



STRATEGYWISE®

CASE STUDIES:
DATA SCIENCE IN PRACTICE





“STRATEGYWISE IS A WORLD CLASS ORGANIZATION, SOLVING REAL LIFE PROBLEMS, WHILE ATTRACTING THE BEST AND BRIGHTEST. IN OTHER WORDS, THE PERFECT STARTUP”

— VP, SOFTWARE DEVELOPMENT FIRM

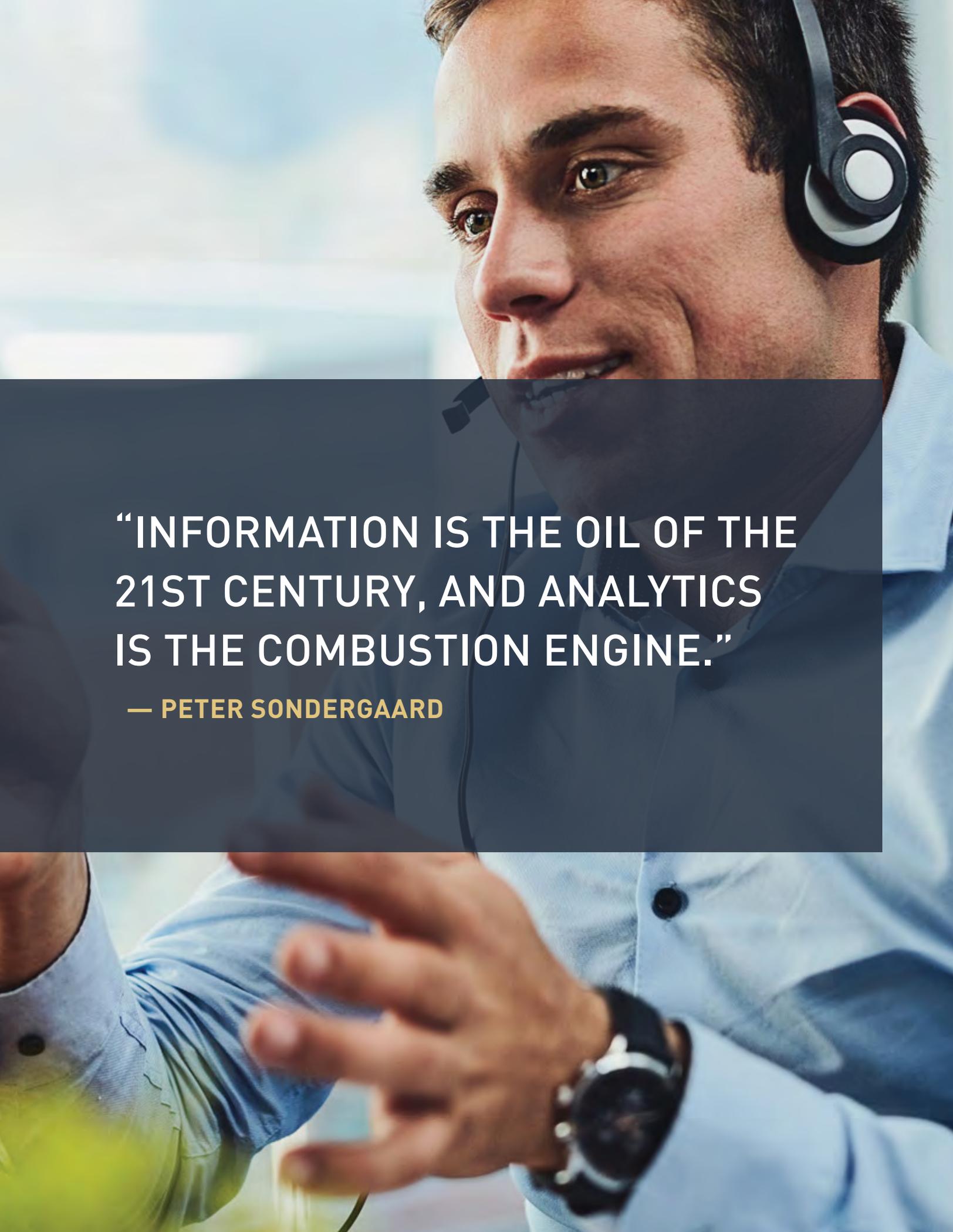
ABOUT US

StrategyWise is a global provider of data analytics and business intelligence solutions. We help clients create value by capturing, analyzing, and applying data insights to drive policy formation, business process improvement and game-changing innovations.

