TECHNICAL REQUIREMENTS & DEPLOYMENT PROCESS

About Customer 360 Analytics

Since Customer 360 Analytics offers a very quick deployment process with its standardized models, a predefined data model is a necessity. In this data model, data tables listed below, should be created and the firm should feed the system with these tables every day.

Customer Data
- Customer ID
- Gender
- Date of Birth

Product Based Transaction Data
- Transaction ID
- Product ID
- Product Category
- # of Products in the Basket
- Net Product Amount

Main Transaction Data
- Customer ID
- Transaction ID
- Transaction Date
- Transaction Time
- Transaction Type (Normal, Return)
- Branch ID
- Branch Location
- Net transaction amount
- Discount amount
- Total Points Gained (if available)

How can the firm use the data derived by the Platform?

All the smart data derived by the Platform, such as the customer behaviour measures, customer segments, churn and spending predictions etc. are kept as tables within the Platform. The firm can export these data directly to other Microsoft environments, such as Azure Blob Storage, Dynamics 365 Sales, Dynamics 365 Marketing, Power Apps, Power BI etc. or to its local by using API's. Alternatively, the firm can download all these tables as CSV files on demand.

Pre-requisites to Use the Platform

In order to use the platform, the company needs to:
- Have a Microsoft Dynamics 365 Customer Insight Licence
- Have a commercial Azure Storage Account and Azure Machine Learning Studio
- Prepare the data sets on the required format
- Automate and schedule the data flow of these datasets to Azure

Onboarding and Deployment Process

After the completion of license and data flow procedures that are stated above, TANI will need 5-7 days, to configure and deploy the platform on the firm's environment. Total duration of this deployment process will depend on the size of firm's customer base and the level of training needs. This onboarding and deployment process will include the following steps:

- Training the Machine Learning Based analytical models on the firm's customer and transaction data (2-3 days)
- Deployment of Azure Machine Learning process on the firm's Azure accounts. (2-3 days)
- Training the firm's employees on using the platform. (1 day)

After the deployment, TANI offers 2 man/days free support in each 3 month interval to retrain the models using actual data.

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