



**customer
intelligence[®]**
KNOW YOUR CUSTOMERS

**AI-DRIVEN DATA SCIENCE SOLUTION
THAT PROVIDES CRUCIAL INSIGHTS
INTO YOUR CUSTOMER BASE.**



**BE PROACTIVE, RATHER THAN REACTIVE, AND
UNCOVER WHICH CUSTOMERS ARE LOYAL,
WHICH WANT TO LEAVE, WHAT OTHER
PRODUCTS THEY'RE INTERESTED IN, AND HOW
MUCH THEY COULD SPEND WITH YOU.**



**THANKS TO POWERFUL DATA MODELLING
TECHNIQUES, DISCOVER HIDDEN
INFORMATION IN YOUR DATA THAT WILL
REDUCE CUSTOMER ATTRITION.**



BOOK YOUR FREE DEMO



**data
courage**

**sales@datacourage.com
pd.datacourage.com**



WHO are they?

WHERE do they come from?

WHAT their purchase preferences are?

WHEN will they need new products and services?

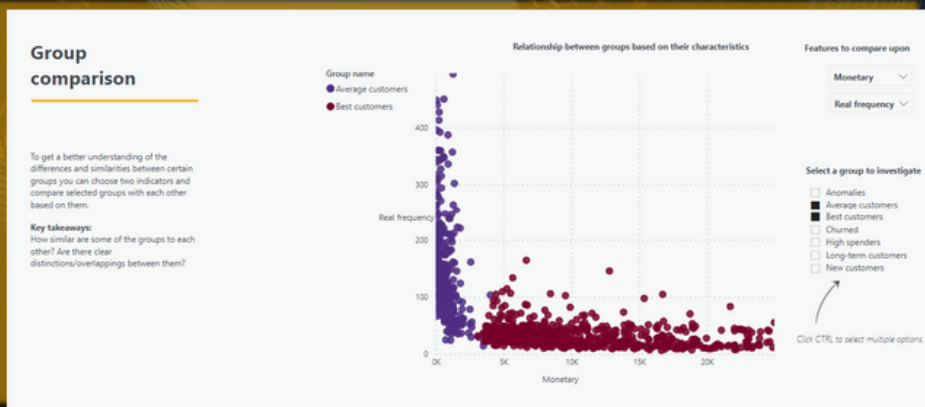
WHY they would choose you over your competitors?

Knowing your customers is the basis for effective sales and the development of every business.

Thanks to thorough data analysis, you can obtain all this information and implement appropriate steps to meet the needs of your customers.

GET THE ANSWERS

At Data Courage, our team of Data Science specialises in finding answers to these important questions. Customer Intelligence is a series of tools that allow for complex grouping and predictive analysis in order to **draw conclusions for the future, notice mistakes in earlier strategy planning, and plan the most effective marketing campaigns** that meet your customer's needs.



RFM + is a data modeling technique used to analyze the value of each customer. At Data Courage, we have developed the classic RFM with additional indicators.

REGENCY

When was the last time a customer made a purchase?

FREQUENCY

How many times did a customer buy something?

MONETARY VALUE

How much money did a customer spend on purchases?

LOYALTY

What is the customer tenure duration?

PURCHASE INTERVAL

How often a customer makes a purchase?

Our Artificial Intelligence algorithms learn these behaviours flawlessly. By quickly grouping your customers from best to worst, you can see at a glance which customers need more or less of your attention.

REACT SOONER AND REDUCE CUSTOMER CHURN.

The Churn Rate, also known as Customer Attrition, is the net percentage of customers who no longer use your products or services, measured over a period of time. Using our data modelling tools, we're not only able to show which customers have left, but also predict which customers aren't satisfied and will stop using your services. More importantly, we're able to tell you why.

Near Churn

Find out more about customer groups. Check near churn customers.

Select a group to investigate
☐ Anomalies
☐ Average customers
☐ Best customers
☐ Churned
☒ High spenders
☐ Long-term customers
☐ New customers

Click CTRL to select multiple options.

Customer No	Recency	Frequency	Monetary	Loyalty	Purchase interval	Profit	Group name
FEAD001	251	7	903,720.06	117	16.71	279,138.54	High spenders
DEPOFART	169	100	29,825.77	434	4.34	8,010.43	High spenders
LOCALSW2	169	19	67,973.51	432	22.74	5,511.31	High spenders
LOCALSW3	169	15	96,795.93	432	28.80	32,288.32	High spenders
GLENNW01	166	2	28,706.00	229	114.50	10,267.15	High spenders
DEPTAG1	138	17	35,510.07	463	27.24	9,254.48	High spenders
DEPTAG1	138	25	117,626.47	463	18.52	10,562.20	High spenders
PRISON01	126	71	29,320.97	477	6.72	7,399.38	High spenders
CTI01	125	148	26,718.54	478	3.23	5,513.00	High spenders
CSSUPER1	116	111	34,975.79	487	4.39	8,563.92	High spenders
KPMG01	107	10	189,426.49	182	18.20	76,437.22	High spenders
OPWORKS	103	186	75,931.41	500	2.69	9,575.31	High spenders
STATEXAM	77	18	55,618.11	486	27.00	14,132.25	High spenders
COSPECED	47	23	30,739.13	516	22.43	8,006.08	High spenders
REVENUE1	47	36	161,707.85	554	15.39	38,244.14	High spenders
MAYOVEC	34	111	42,445.39	569	5.13	8,577.61	High spenders
MITTEFML	34	104	27,609.44	569	5.47	9,753.40	High spenders

Using our innovative 'Next Purchase Day' analysis, you'll be able to predict when you're customers will next make purchases based up historical trends and importantly using our predictive analytical tools. Thanks to this, you'll be able to make decisions about marketing or sales strategy, directing your resources and funds to those areas where sales aren't currently expected, helping drive additional sales revenue.

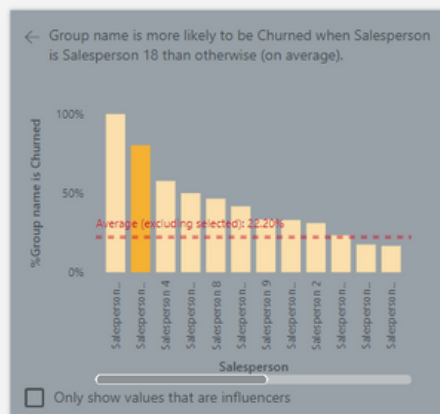
Key Influencers

Key influencers Top segments

What influences Group name to be Churned ?

Find out more about customer groups. Check what influences the customer's assignment to a given group

When... ..the likelihood of Group name being Churned increases by



AI-powered



user-friendly interface



quick implementation



data aggregation from various sources



no technical training required

Customer Intelligence from Data Courage is a comprehensive solution that will allow you to get to know your customers thoroughly, so you can make faster and effective decisions.

Customer Intelligence is an easy way to generate more profit for your company.



customer intelligence^{AI}

BOOK YOUR FREE DEMO

sales@datacourage.com
pd.datacourage.com