

Solution highlights



Defines and prioritizes business use cases and data requirements for NBO recommendations



Establishes customer 360⁰ view of data by gathering all transactions and customer data from multiple sources and various formats



Conducts micro segmentation of customers to understand customer behaviour and facilitate highly specific targeting and actions to improve NBO prediction



Performs analytics modelling to prepare data, develop and refine models including action clusters analysis and predict recommendations



Builds reports and dashboards with comparison of results (revenue, profit, acceptance rate, etc. by micro-segment and by channel)

Tools and Technologies

iFusion™ Platform

Power BI, D3JS

HTML, CSS, SAAS, Angular

What the client gained

- Differentiated customer experience and competitive advantage
- 4x higher response rates for marketing campaigns when targeted using NBO
- Optimized profitability and conversion of offers at the customer level
- Long-term data platform which can be leveraged for further analytics

About Innominds

Innominds is an AI-first, platform-led digital transformation and full cycle product engineering services company headquartered in San Jose, CA. Innominds powers the Digital Next initiatives of global enterprises, software product companies, OEMs and ODMs with integrated expertise in devices and embedded engineering, software apps and product engineering, analytics and data engineering, quality engineering, and cloud and devops, security. It works with ISVs to build next-generation products, SaaSify, transform total experience, and add cognitive analytics to applications.