

# dataconnect

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Analytics as a service

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# Introduction

## Data Science as a Service (DSaaS)

We blend the power of most cutting-edge Statistical Modelling, Machine Learning & Data Mining techniques with years of domain knowledge & experience to help you improve your top & bottom line of business goal with

- Consumer Intelligence
- Marketing Effectiveness
- Supply Chain Analytics
- Social Media Analytics

## Business Intelligence as a Service (BlaaS)

We help enterprises to blueprint the most relevant data strategy by designing ETL, Data Warehouses, Master Data & Big Data adoption strategy to move into next level of growth story fueled by Data Science & BI.

- Data Warehousing
- Data Governance
- Big Data Management
- Master Data Management

## Data Science as a Service (DSaaS)

We assist to monitor all your business KPIs at your fingertips, over a single visual platform, powered by Power BI or Tableau or Qlikview. Move away from spreadsheet based offline MIS reports to real time cloud based & mobile friendly paginated reports 24x7

- 360° Perspective
- Cloud & Mobility
- Business Readiness
- Cognitive Reporting

## Verticals We Serve

Retail

E-Commerce

Manufacturing

Travel Hospitality

Telecom| Media  
Hi-tech

FMCG

Finance  
Insurance

Logistics  
Supply Chain

Healthcare

ICT (Information &  
Communication  
Technology)

# Departments we cater to



Finance



Supply  
Chain



Purchase &  
Procurement



Marketing



Brand/  
Customer  
Success



# Departmental Problems and solutions

# How do we open opportunities for Marketing & Brand Building?

## Strategic Priorities

1. 360° customer insights & personalization
2. Customer journey to improve conversion
3. Customer Loyalty Management
4. New market development
5. Marketing Role
6. Estimate the best mix of marketing channels
7. Omni-Channel strategy
8. Sales performance evaluation
9. Seasonal & regional strategies
10. Digital & social media marketing
11. Effective vendor and supplier relationships so that growth needs are met with timely replenishments
12. Effective partnership strategy

## Analytical Solutions

1. Campaign Response Modelling & Targeted Marketing
2. Customer Segmentation
3. Purchase sequence analysis and prediction
4. Customer Lifetime Value (CLTV)
5. Next Best Offer (NBO)
6. Customer Experience (CEX) Management and Competition Benchmarking
7. Loyalty reporting & Modelling
8. A/B Testing and Sales Uplift Modelling;
9. Look Alike modelling
10. Performance Dashboards & Monitoring
11. Price & Promotional Effectiveness;
12. Promotional Forecasting, Planning & Simulation
13. Market Mix Modelling
14. Brand Attribution Modelling
15. Omni channel performance monitoring

# How do we open opportunities for Finance Team?

## Strategic Priorities

- 360° insights into Key Business Drivers
- Sales forecasting & simulation
- Cashflow forecasting for budget planning.
- RoI for every strategic investments
- Risk based intelligence and compliance
- Improving operational efficiency
- Sustainability & ESG reporting.
- Supply Chain Optimization
- Vendor & Key Account Management
- Buying/Procurement of right products at right price

## Analytical Solutions

1. Demand Forecasting & planning
2. Market trend analysis with economic factors
3. Cash-flow forecasting and budgets optimization
4. Revenue management & pricing strategy
5. Capital expenditure optimization
6. Fraud risk detection and mitigation
7. Verticalized Performance Monitoring dashboards to produce real-time insights into organizational performance:
  - Revenue, Profitability, EBITA
  - Key Business Drivers (KBD)
  - Utilization and leakage
  - AR/AP, Ageing
  - Inventory, Safety Stock, Shelf-life
  - Workforce Management
  - Vendor scorecard

# How do we open opportunities for Supply Chain Team?

## Strategic Priorities

- Efficiency and Cost Reduction
- Supply Chain & Logistics visibility
- Fleet management
- Demand Forecasting
- Weather Impact evaluation
- Vendor relationship management
- Risk based reporting
- Workforce management
- ESG and sustainability reporting
- Wastage reduction
- Inventory management

