

This document defines identification, management techniques and related concepts which describe main generic phases of business activities related to “ELISH Consulting Services India Private Limited” India program management life cycle and outline related processes. This document also briefly addresses the multiple projects and other activities included in this program and their compounded benefits strategic alignment to Company’s strategic vision, objectives and goals.

About Elish Consulting Services BI Analytics Service Proposal

About BI Analytics

- Make Better Decisions Using Big Data
- Better Information, Valuable Insights and Predictions
- Look for What is “Different”
- Informed decisions.

5 famous W's

Keep it simple.

Who – Define which types of customers or community you want to engage with. Are you focusing on customer service, or are you also looking for sales & community building opportunities as well or just self promotion?

What – Lay out the business rules of social media engagement. Specific types of issues get handled differently than others and there is a process for every instance.

When – Engage as soon as possible, but not all issues require the same attention, prioritization is key to making sure reps spend time on the most important cases.

Where – Which social channels do you plan to engage on? Most are just focusing on Facebook and Twitter and ignoring key platforms like YouTube, blogs, and forums. Know where your key conversations are happening.

Why – ROI of course. *“Social Analytics” when done well, can increase efficiency of social media, customer service, and marketing teams by reducing the time it takes to get through social data.*

Do you ? ... yes, yes, yes and yes.

- I am such a small individual, don't I need this?
- Can I afford it?
- Do you think, people would take it seriously?
- Is this so easy?
- Is this really a serious buying opportunity?
- Is someone really following me?
- Did they like me?
- Can you tell me What did they like about me?
- Can you tell me Where this is likely to happen?
- Can you tell me When is the best time?
- If I change my compensation strategy, will that affect my workforce?"
- If weather can be forecasted, so could be sales?
- Do you know Why this always happens to me?
- Can you "Slice 'n dice" (I hope you know what I mean)?

"You needed this years ago. "Up to this point, you've been just guessing."

What is it anyway?

Now since, you made it this far to this slide and
We seem to get your attention.

Here are two words for BI Analytics.

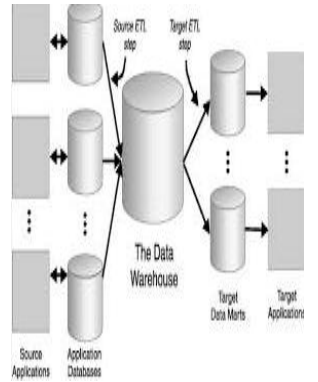
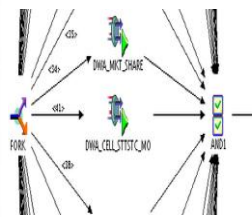
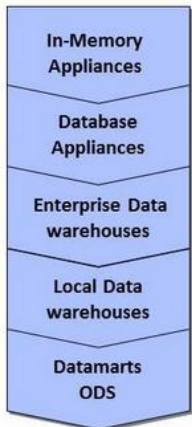
“Informed Decisions”



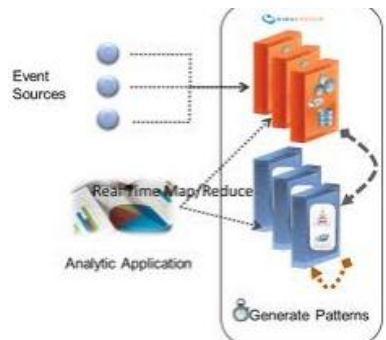
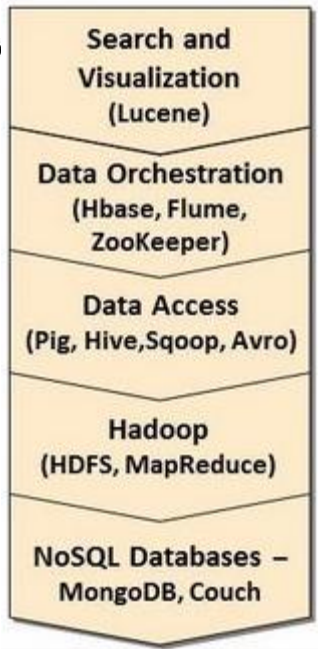
And This is how we do it.



