

*E-commerce avanzó 4 años en estos
8 meses...*

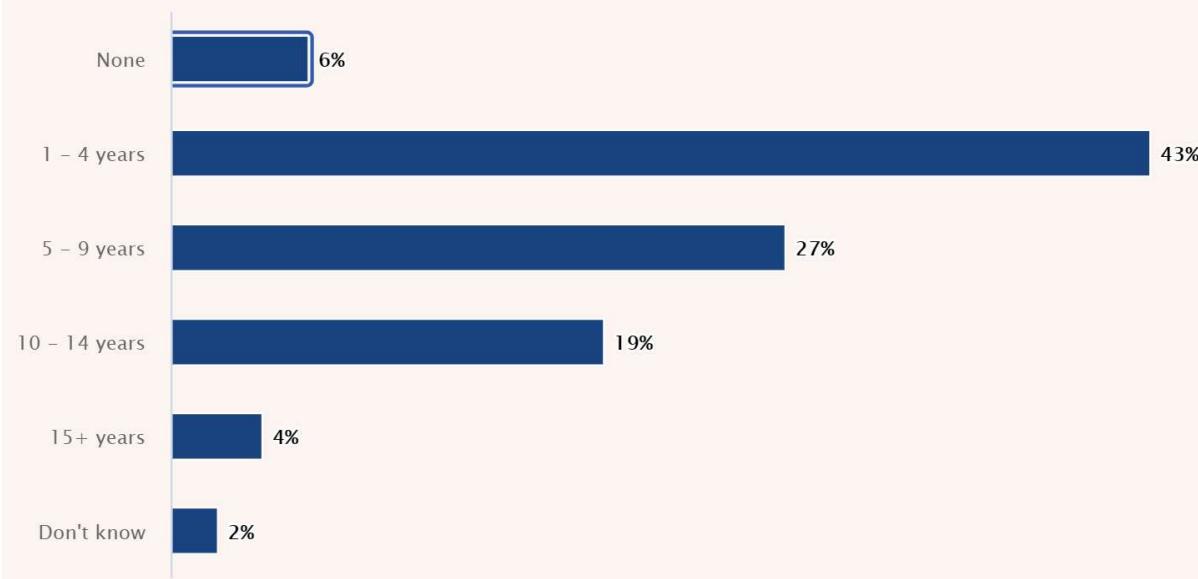
Su Transformación Digital también?

Ing. Santos F. Diego
CEO
Smart Decisions Consulting Group



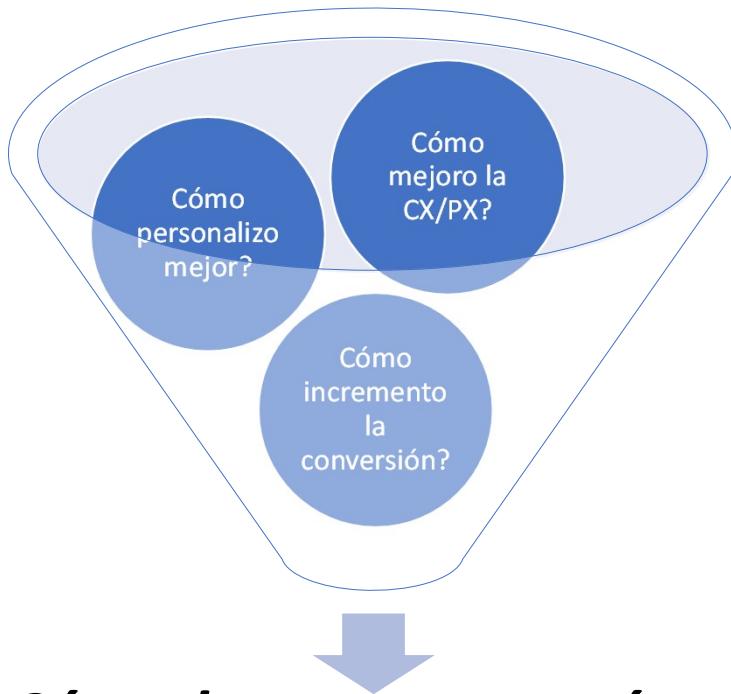
La transformación digital se ha acelerado

Digital Acceleration Due to Covid-19
% of respondents from survey of 2,569 decisionmakers at enterprise-level companies worldwide



PRACTICAL ECOMMERCE | Source:Twilio

Cualquiera sea la tendencia....



