



PYTHIA

PREDICTIVE ANALYSIS

for marketing strategies

Powered by Huawei Fusion Server

Enabling you to:

Assess customer CLV looking at their behaviour and going beyond socio-demographic classifications with latent factors.

Predict customer churn in order to activate a protocol to retain them.

Build customer profiles on their estimated propension to purchase to plan targeted sales.

Create a strategic database using combined data from different channels.

Increase approval rating and satisfaction index of the customer base.

No feature engineering is needed as everything is automated



Under the hood

Collaborative Filtering & Deep Neural Embedding
It improves customer profiling.

RNN - Recurrent Neural Networks
They increase the accuracy of forecasts and predictions..

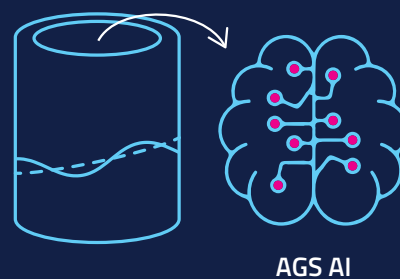
Inverse Reinforcement Learning
It extracts the customer reward function and increases the efficacy of marketing campaigns.

How it works

- 1 We analyse all the customers and their transactions.
- 2 We normalize their behaviour using economic cycle variables.
- 3 Using our advanced AI techniques we produce a strategic database for customer profiling, with information on expected returns and willingness to buy specific products.
- 4 Using this data it is possible to set marketing strategies to targeted campaigns that predict and anticipate needs or customer churn.

CUSTOMER & TRANSACTIONS FULL DB, (normalized by economic cycle variables)

CUSTOMER CLUSTERED DB
CLV · Churn · Purchase propension · Happyness



AI to predict needs

Thanks to predictive analysis enabled by AI we are able to predict future needs and actions of the customers, enabling businesses to act in advance with the best possible action to reach their targets, in terms of both sales and prevention of customer churn.