## Analytical Solutions

1. Demand Forecasting & Inventory Management
2. Safety stock modelling
3. Route to market optimization
4. Preventive asset management
5. Elasticity modelling
6. Fraud risk detection and mitigation
7. Vendor scorecard
8. ESG reporting
9. Performance evaluation dashboards
10. Workflow automation
11. Robotic Process Automation

# How do we open opportunities for Purchase/Procurement Team?

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## Strategic Priorities

- Cost Reduction & wastage management
- Supply Chain & Logistics visibility
- Demand Forecasting
- Weather Impact evaluation
- Pricing strategy
- Reduce procure to pay (P2P) cycle
- Vendor relationship management
- Risk based reporting
- Workforce management
- ESG and sustainability reporting
- Ethical sourcing
- Inventory management
- Shelf-life balancing

## Analytical Solutions

1. Demand Forecasting & Inventory Management
2. Safety stock modelling
3. Route to market optimization
4. Price Elasticity modelling
5. Fraud risk detection and mitigation
6. Vendor scorecard
7. ESG reporting
8. Performance evaluation dashboards
9. Workflow automation
10. Robotic Process Automation
11. Causal Analysis with Economic factors

# How do we open opportunities for Brand Success Manager?

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## Strategic Priorities

- Brand positioning & identity
- Customer sentiment measurement
- Public opinion & feedbacks
- Understanding customer pain areas
- Seamless Social Listening
- Competition Benchmarking
- Trending Topics
- Market research
- New market penetration
- Brand reputation management
- New product launch
- Brand awareness
- Marketing strategy evaluation
- Sales uplift & demand generation

## Analytical Solutions

1. CSAT, NPS modelling
2. Sentiment Analysis
3. NLP, Text Mining, Gen AI to estimate public opinion
4. Topic modelling
5. Key phrase Extraction
6. Competition benchmarking
7. Spam Detection
8. Sarcasm Detection
9. Chatbots, Virtual Agents
10. Social media content generation