*Cómo logro crecer más, y
en menos tiempo?*

Los analistas nos dicen...

Mckinsey: “use new Data and Artificial Intelligence to improve business”

Forbes: “Analytics is probably *the* most important tool a company has *today* to gain customer insights”

Forrester: “The future of Machine Learning is unstoppable”

BDO: “Organizations that embrace digital solutions have greater resiliency and a leg up in the competition”

McKinsey: “The recovery will be digital”



"Build your organization's data and analytics competency for digital transformation success."

Douglas Laney, distinguished VP analyst at Gartner

The Gartner logo, consisting of the word "Gartner" in a bold, white, sans-serif font with a registered trademark symbol.

"Build, buy and borrow advanced analytics competencies (such as data science or machine learning) beyond traditional business intelligence and embed them throughout the business."



Create Powerful Cross-Sell & Up-Sell

Challenge

- Acquisition cost of new customers is high
- Upsell of existing client base has potential to drive marketing ROI
- 1000s of catalog items create analysis challenge
 - Time consuming slow, resource intensive
- Hard to display targeted upsell ads in real-time

Solution

- AutoML preps data and compares 100s of models
- “Explainable” model output creates insight for anyone
 - Group customers with similar buying patterns
 - Identify why clients purchase additional products
 - Discover new patterns, trends, and insights
- Predictive models drive process automation
 - Prescribe the best course of action
 - Integrate with existing business processes
 - Deliver real time targeted advertising
 - Banner ads, emails, etc.

Impact

- Marketing drives better ROI
 - Can call out actual data points driving business
- Business makes more agile data driven decisions
- Can automate upsell activities
- Potential to drive ASP 2% or higher
 - Based on prior use case engagements

Problem type: Market basket analysis

Universal relevance: Shopping cart analysis and targeted advertising with AI has been the recipe for success for eCommerce industry titans. Leverage AI in your business to improve cross-sell and up-sell effectiveness.



FAST FOOD RESTAURANT CHAIN

Optimize Service Distances to Maximize Delivery Margin

Challenge	Solution	Impact
<ul style="list-style-type: none"> Costly partnerships with food delivery services <ul style="list-style-type: none"> - Take a 20% cut of the meal revenue Delivery area is crudely configured <ul style="list-style-type: none"> - E.g., 5-mile radius - Not based on most profitable regions Delivery options cannibalizing in-store pickup <ul style="list-style-type: none"> - Higher margins Must maximize radius w/o sacrifice freshness 	<ul style="list-style-type: none"> Predict optimal delivery area based on: <ul style="list-style-type: none"> - Demographics - Distances to restaurant - Previous orders Update the model based on factors that affect delivery: <ul style="list-style-type: none"> - Weather data - Traffic patterns Automatically update the model monthly: <ul style="list-style-type: none"> - Accommodate demographic changes - Reflect seasonality Report in MicroStrategy: delivery margin optimization 	<ul style="list-style-type: none"> Optimized delivery areas for each restaurant Improved same-store sales by 1% <ul style="list-style-type: none"> - Capturing more orders in optimized regions ~£1M to restaurant chain in first quarter <ul style="list-style-type: none"> - Across 1300 regional locations Management gains insight to delivery margins

Problem type: Prescriptive optimization

Universal relevance: In today's world of buy now/deliver now, customers expect their orders faster than ever, which drives up costs. Optimizing delivery with AI is essential to nearly every business in the world right now.