We help companies, foundations, and government entities from every vertical and sector use data science to address critical business objectives. Whether you need us to provide a bird's eye view of your industry's competitive environment or comb through your company's marketing and business practices, we leave no stone unturned when determining the best strategy to positively impact your bottom line.

KEY QUESTIONS DATA SCIENCE CAN HELP YOU ANSWER

- 1 How can data science help us increase revenues?
- 2 How can we better target and communicate with our customers?
- 3 How can our foundation maximize the impact of grants with quantifiable metrics?
- 4 How can we optimize our staffing model?
- 5 How can we equip our public relations team to respond to or avoid a crisis?

A close-up photograph of a man with short dark hair, wearing a black headset with a microphone. He is wearing a light blue button-down shirt and has a black watch on his left wrist. He is looking off to the side with a thoughtful expression. The background is blurred, suggesting an office or call center environment.

**“INFORMATION IS THE OIL OF THE
21ST CENTURY, AND ANALYTICS
IS THE COMBUSTION ENGINE.”**

— PETER SONDERGAARD

1. HOW CAN WE UTILIZE OUR CUSTOMER SUPPORT CENTER TO INCREASE REVENUES?

Case Study:

LEADING NATIONAL UTILITY COMPANY

CHALLENGE



INCREASE PRODUCT AND SERVICE SALES THROUGH CUSTOMER SUPPORT CENTER

- Take advantage of user interactions by identifying a “next best offer” – a product or service that the customer would be highly likely to consider on impulse before the end of the call
- Predict which product the customer is most likely to purchase and tailor offering



SOLUTION



BUILD CUSTOMER SEGMENTATION AND PROPENSITY-TO-PURCHASE ALGORITHMS

- Deploy a cloud-based API service that synthesizes internal customer data with 3rd party data to create propensity-to-purchase scores
- Account for organizational policies and priorities, while also maximizing sales

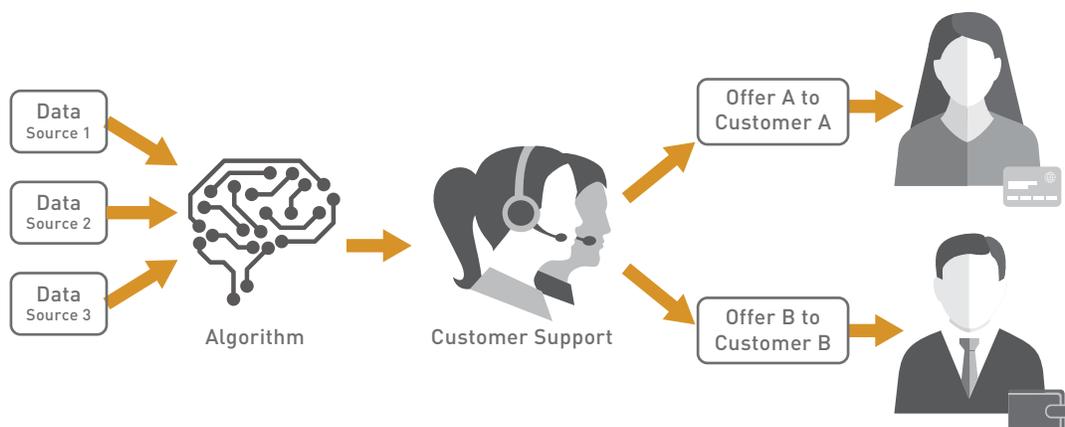


RESULT



ALGORITHM **GENERATED 15% LIFT** IN EARLY PILOT TRIALS

MODELS WERE DEPLOYED SYSTEM-WIDE IN **Q3 OF 2018**





“IT HAS BEEN SAID THAT DATA WILL TALK IF YOU’RE WILLING TO LISTEN, AND STRATEGYWISE IS A MASTER AT HEARING WHAT THE DATA HAS TO SAY.”