# Our Engagement Model

## Expertise Audience



C Suite/Executives



Finance



Operations



Technology



Sales and  
Marketing

## Functional Areas Served

Data Management

Business  
Intelligence

Data Science

Enterprise  
Product

CD Proprietary  
OEM System  
Integration

## 360 DataSource



CRM, ERP, On Prem  
DataSource



Social Media, Web, Digital



IOT, Sensors, Applications



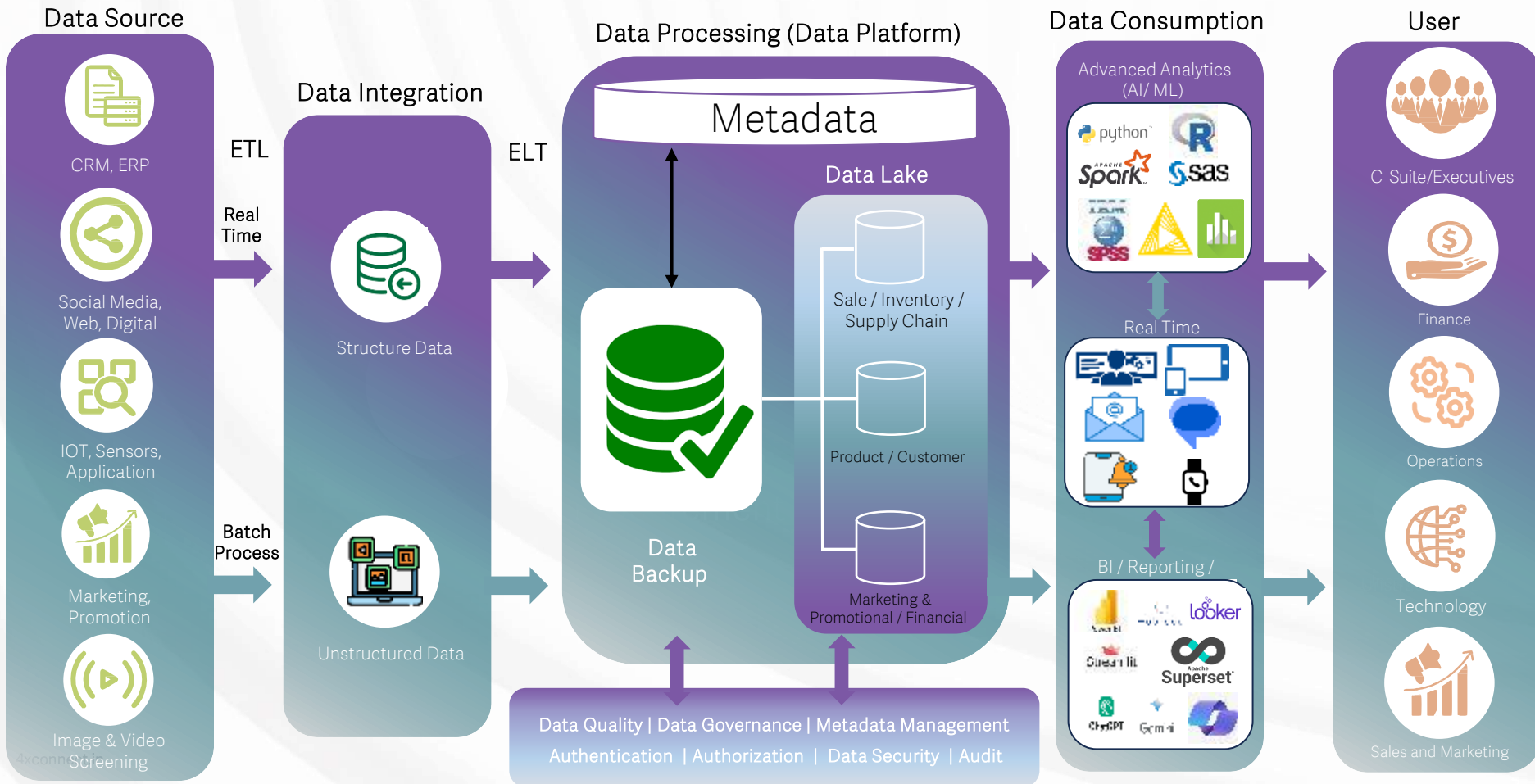
Marketing, Promotion



Image & Video Screening

# | Data Architecture

# Data Flow Diagram



# Our Commercial Model

# Revenue Model

Catalytics offers diverse Revenue Model that are agile and can adapt quickly to market conditions are well positioned for success in a rapidly evolving landscape



Subscription Model



Project-based Fixed Price Model



Project Based T&M Model



Project-based Outcome Model



Transactional Model



Very suitable for Small/Medium Enterprises



Suitable for Large clients, who has customized needs and multi-vendor delivery model

Most Suitable For

Applicable for Large clients, who has resource and outsourcing needs



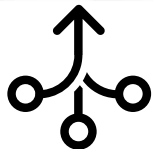
Very suitable for Medium/Large Enterprises



Very suitable for Small/Medium Enterprises

# | Our Products

# Consolidation



## Consolidation of Business

- How can I view the organization 360 degree
- How do we capitalize on the CRM data

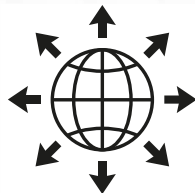
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**BizIQ**

### Making Your CRM Define Your Growth

BizIQ provides CRM Reports, deals with Vendor/ Brand Management & provides Market Intelligence to Boost Brand Performance & Growth.

