Analytics: A Practitioner's Perspective
hi.
Jason is the founder and CEO of RXA, LLC (www.rxa.io), an Ann Arbor, MI based data and analytics company. He has earned an MBA from the University of Michigan’s Ross School of Business, as well as Master’s (EMU) and Bachelor’s degrees in Economics (U of M).

Prior to founding RXA, Jason created and lead the analytics practice at FordDirect and the Marketing Intelligence Group at Organic, inc. Jason has held analytics leadership positions at several advertising agencies and brands and has worked across a variety of industries from Hilton Hotels and Chrysler to Hasbro and U by Kotex.
what analytics means to me
This is you.
DESCRIPTIVE
PREDICTIVE
PRESCRIPTIVE
Data Modelers / IT Folks

These are the real nerds… until something goes wrong… then heroes

Data Scientists / Analysts (Storytellers)

Totally shameless self-promotion is also key.
CASE STUDIES
“the guy with the most data wins”

-Tim O'Reilly,
Silicon Valley “oracle”
Bring in your data.

Cleanse your data.

Drop some R on it.

Play with your data.

Create your output.
Playoffs locked 4 weeks out, first round bye locked 2 weeks out.

Highest point total (1,732), by over the weekly average point total... I’ve scored more points in 11 weeks, than most teams score in 13-14.
Brand Conversations
Velocity and Acceleration in Social Media

The ‘hot’ zone represents that place in which we see the velocity for the increase in activity quickest; this then represents the area where our campaign must be most efficient.

Additionally, this curve will show us the impact that incremental changes in investment will make against the reach in a lower funnel effort.
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Additionally, this curve will show us the impact that incremental changes in investment will make against the reach in a lower funnel effort.
The ratio of the initial shift compared to the baseline is related to the ratio of the baseline to the ceiling.

\[ f\left(\frac{\text{Baseline}}{\text{Acceleration}}\right) = \frac{\text{Baseline}}{\text{Ceiling}} \]
We looked at several fan pages’ data with widely varying numbers of fans.
Understanding the Relationship

Understanding this relationship allows Marketing Managers:

To accurately forecast whether fan page levels will reach their goals, and make adjustments accordingly if it is determined it will fall short.

To monitor the online conversation for complaints and provides information as to which issues are big and which aren’t.

\[
f \left( \frac{\text{Baseline}}{\text{Acceleration}} \right) = \frac{\text{Baseline}}{\text{Ceiling}}
\]
Bringing the Campaign Pillars to Life

How are we going to make this happen?

What do we create?

What should we build?

Shine the Light

Enable Dialog

Provide Reason to Change

Give voice to women and KOTEX

Enable Connection to love and buy us
Business Objectives

<table>
<thead>
<tr>
<th>Source</th>
<th>Investment/ Impressions</th>
<th>Click-Through Rate</th>
<th>Visits</th>
<th>Conv. Rate</th>
<th>Samples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>$x.7MM/ x65MM</td>
<td>0.30%</td>
<td>95,000</td>
<td>15%</td>
<td>x4,000</td>
</tr>
<tr>
<td>Paid Search</td>
<td>$x.1MM/ x48MM</td>
<td>0.50%</td>
<td>240,000</td>
<td>19%</td>
<td>x25,000</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td>246,000</td>
<td>14%</td>
<td>x55,000</td>
</tr>
<tr>
<td>Walk Up &amp; Mobile</td>
<td></td>
<td></td>
<td>775,000</td>
<td>9%</td>
<td>x49,000</td>
</tr>
<tr>
<td>Total</td>
<td>$x.8MM/ x13MM</td>
<td>0.45%</td>
<td>8MM</td>
<td>13%</td>
<td>x.3MM</td>
</tr>
</tbody>
</table>

- **Click-Through Rate:**
  - Display: 0.30%
  - Paid Search: 0.50%
  - Social: 0%
  - Walk Up & Mobile: 9%
  - Total: 0.45%

- **Conversions Rate:**
  - Display: 15%
  - Paid Search: 19%
  - Social: 14%
  - Walk Up & Mobile: 9%
  - Total: 13%

- **Investment/Impressions:**
  - Display: $x.7MM/ x65MM
  - Paid Search: $x.1MM/ x48MM
  - Social: $x.7MM/ x65MM
  - Walk Up & Mobile: $x.1MM/ x48MM
  - Total: $x.8MM/ x13MM

- **Samples:**
  - Display: x4,000
  - Paid Search: x25,000
  - Social: x55,000
  - Walk Up & Mobile: x49,000
  - Total: x.3MM
I can't believe I was so freaked out. I even hid in the bathroom!