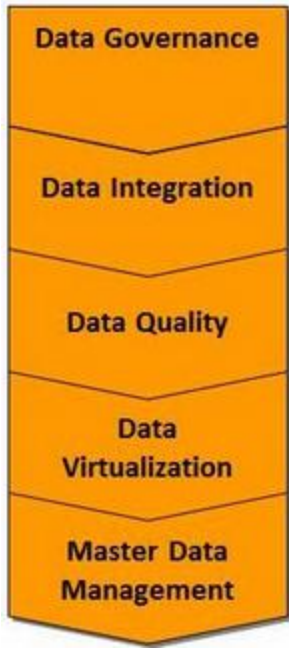
Data Stack
Structured & Unstructured



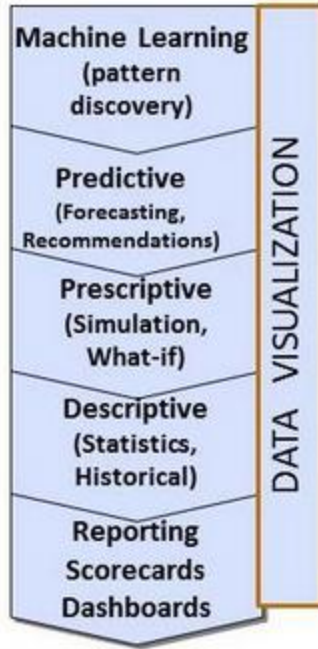
Hadoop and Big Data Ecosystem



Enterprise Information Management Stack



BI Platforms, Analytics Tools and Insight Stack



Example (Oracle)

My Personal Experience



Purchases were made in pairs of \$75.00 purchases

May 22	1:14 PM	FOOD	Monaco Café	\$127.00	
May 22	7:32 PM	WINE	Wine Bistro	\$28.00	France?
...					
June 14	2:05 PM	MISC	Mobil Mart	\$75.00	Pairs of \$75?
June 14	2:06 PM	MISC	Mobil Mart	\$75.00	
June 15	11:48 AM	MISC	Mobil Mart	\$75.00	
June 15	11:49 AM	MISC	Mobil Mart	\$75.00	
May 22	7:32	WINE	Wine Bistro	\$28.00	
May 22	7:32	WINE	Wine Bistro	\$28.00	
June 16	11:48 AM	MISC	Mobil Mart	\$75.00	
June 16	11:49 AM	MISC	Mobil Mart	\$75.00	

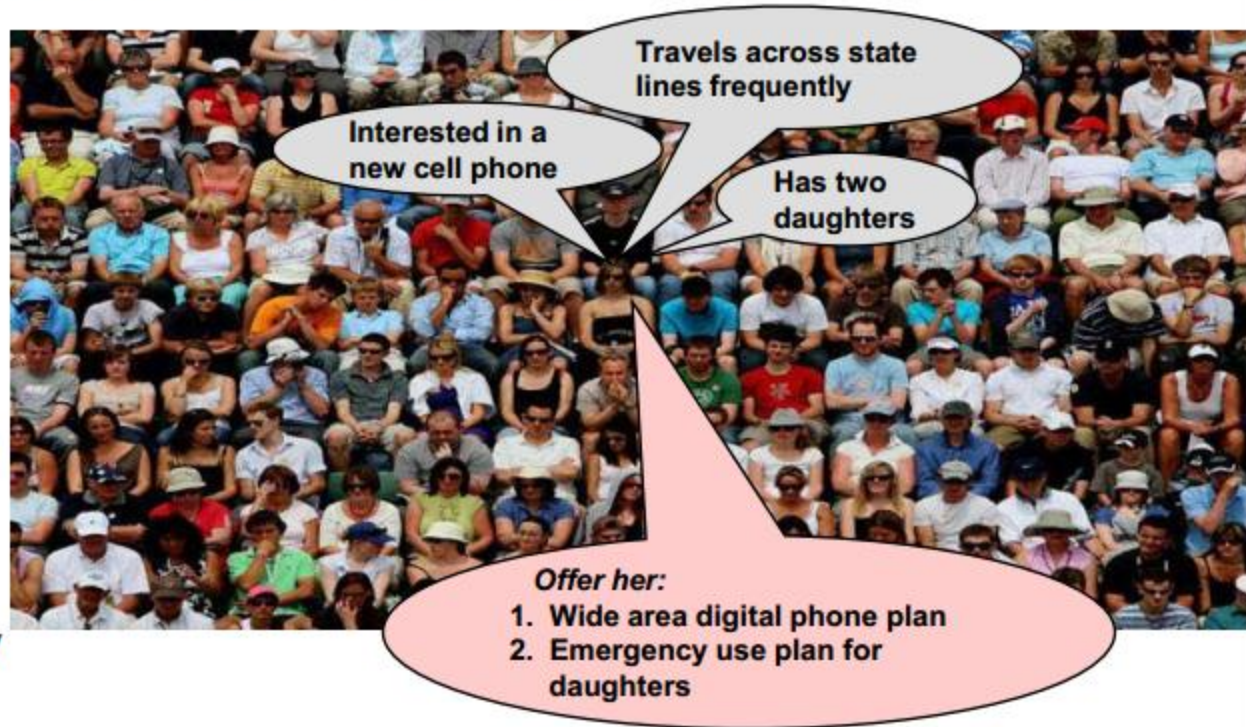
Total purchases exceeds time period average

