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Designed for:

Designed by:

Date:

Version:

Analytics Use Case

Solutions

To enable the user to make better decisions, take the right actions, to produce the critical results and to reach her / his objectives on time, which ...

... information would an analytical solution need to display, meaning which numbers should the analytic calculate, which facts should it compute and which data should it visualize?

... which features would the application need to provide, for accurate interpretation and validation of the information by the user to derive decisions and actions?

Examples for ...

... information: marketing ROI, sales forecast, churn score, overall equipment efficiency.

... features: filter or compare segments, aggregate respectively break down data, simulate decisions and developments, select and export (contact) information, initiate certain measures or campaigns.

Benefit

Which user benefit is generated for the user by using the solution when making decisions, for his / her target achievement or while executing etc.?

Examples: save time, higher efficiency, more effectiveness, reduce costs.

We drive your business forward.

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