# Expansion



## Consolidation of Business

- How to Optimize marketing strategy
- How to Improve effectiveness of loyalty campaigns

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**Market Mentor**

Evaluate, Plan and Optimize all your Sales, Marketing & Revenue Programs seamlessly with the help of AI and Big Data

# Perception



## Managing company perception

- What are competitive companies, products, and marketing strategies
- How to Discover gaps in marketing

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**E-commerce Watch**

The lead light for brands to gauge customer perception, true sentiments & Service Preference to benchmark against competition

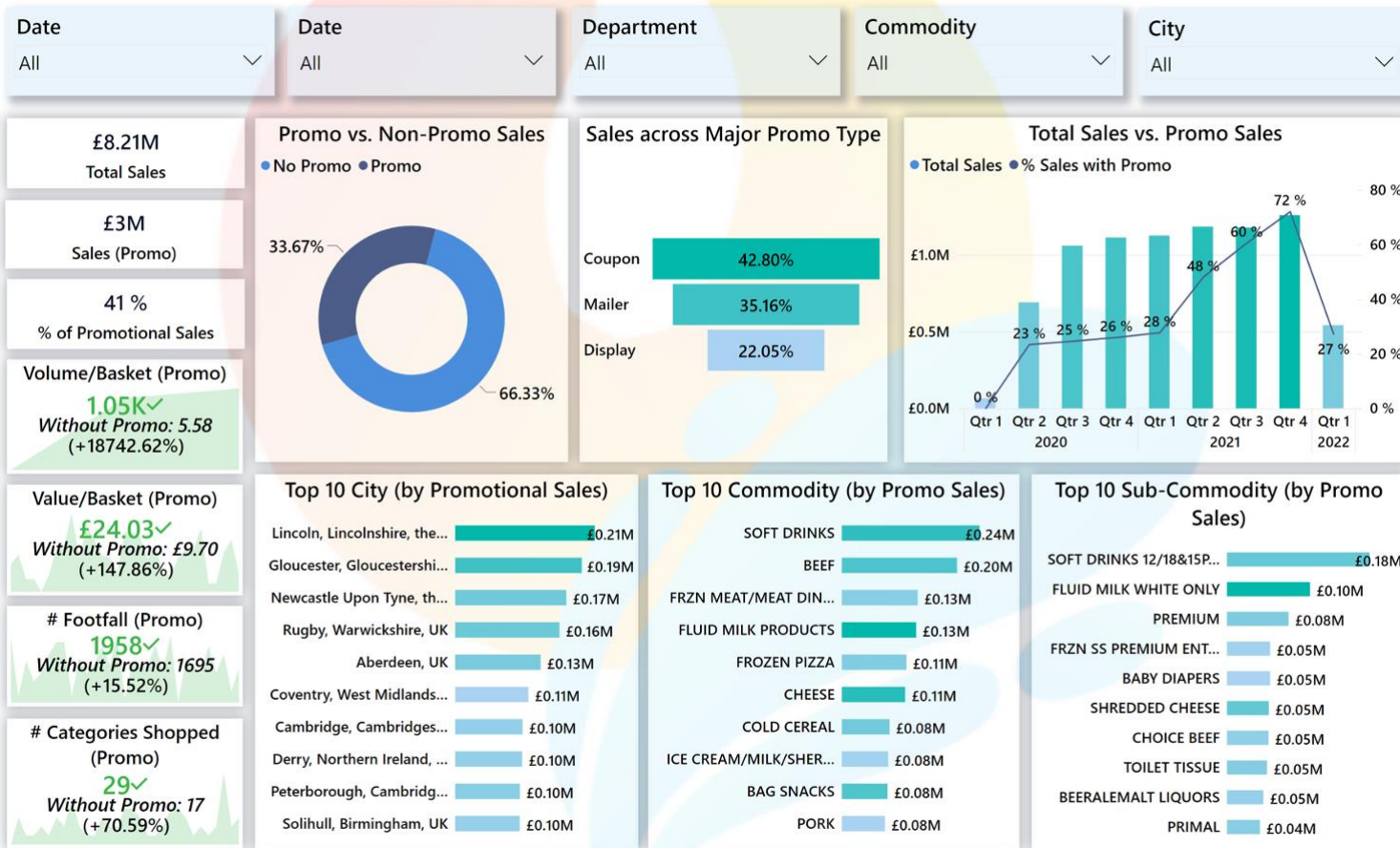


# Case Studies

# Case Studies

	Case Study 1: Market Mentor	Case Study 2: Market Mentor	Case Study 3: E-Commerce Watch	Case Study 1: Business IQ
Client	<b>Promotional &amp; Campaign Effectiveness</b>  One of the largest food & confectionary FMCG client in Asia with > \$1.5 Billion Revenue.	<b>Repeat Visit Behaviour</b>  One of the leading Digital Wellness Brand in India aggregating Beauty Clinics, Spa, Fitness Centers across the country.	<b>Brand Perception</b>  Global leader in personal & enterprise data storage device manufacturing, venturing currently in cloud storage space.	<b>Supply Chain and Warehouse Management</b>  A large warehouse & supply chain client with operations in 4 continents and handling mainly heavy machinery, tools and spare parts across the globe