— WILLIAM CANARY, US CHAMBER OF COMMERCE

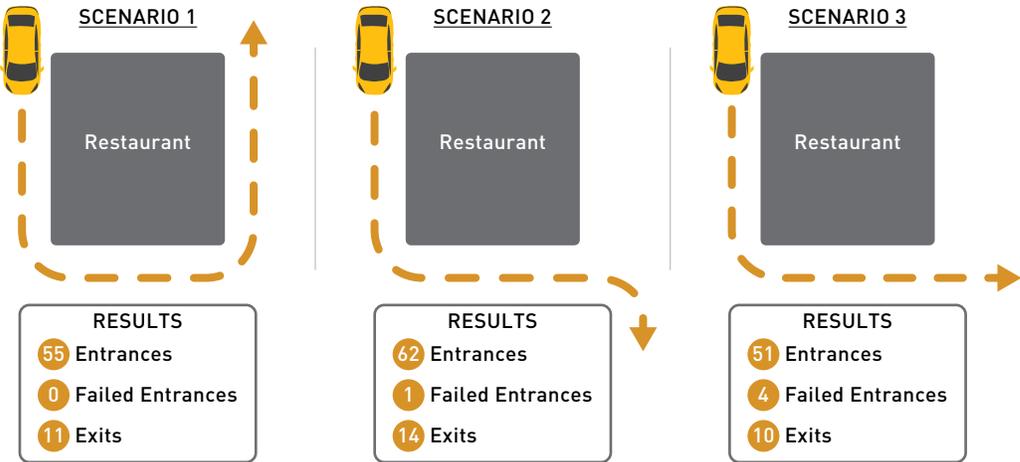


2. HOW CAN WE IMPROVE OUR RESTAURANT DRIVE-THRU EXPERIENCE?

Case Study:

NATIONAL FAST FOOD RETAILER

CHALLENGE		<h3>OPTIMIZE FAST FOOD DRIVE-THRU EXPERIENCE</h3> <ul style="list-style-type: none">• Reduce drive-thru wait times• Reduce failed entrances (customers driving by and avoiding crowded drive-thru lines)
SOLUTION		<h3>DEVELOP SIMULATED DRIVE-THRU TESTING MODEL</h3> <ul style="list-style-type: none">• StrategyWise developed a computer simulation to gauge how drive-thru designs and customer service strategies optimize wait times. The solutions could then be tested in real, physical simulations.• Data scientists at StrategyWise used Python-code and predictive models to build simulations of the drive-thru process, start to finish, producing animations that provided deeper insights in customer flow for the client team.• Simulations clearly demonstrated what does and does not work and where drive-thru bottlenecks occur. One solution proved particularly effective in reducing wait times and “bounces” (customers choosing not to enter a busy drive-thru line).
RESULT		<h3>STRATEGYWISE FOUND OPTIMIZATION OPPORTUNITIES THAT PRODUCE UP TO A 19% INCREASE IN THROUGHPUT. THESE MODELS ARE NOW ALSO BEING USED IN NEW STORE DESIGN.</h3>



A photograph of two women in a professional setting, looking intently at a laptop screen. The woman on the right is pointing at the screen with her right hand, while the woman on the left looks on. The scene is lit with warm, golden light, creating a bokeh effect in the background. A dark semi-transparent box is overlaid on the middle of the image, containing white text.

**“STRATEGYWISE IS LITERALLY BRINGING
SOME OF THE WORLD’S BEST AND
BRIGHTEST MINDS IN DATA AND
ANALYTICS TO BIRMINGHAM. I BELIEVE
THE LEGACY OF THEIR WORK MAY VERY
WELL BE THE *INTELLECTUAL RESHAPING*
OF OUR CITY.”**

— CMO, LEADING NATIONAL URGENT CARE NETWORK

3. HOW CAN WE CREATE QUANTIFIABLE METRICS TO MAXIMIZE THE IMPACT OF OUR GRANTS?

Case Study:

