backward to the data, its structure, its connections, and the tool sets.

Thank you!
Stephan Chase
stephan@chaseintel.com