Gas Station?

All same \$75 amount?

Targeting the Right Customers

- 1:1 Relationships
- Understand and predict individual customer behavior
- Offer products and services that anticipate customer needs
- Build loyalty and increase profitability



Example (Elish Consulting)

“Hill.....Uh.....”



Example (Elish Consulting)

- There are 1300+ trees on these hills with 87% chance of including 45+ Apple trees.
- Based on current local job market slowdown, there is 67% chance of getting manual labor for less than \$14.50 every hour on contract for next 3.5 months.
- Based on housing data, there is 73% chance that this land is available for 5.6% less than market average rent.
- It should take less than \$97,000 of total investment all inclusive of all the resources spending, such as build a temporary road, hire temporary labor and carts to collect and finally move these Apples all the way to warehouse.
- An average profit estimate based on primary analysis would be \$37,000 after tax savings each year after all expenses.

“This is one good hill...”Uh.....



Example (Elish Consulting)

“Shop.....Uh.....”



Example (Elish Consulting)

- You are 17% more successful in getting outside local community business comparing with your neighborhood stores.
- More than 34.7% of your customers asked for One Brand of Soap you do not keep, and 47% of these customers bought it from another store instead of waiting for you bring the merchandise. 67% of these customers reduced their visits by 27% back to your store
- Believe it or not, your biggest customer is in the age group 4-11 years.
- In last 3 months, your cosmetics product sales outrageously increased by 83% due to a local wedding in your neighborhood.
- 67% of your customers switched buying cooking oil from a departmental store.
- If you reduce your margin in Sugar products by 7%, you can increase your overall sales by 17% and increase yours customers base by 19.31%.
- A part time home delivery help with a mobile phone can increase your sales by 16.7%
- You may want to send SMS's to all your customers about your Sugar sales.

“You run one tough business my friend.....”Uh.....



Example (Elish Consulting)

“Politicians.....”
.....Uh.....



Example (Elish Consulting)

- There is no way you are winning this election again unless you fix your image and hire a permanent PR agency to seriously work with you.
- Your party name can only influence your voters to vote for you by 30%, your constituency rather votes for candidate and do not endorse party names.
- 87% of your voters are NOT regular Facebook or Twitter users, your campaign over social networking website may NOT be able to help as much a local news paper could.
- Only 3 of 14 towns in your constituency votes less than 10% for you and that reduces your overall voters by 34%, I would rather make regular visits and focus on those areas instead of visiting metros.
- There are dozen more details you need to know, which we can't share here, please pick the phone and call us.

“Long live democracy.....”Uh.....

