

3rd International Conference on
Big Data Analysis & Data Mining
September 26-27, 2016 London, UK

Business Analytics employs big data with niche digital marketing to ensure Calls to Action are a Transaction, to drive acquisition in the millennial market

Anneline Adams
CEO Exousia Expert, South Africa

Business Analytics employs big data together with digital marketing that drive unique, real time customer value propositions with the resulting Call to Action being the Transaction (take-up).

Digital channels and social media has changed the marketplace for all. Sales and Service are no longer streams that follow traditional operations. There are many different consumer segments in the market and although most adopt digital solutions to the traditional sales and service models, Millennials vastly differ. The Millennial generation is the largest in history and as they reach their prime working and spending years, their impact on the economy is huge.

Millennials have come of age during a time of technological change, globalization and economic disruption. Their affinity for technology has reshaped the marketplace.

They're also the first generation of digital natives, and their affinity for technology helps shape how they shop. Millennials are turning to brands that can offer maximum convenience at the lowest cost. Digital disruption would be an ongoing activity for them.

Segmentation and analytics is key in understanding the dataset in its foundation layer. Predictive and propensity modelling define the customer journeys for the millennial versus other consumer types. Predicting and preventing churn has never been more critical, as millennials are not loyal to brand. Campaign derivation and execution addresses this challenge with a platform for not just marketing from one organization to a consumer but for an eco-system of multiple engagements that cross pollinate between partners and consumer. Thousands of executions yield an evolutionary digital marketplace.

Biography

Anneline Adams is a Digital Strategist at Africa's largest Mobile Operator. Having graduated at the age of 21 in the field of Computer Science, she spent the first 4 years modelling defense simulation scenarios, thereafter pursuing her business studies at the University of South Africa, whilst starting a digital career in banking and technology. She has served as the digital channel architect to numerous Blue Chip organizations, and recently delivered the first Data Science Academy to Africa's largest Telecommunications operator, implementing Real Time campaign management. She has published and presented articles on Bayesian analysis, statistical modelling and digital disruption.

anna@exousiaexpert.co.za

Notes: