

Collaborative Marketing to Supercharge
Profitable Growth Summit

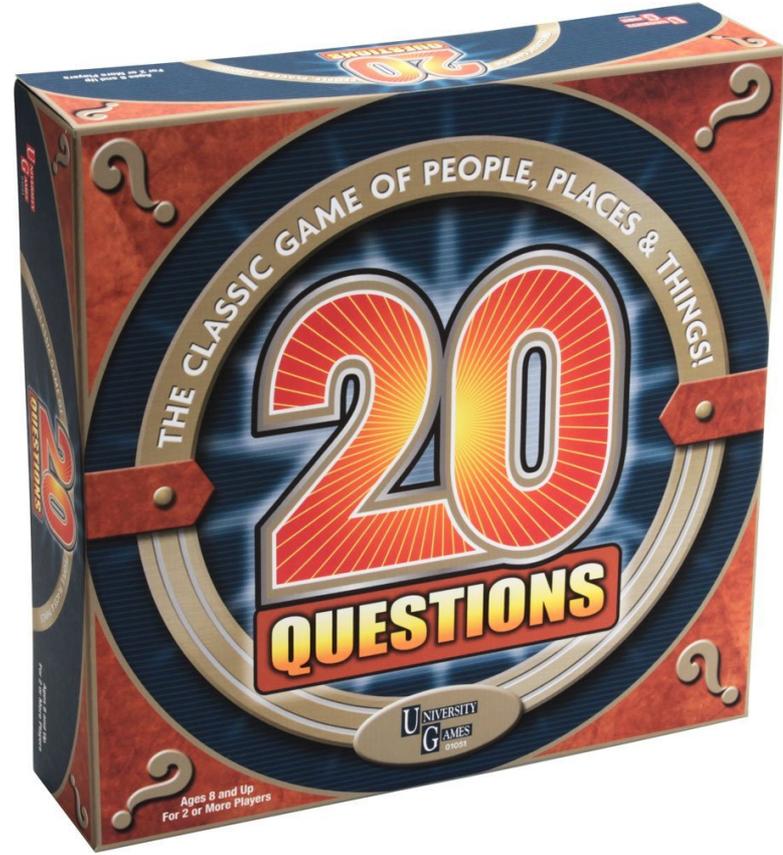


TPM-TPO
and Advanced
Analytics
are Bigger
in Dallas!

November 4-6, 2015



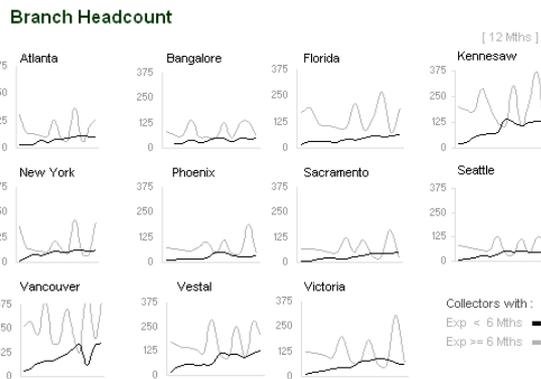
Do you Dashboard? Ask 20,000 Questions!



	Revenue [in \$ mn]	Goal [in \$ mn]	% of Goal	M-o-M	[12 Mths]
Darriane Foster	3.90	3.69	106%	24%	
Brittany Gayso	0.44	0.41	105%	290%	
Janik Gary	0.35	0.35	102%	-59%	
Tara Campbell	0.20	0.20	101%	-62%	
Charleston Epstein	2.12	2.16	98%	10%	
Dawn Roubotton	0.91	0.94	97%	44%	
Jason Carson	1.72	1.78	96%	-15%	
Grady Kennon	2.78	2.96	94%	106%	
Madhur Gupta	0.32	0.35	94%	-31%	
Anna Melinda	1.18	1.26	94%	55%	
Strong Garrison	3.16	3.40	93%	80%	
Stewart Durham	3.24	3.53	92%	0%	
Mahesh Rajan	0.34	0.38	91%	-47%	
Joaquin Parker	0.65	0.72	90%	-68%	
Yolanda Stacey	2.17	2.41	90%	83%	
Ericka Johl	2.18	2.44	89%	151%	
Kurtis Underwood	0.48	0.55	88%	1%	
Sheila Pritam	1.39	1.58	88%	-13%	
Smith Olagbende	1.98	2.26	87%	-60%	
Falon Mitchell	0.27	0.31	87%	-68%	
Einstein Hambrick	1.09	1.27	86%	-61%	
Nina Owens	0.21	0.24	86%	-72%	
Erika Lathan	0.97	1.16	84%	-69%	
Barbara Hawkins	0.29	0.38	78%	-15%	