Why are only 65% of girls prepared for their first period?

Break the Cycle®

CHALLENGE THE NORM. SCHOOL YOURSELF. TAKE BETTER CARE. JOIN THE CAUSE.
Sign up and get these U by Kotex* freebies:

Your sample package will include:
(1) U by Kotex® CleanWeer® Regular Pad
(1) U by Kotex barely there® Liner
(2) U by Kotex Click® Regular Tampons

YOUR INFORMATION

First Name
Last Name
Address
Apt, Suite, Unit, etc.
City
State
Zip
E-mail Address
Gender
Date of Birth

PRESS POLICY

*Required

While supplies last. Please allow 10 weeks for delivery. Available to U.S. residents only in continental U.S. You must be 13 or older to receive this sample. Limit two samples per household. Your privacy is important to us. Please click here to view the Kotex® Privacy Policy.
UbK’s Acceleration
Forecasting Tweets Based On Acceleration
Forecasting Tweets Based On Acceleration
Forecasting Tweets Based On Acceleration
"The model helped Kimberly Clark optimize its media spending, in real time, in an effort to reach its ambitious goal. ‘Organic's Velocity and Acceleration model helped us project the plateau level of tweets following the U by Kotex launch,’ says Aida Flick, the Kotex brand director at Kimberly-Clark. ‘From there, we were able to tie in the relationship between the tweets and the sample requests.’”

MIT Technology Review
“A New Model for Predicting Social-Media Impact”
Wednesday, October 20, 2010
a final thought.
Stay focused on what’s really important
thank you.

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appendix
Business Optimization

Take advantage of the new and expanding world of digital data to understand your business like never before. Uncover patterns and discover relationships to make better and faster decisions. Learn what it means to win by failing fast and optimizing your system to propel you past your competition.

Churn Prevention
Customer Life Time Value
Customer Segmentation

Cross-Sell and Up-Sell
Next Best Action
Product Propensity Models

Utilization Modeling
Risk Analysis
Quality Assurance

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Customer Analytics

Predict which customers are at high risk of defecting, and those that are high value.

Identify customer issues and understand the most efficient ways to address them.

Happy customers are less likely to churn and more likely to increase their spending.

Implementing targeted satisfaction and retention programs is a very cost effective way to impact revenue.
Cross-Sell and Up-Sell
Next Best Action
Product Propensity Models

Get the right products with the right offer in front of the right customer at the right time.

Your customers are happy when you give them what they want.

Increase your share of their wallet, satisfaction and loyalty by giving them what they want.

Drive efficient growth in your business.
Efficiency Analytics

Utilization Modeling
Risk Analysis
Quality Assurance

Understand the factors that drive utilization of your fixed resources.

Identify areas of opportunity and predict the impact of taking action.

Identify quality issues early, and address them before they become an issue.

Predict threats to your business and pro-actively take measures to avoid financial losses.

Predict price movements and economic developments that affect your business and may weaken your position in the market.
Cloud Reporting

Cross-Platform Business Intelligence

Single source of truth and single location to look. During the data collection process, business rules are applied and the data is tested for quality and integrity. Ensuring the organization is working together with the same, trusted, information.

Cross-Platform objectives, and holistic thinking reduce time spent gathering, and increase time spent analyzing. By having all your key information in a single reporting solution, systemic bias and human errors are greatly reduced.

When all the relevant performance information is collected in one location, managers can spend their time where they should…optimizing the business.
Cloud Reporting Systems are designed to visualize the data you have brought together; to optimize the system, not just the parts.

Reporting systems are at their best when there is one, single source of truth. There is only one view of success, and everyone can access it.
Cloud Based Reporting

Your business is unique, and your reporting will be as well. It is driven by the choices you have made. Your objectives, your customers, your systems and providers.

What is not unique, is the need for it to be accurate and available to your managers when they are trying to make decisions.
thx: )