\$125M+ CHARITABLE FOUNDATION

CHALLENGE		<p>ESTIMATE THE TRUE IMPACT OF FUNDED PROJECTS IN THE LOCAL COMMUNITY</p> <ul style="list-style-type: none"> • Develop a data-driven funding strategy that emphasizes the actual impact of donations in the local community based on quantifiable results • Identify success and opportunity metrics for charities 	
<	SOLUTION		<p>DEVELOP IMPACT-TO-COMMUNITY AND POTENTIAL-FOR-SUCCESS MODELS AND SCORES</p> <ul style="list-style-type: none"> • Design a scoring system for each potential grant recipient to estimate the monetary impact on the community based on data collected through a series of clearly defined grant application questions • Design a “probability of success” scoring system based on historical success rates, project leadership capabilities, and dozens of additional drivers • Combine these scores for overall success forecast model
<	RESULT		<p>INCREASED DATA COLLECTION BY 30X TO USE IN FUTURE ANALYSIS INCREASED VISIBILITY INTO APPLICANT SUCCESS DRIVERS TO BUILD AN OPTIMIZED RECOMMENDATION ENGINE PROVIDED A DATA-DRIVEN SYSTEM FOR GRANT STAFF TO DETERMINE OPTIMAL APPLICATIONS TO FUND</p>

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HIGH SCHOOL GRADUATES			EARNING BOOST		HEALTH BENEFIT			COLLEGE ATTENDEES		EARNINGS BOOST		TOTAL BENEFITS
25	×	[\$120K	+	\$90K]	+	20	×	\$40K	=	\$6M

A close-up photograph of a lion's face, focusing on its eyes and the texture of its fur. A dark blue semi-transparent rectangular box is overlaid on the lower half of the image, containing white text. The lion's eyes are a golden-brown color, and its fur is a mix of brown and tan tones. The text is centered within the blue box.

**“STRATEGYWISE IS THE
SMARTEST COMPANY WITH
THE SMARTEST PEOPLE IN
A REALLY SMART INDUSTRY.”**

— COO, NATIONAL HEALTH INSURANCE COMPANY

4. HOW CAN WE OPTIMIZE OUR STAFFING MODEL?

Case Study:

PUBLIC ZOO

CHALLENGE



PREDICT DAILY CUSTOMER VOLUMES

- Optimize staffing based on expected patron activity
- Optimize marketing efforts to maximize revenue while minimizing spend



SOLUTION



DEVELOP PATRON TRAFFIC PREDICTION MODEL

- Design a scoring system for each potential grant recipient to estimate the monetary impact on the community based on data collected through a series of clearly defined grant application questions
- Design a “probability of success” scoring system based on historical success rates, project leadership capabilities, and dozens of additional drivers
- Combine these scores for overall success forecast model