LARGE NORTH AMERICAN RESTAURANT CHAIN

Improve Customer Loyalty

Challenge	Solution	Impact
<ul style="list-style-type: none"> Delivery chain looking to drive growth & expand <ul style="list-style-type: none"> Tight margins Intense competition Suffered from “one & done” customer segments <ul style="list-style-type: none"> Often from online and mobile orders Customers are fickle and rich with choices Constant need to nurture and re-engage Must coordinate touch points to influence buyers <ul style="list-style-type: none"> Physical, online, and mobile Disconnected today 	<ul style="list-style-type: none"> Use vast amount of captured customer data Enrich the data <ul style="list-style-type: none"> Geocode Demographic Predictive models prescribe best offer based on <ul style="list-style-type: none"> Store location Customer profile & preferences Models deployed & managed with Server 	<ul style="list-style-type: none"> Posted best same-store sales growth ever Out-performed Wall Street expectations Over the same time period, top competitors: <ul style="list-style-type: none"> Reported slowed revenues Showed decrease in same store sales Generated more repeat orders Increased customer lifetime-value <ul style="list-style-type: none"> 6% place another order within 30-days

Problem type: Text analytics

Universal relevance: The impact of customer experience on revenue is hard to dispute, but it can be even harder to measure and analyze. With a mix of web scraping and topic recognition, you can monetize valuable insight from publicly-available information.



Optimize Supply Chain SKU Management

Challenge	Solution	Impact
<ul style="list-style-type: none"># of SKUs has grown exponentially<ul style="list-style-type: none">1500+ SKUsToo many variables for a human to manageExtensive cost to hold/manage each SKUDownstream impact of SKU removal not always clear:<ul style="list-style-type: none">Volume doesn't tell the whole storyMay be profitable items associated with a SKUProfitability can be hard to gaugeDifficult to properly analyze these implications	<ul style="list-style-type: none">Text mining to group similar productsCluster the high and low sales revenue SKUsCluster the high and low profit margin SKUsAuto correlation identifies low value SKUs<ul style="list-style-type: none">Replace them with high-value SKUsModel simulator shows impact of changes<ul style="list-style-type: none">SKU eliminationUsing replacements for low value SKUs	<ul style="list-style-type: none">Holding cost per SKU \$40,000 a yearTotal holding costs of \$60 million1500 SKUs5% SKU reduction delivers savings of \$3,000,000Avoid downstream complications

Problem type: Text analytics & clustering

Universal relevance: Most organizations can benefit from some level of portfolio optimization.

Volume doesn't tell the full story and profitability implications can be difficult to gauge without predictive analytics.

Las organizaciones que triunfan transitan el camino de la transformación digital

Porqué?

El mundo se está
moviendo muy rápido
y los que no se
transformen
serán dejados atrás

Qué requiere?

Transformación
Organizacional en
paralelo con la
transformación de las
herramientas utilizadas

Qué ha interferido en el éxito de los proyectos?



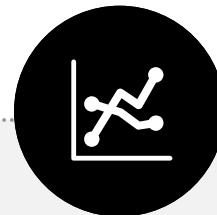
Encontrar el punto de partida

- El ROI no es claro
- La Data es imperfecta
- No se tienen el expertise especializado
- Se espera a que aparezca el "caso ideal"



El gap de expertise

- La gente del "negocio" y los científicos de datos no se entienden entre ellos
- Los proyectos no producen resultados ni son implementables
- No se logra convencer a los usuarios finales a que adopten los resultados



Mantener el valor a lo largo del tiempo

- La creación de un Modelo es solamente el comienzo de un ciclo de proceso
- Sin un management continuo, la performance se deteriora
- A los Científicos de Datos el mantenimiento de los modelos no les motiva

Que opciones existen hoy en día?

Contratación

Pros

- Se obtiene expertise altamente especializada

Cons

- Escasez de talento y costo de hiring, retención y soporte con tecnología especializada

LARGO CAMINO HACIA EL VALOR
CON MUCHOS COSTOS OCULTOS

Upskilling

Pros

- Empoderamiento para explorar nuevos casos de uso y e innovar sin los costos de re-entrenamiento

Cons

- El equipo debe estar dispuesto a probar y aprender cosas nuevas mientras avanzan en sus carreras

