Head of Data Science

Celebrus technologies

❓ What are you trying to achieve?

- Build sophisticated models using data from a number of sources that inform commercial strategies.

- Improve segmentation and deepen customer understanding.

- Power accurate analytics that inform real-time decisioning and next best actions.

- Uncover previously hidden insights by bringing together individual level behavioural and transactional data.

- Use new and sophisticated analytical techniques to inform omni-channel customer engagement.

- Ensure that your work improves profitability across the business.

- Spend more time analysing data and telling "stories" that get buy-in from the business and less time preparing and wrangling data.

- Help move your organisation from BI and data visualisation to true data science and discovery.

✓ How can Celebrus help?

- **Individual–level** digital customer data about behaviours and experiences across channels and devices to power streaming analytics, data discovery, visualisation and decisioning.

- **Data written into your data store of choice every minute**: Teradata Aster Analytics, Hadoop (HDFS), MongoDB, MS SQL Server, MySQL, Oracle or Teradata and the flexibility to use your existing analytics tools on the data.

- **70+ table data model** with keys to enable all tables to be joined to each other & extendable to allow data to be shaped to facilitate easy analysis.

- **Can be deployed on site** so PII data is included and can be mapped to other data sets using key user identifiers.

- **Easy to deploy**, highly scalable tagging-free solution which collects and delivers data without the need for custom ETL and that can be deployed on premise or in the cloud.

★ What have our clients achieved with Celebrus?

- **1.5 times improvement** in propensity model by adding in online behavioural data.

  Global Retail Bank

- **>90% accurate models** created to predict campaign success within only 24 hours of launch.

  FBTO – Achmea Group

❞ Don't just take our word for it...

- "We have over 50 predictive models which, before having Celebrus data, were based on transactional and payment insights. Enriching this with Celebrus data has significantly improved the accuracy of the models from 75% to 93%."

  Gareth Powell, Head of Web Analytics, J D Williams & Co Ltd (N Brown Group)

- "The decision to consolidate on Celebrus is enabling if to get far more control over its web data and improving the data culture across the business. Critically, it is supporting that essential business change demanded in this customer centric business environment"

  Head of Data Science, if Insurance

Power your digital marketing forwards to the next level of value and insight with highly granular and fully contextualised real–time digital channel data from Celebrus.

To discuss the value this could bring to your business please contact:

celebrus technologies

www.celebrus.com
Email: info@celebrus.com   Tel: +44 (0) 1932 893 325

Digital Big Data: Because customers are individuals