Customer Analytics

Who is SKUworld?

SKUworld can help:
- *Increase Margins*
- *Maximize Productivity*
- *Enhance Customer Experience*

Where We Focus

SKUworld is the leading cloud-based technology ecosystem to elevate the communication and accountability of manufacturers, distributors, and home building businesses
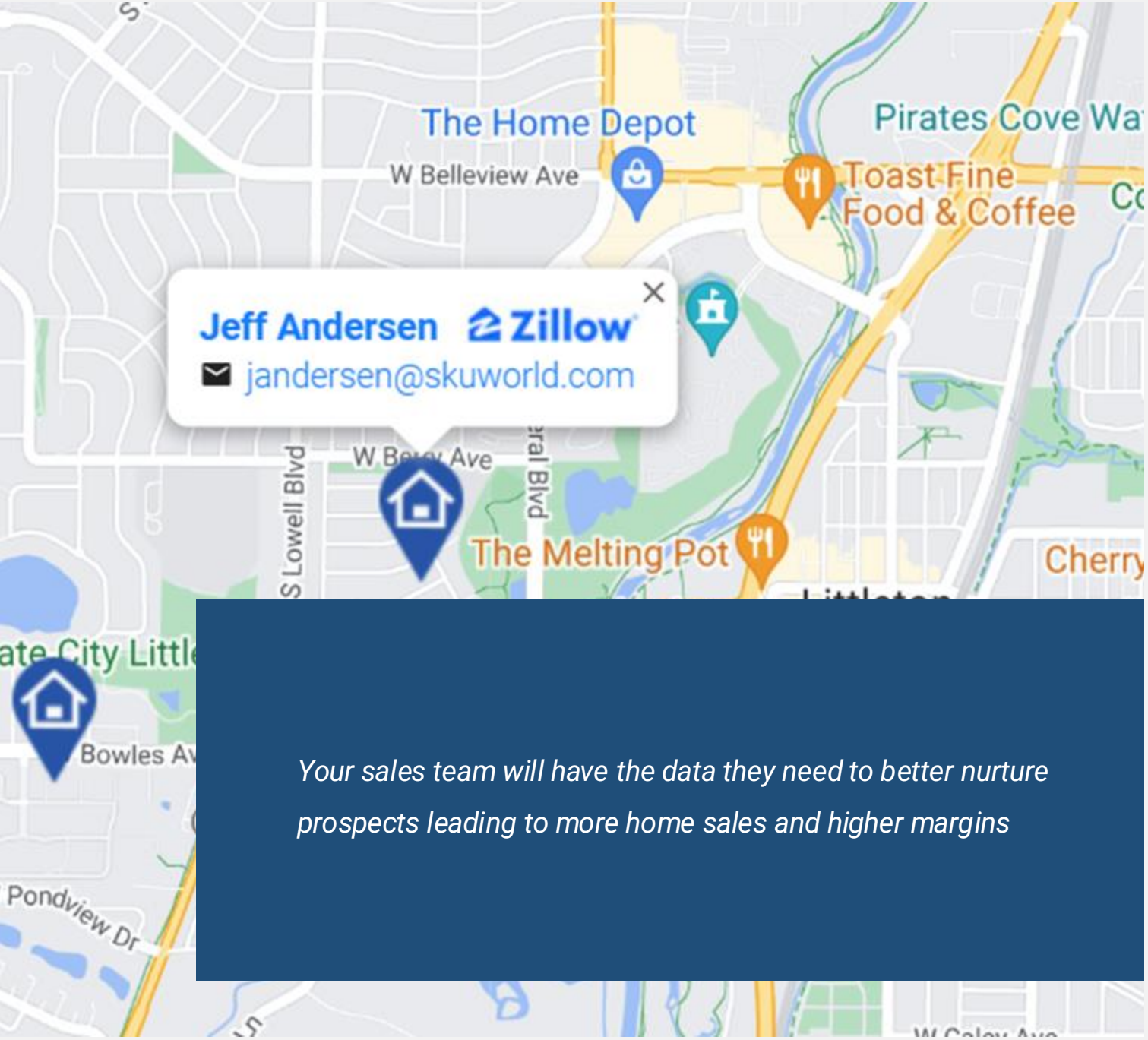
What We Do

SKUworld has built world class data acquisition tools and processes, data organization, management and distribution

Why Customer Analytics?

- Uses world class data acquisition
- Generates advanced dashboards
- Integrates with Google Maps, generating Heat Maps to help you understand your customers and prospect.
- Integrates with common CRM platforms

Your sales team will have the data they need to better nurture prospects leading to more home sales and higher margins

Jeff D. Andersen
Littleton, CO 80123

Personal	Entity	Property

🏠 **Property Details:**

Year Built:	1990
Home Sqare Footage:	3,084
Lot Sqare Footage:	23,550
Property Type:	Single family residential
Property Type Detail:	Single family dwelling unit
Room Count:	6
Bedroom Count:	3
Exterior:	Aluminum vinyl
Heat Source:	Forced Air
Heating Cooling:	Heating and cooling
Roof Type:	Asphalt
Pool:	Yes

Data Attributes

- Age
- Income
- Occupation
- Gender
- Zip Code
- Education
- Owner/Renter
- Home Sq. Ft.
- Property Type
- Home Value
- Equity
- And many more

Benefits

- Increase Revenue
- Target Buyers
- Maximize Margins
- Shorten Sales Cycles
- Enhance Customer Experience
- Rank and Score Sales Leads
- Improve Sales Process
- Acquire Key Customer Data

Customer Analytics Process

Processing

SKUworld appends data attributes to both customer and prospect records

Display

SKUworld's application provides customer/prospect dashboard, heat map, and detailed data cards

Upload Data

Client provides 2-3 years of customer data in an Excel format

Analysis

SKUworld ranks and scores prospect data based on customer/prospect profile

Integration

SKUworld can write back prospect data to your CRM