EL MAS BAJO TCO,
EL MAS BAJO RIESGO DE FALLA

Tercerización

Pros

- Alta tasa de éxito para casos únicos de uso

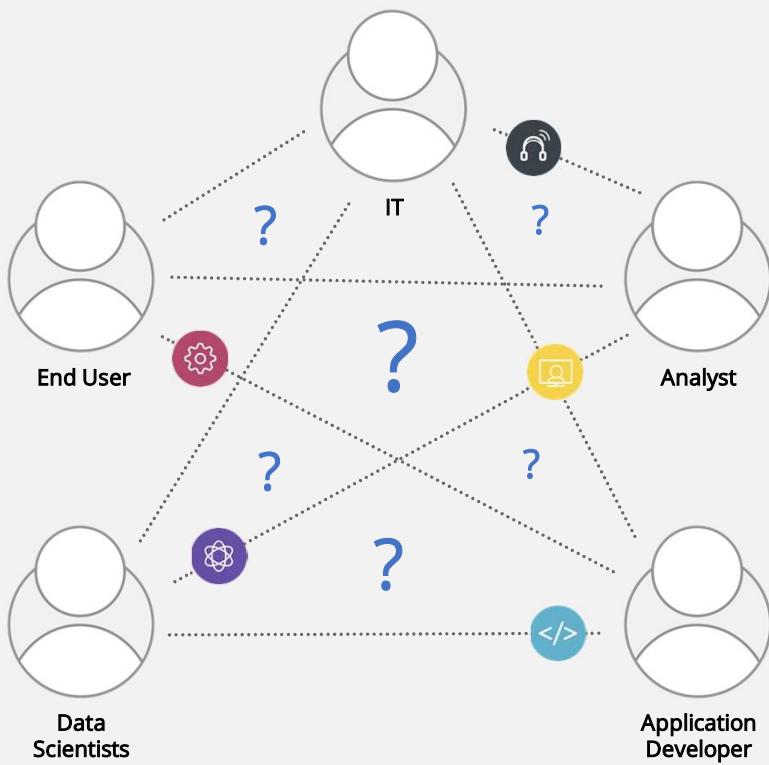
Cons

- Muy caro, y se depende del outsource para cualquier cambio

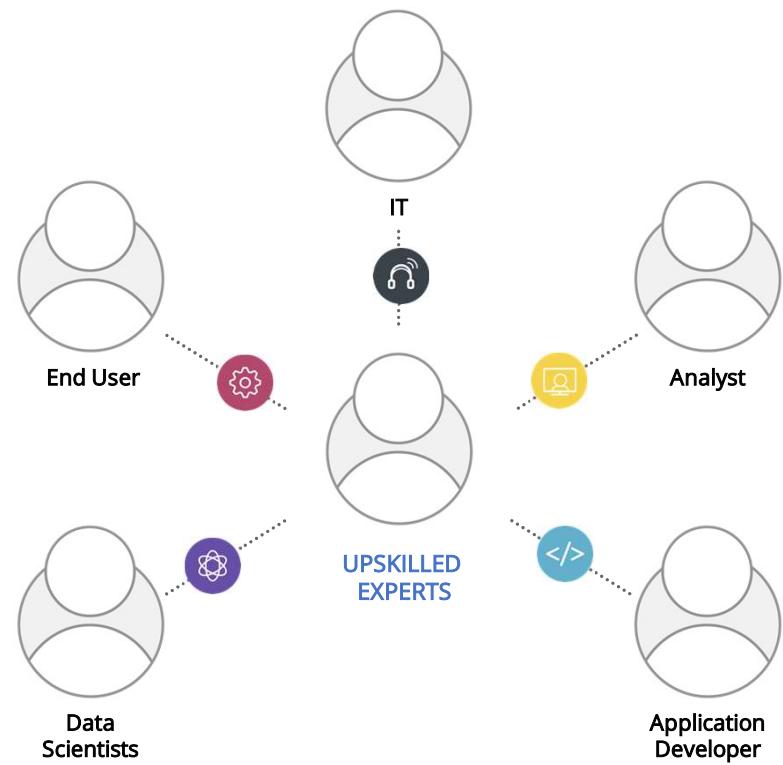
NO SE TRANSFORMA EN REALIDAD

NO SE LOGRA UNA VERDADERA
TRANSFORMACION

El “Upskilling” coloca a los Expertos de Negocio en el centro de la Transformación impulsada por AI