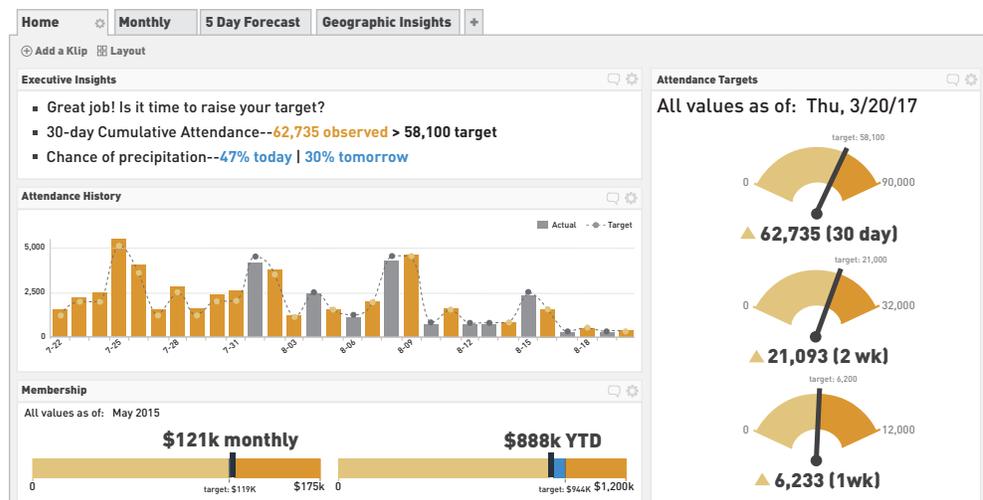


RESULT



CREATED LEADERSHIP DASHBOARD WITH DAILY INDICATORS OF ATTENDANCE FORECAST VS. TARGET

DASHBOARD NOW ALLOWS EXECUTIVE TEAM TO BETTER PLAN MARKETING AND STAFFING EFFORTS



A hand holding a white coffee cup next to a tablet displaying business analytics charts. The tablet screen shows a 'Resource > Your Chart' section with a line graph, a 'Business Chart' section with a bar chart, and a 'Realtime Dashboard' section with three circular progress indicators showing 37.91%, 31.86%, and 30.23%. Below the dashboard is a 'Focus on Your Finances' section with a paragraph of text and a 'Target' section with a bar chart. A hand with pink nail polish is pointing at the tablet screen.

**“THE WAY STRATEGYWISE
USES ADVANCED TECHNOLOGY
TO PROVIDE PRECISE INSIGHTS
INTO OUR MARKETING AND
SALES PIPELINE IS TRULY
GAMECHANGING.**

— VP SALES, HEALTHCARE IMAGING DISTRIBUTOR

5. HOW CAN WE EQUIP OUR PUBLIC RELATIONS TEAM TO RESPOND TO OR AVOID A CRISIS?

Case Study:

FORTUNE 500 COMPANY

CHALLENGE



ANTICIPATE PUBLIC RESPONSE WITH ADEQUATE TIME TO REACT

- Predict potential PR crises before they reach their breaking point
- Develop a proactive PR strategy to mitigate effects of negative PR

SOLUTION



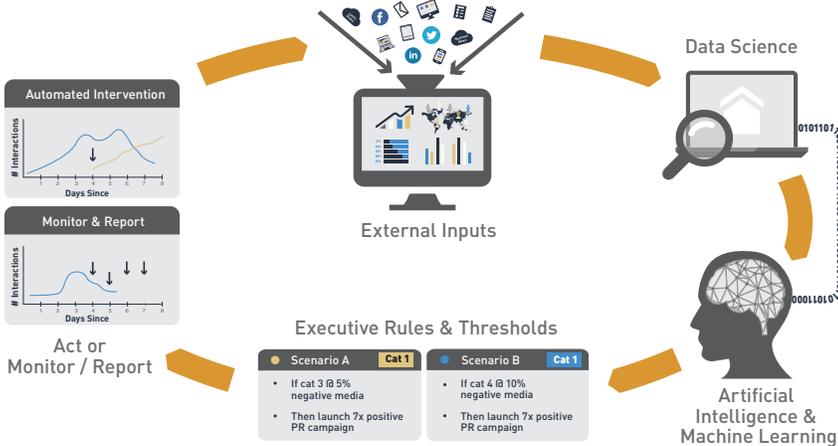
DEVELOP PUBLIC RELATIONS RESPONSE FORECAST MODEL

- Analyze a series of historical PR events to identify a baseline for crises
- Develop a predictive model based on the volume and medium of digital conversations surrounding events
- Create a social listening tool that anticipates reactions to events related to key words and phrases

RESULT



MONITORED POTENTIAL NEGATIVE PR EVENT
LAUNCHED A POSITIVE PR CAMPAIGN WHEN EVENT REACHED POTENTIAL THREAT LEVEL
AVOIDED POTENTIAL PR CRISIS BY MITIGATING NEGATIVE PR





A SELECTION OF DATA SCIENCE SERVICES WE OFFER

- DATA SCIENCE STRATEGY ROADMAPS
- DATA GOVERNANCE STRATEGY, TEAM DEVELOPMENT AND COACHING
- PREDICTIVE MODELING
- AI, MACHINE AND DEEP LEARNING
- DASHBOARDS AND VISUALIZATION TOOLS
- ANALYTICS TEAM STAFF AUGMENTATION

Gold
Microsoft Partner



Inc.
5000

“THE DATA SCIENTIST WAS
CALLED, ONLY HALF-JOKINGLY,
‘A CAPED SUPERHERO.’”

— BEN ROONEY, WALL STREET JOURNAL



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