



BUSINESS ANALYTICS

And Product Research

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Read – Understand - Educate

Learning from the past to anticipate
the future

Products are constantly evolving

- Standard & Rigid
- Unbundled
- Tick-box / menu driven
- Customizable

Products have internal & external components

- Purpose
- Pricing
- Packaging
- Positioning
- Placing

Product Design requires insight into patterns and trends

- Conceptualization
- Structuring
- Limits / Deductibles
- Customization
- Tailor-made
- Portfolio strategy

This is not a one time task

- Simple to complex
- Constantly refine
- Self-learning model
- Feedback mechanism

Business experts
should put on their
thinking hats

- Technology capability
- Computing power
- Good data repository

Decision makers need
to be made familiar
with the output

- Low usage
- Low refinement
- Poor benefits

Processes should be amenable to integration

- Product Design is not isolated
- Fraud Analytics
- Purchase behaviour
- Multi-channel product
- Collaborate with customer

Careful planning is required to get it right

- Models need not be over complex
- Presentation is a critical success factor
- Need right tools

Mature organizations would reap better benefits

- Good governance
- Data quality
- Data availability
- Connect between users & analysts
- Environment that encourages use



THANK YOU

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