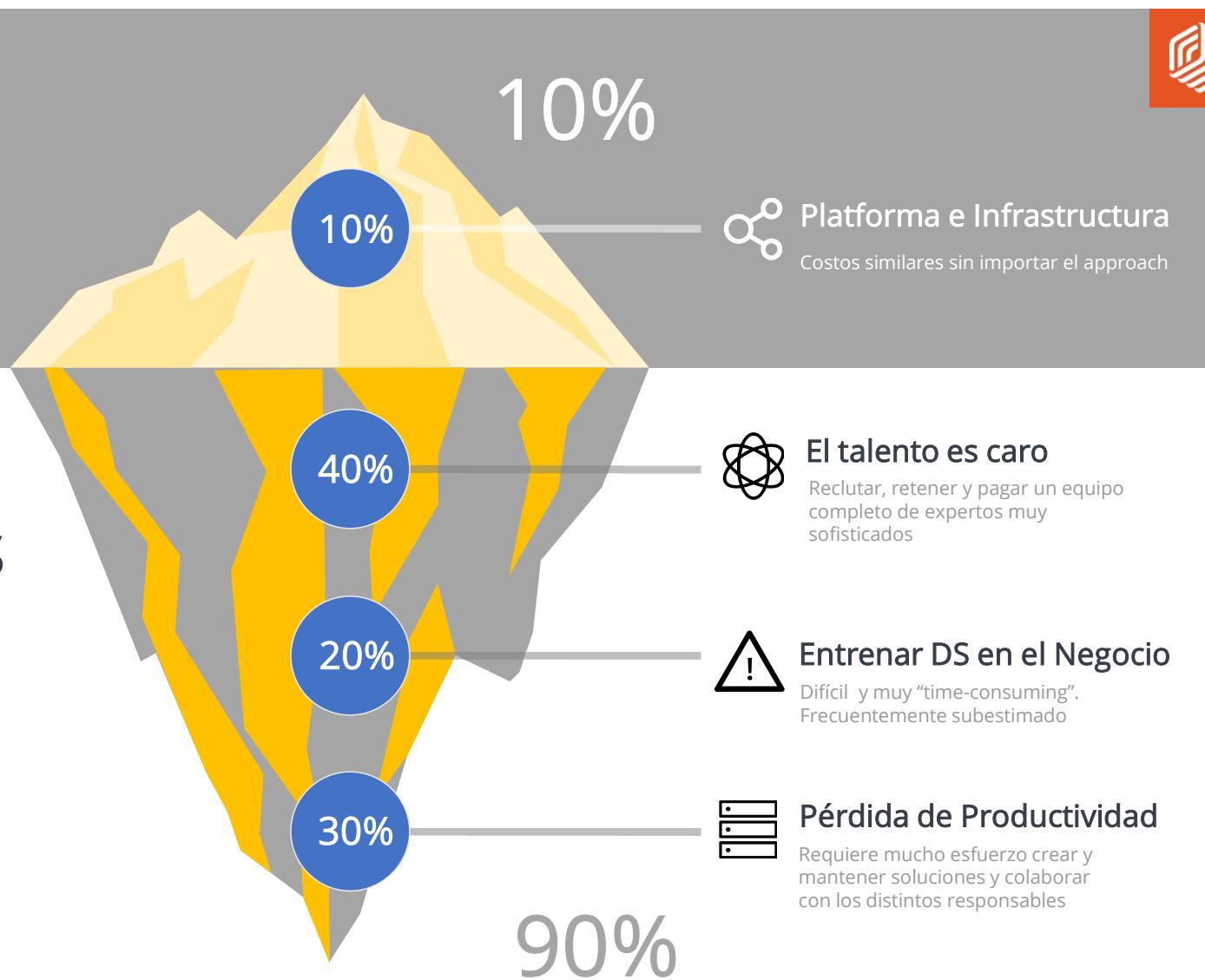


Todo el mundo opera en silos; la productividad y los resultados sufren

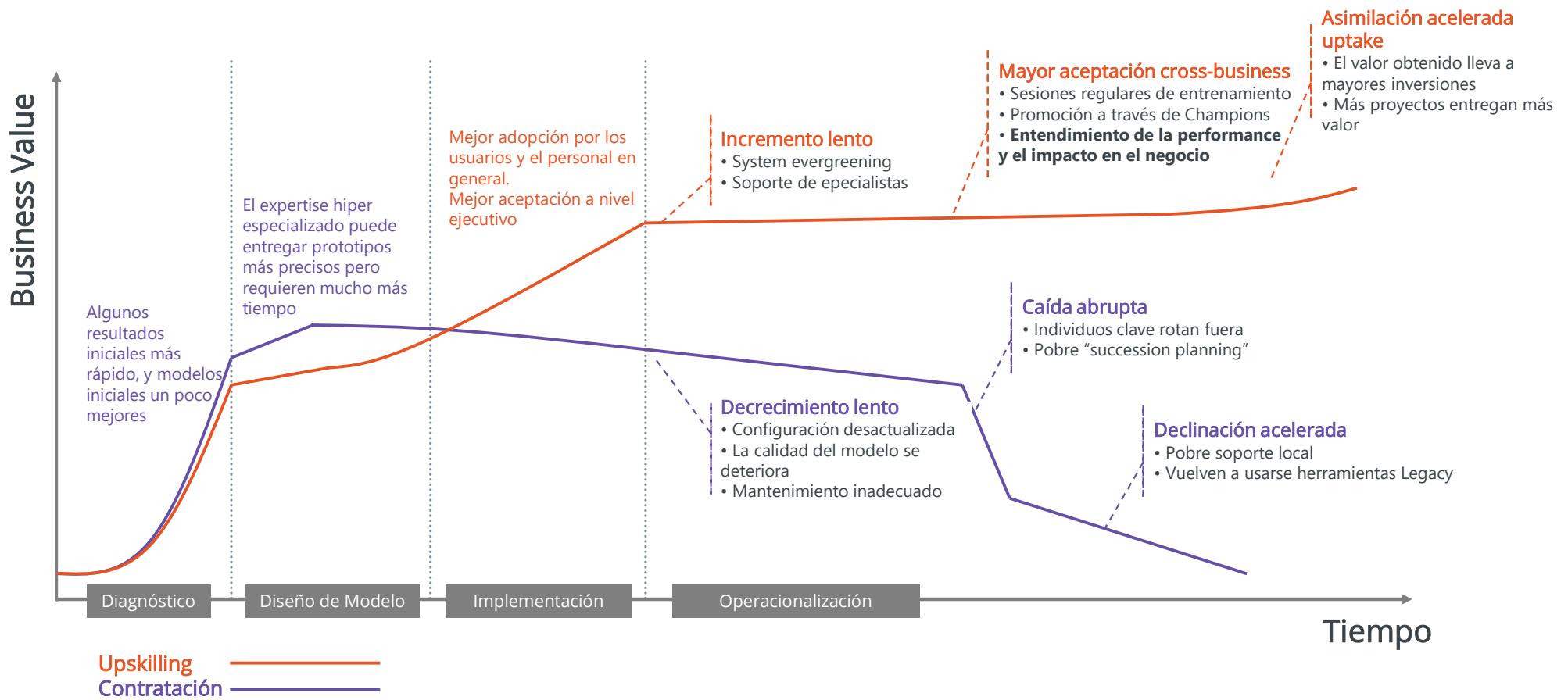


Los expertos “Upskilled” pueden provenir de cualquier ámbito

Costos ocultos De Hiring



Sostener el Valor en el tiempo



Cómo medir el éxito

- Puede encontrar perspectiva profunda en la Data que dispone hoy en día?
- El trabajo es escalable y reproducible?
- El mantenimiento del trabajo es una responsabilidad compartida?
- Está Ud. creando valor a través de todas las funciones de negocio?
- El trabajo creado está incrustado en sus procesos de negocio?
- Es claro y obvio el TCO?
- Está su organización posicionada para generar valor a largo plazo?

Cómo simplificamos su transformación



Dudas / Consultas...

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Gracias!