Problem Statement	Identification of Unaccounted promotional activities which were led without clarity of effectiveness & foresight into RoI	Heavy customer churn, primarily from mobile app user base causing loss of acquisition cost & damage to brand NPS.	Measurement of Brand Sentiment, specifically in E-Commerce channels & compare against competitors so that exact pain areas are identified from customer feedback.	Estimate man hour to be consumed at task level and main drivers of manpower requirement to achieve effective resource planning & staffing against the planned activities.
Business Outcome	80%  Accuracy in Promo Planning	90%  Accuracy in predicting repeat customers	95%  Accuracy in estimating customer feedback	90%  Accuracy in estimating manpower requirement

# Use Case Dashboards



## Sales Dashboard

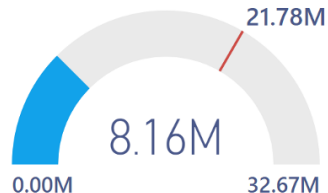
All  
Sales ExecutivesOverall  
Both Offices

11/15/2023

Updated On



## Sales-MTD vs TGT



35.62M

Credit Limit - Total

11.48M

Credit Limit - Open

## Sales - MTD

8.16M !

TGT: 21.78M (-62.54%)

## # Customers - MTD

149 !

TGT: 727 (-79.5%)

## Trans Value - MTD

19.90K

## Sales - YTD

81.18M !

TGT: 155.03M (-47.64%)

## # Customers - YTD

432 !

TGT: 727 (-40.58%)

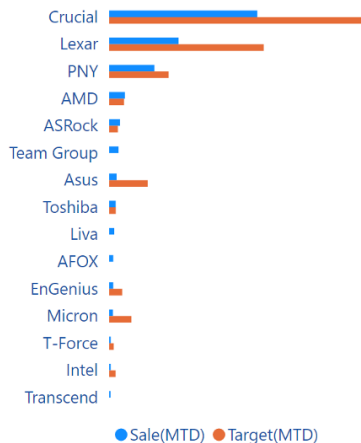
## Trans Value - YTD

15.74K

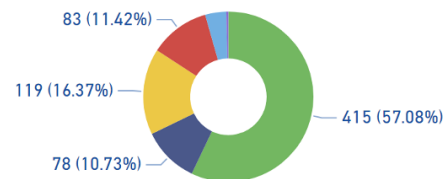
## Customers Sales-MTD vs. Prev MTD (Top 15)



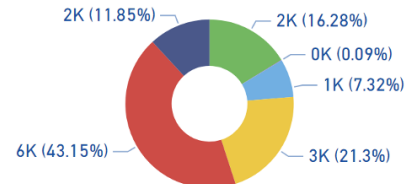
## Brand Sales: MTD vs. TGT(Top 15)



## # Customers by Customer Class(Avg. Monthly Sales)



## # Invoices by Customer Class(Avg. Monthly Sales)







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