Headcount

	Headcount Jun-09 [12 Mths]	Additions [in Jun-09]	% Meeting Goal [in Jun-09]
All Collectors	2388	-387	62%
Exp < 6 Mths	855	51	63%
Exp >= 6 Mths	1533	-438	61%



Branch Performance

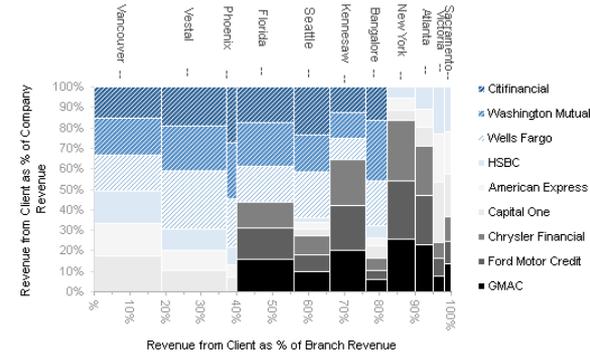
	Revenue [in \$ mn]	Goal [in \$ mn]	% of Goal	[12 Mths]	% Meeting Goal [Jun-09] [May-09]	
Sacramento	0.56	0.64	88%		61%	64%
Seattle	3.33	3.88	86%		63%	61%
Vestal	5.62	6.96	81%		62%	64%
Bangalore	2.06	2.63	78%		64%	57%
Victoria	0.86	1.14	75%		55%	62%
Atlanta	1.67	2.24	74%		62%	61%
Vancouver	6.40	8.64	74%		60%	62%
New York	2.62	3.55	74%		63%	59%
Phoenix	1.24	1.78	69%		61%	62%
Florida	4.95	7.20	69%		62%	64%
Kennesaw	3.07	5.24	59%		67%	61%

Branchwise Client Revenue

[Choose Client]

American Express

	Revenue [in \$ mn]	Goal [in \$ mn]	% of Goal	M-o-M	[12 Mths]
Sacramento	0.12	0.13	89%	-61%	
Atlanta	0.15	0.19	81%	-8%	
Vancouver	1.00	1.29	77%	79%	
Seattle	0.11	0.16	72%	38%	
New York	0.15	0.22	71%	246%	
Victoria	0.20	0.29	69%	-74%	
Vestal	0.54	0.82	66%	-17%	
Phoenix	0.07	0.11	63%	-75%	
Bangalore	0.07	0.13	57%	-52%	



Clientwise Branch Revenue

[Choose Branch]

Bangalore

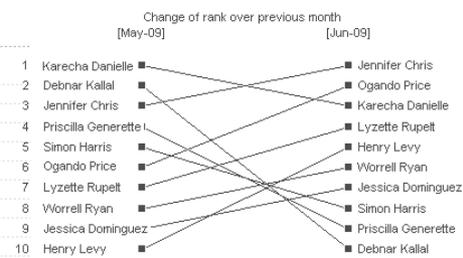
	Revenue [in \$ mn]	Goal [in \$ mn]	% of Goal	M-o-M	[12 Mths]
HSBC	0.13	0.11	18%	-35%	
Capital One	0.12	0.13	99%	4%	
Ford Motor Credit	0.09	0.11	88%	-60%	
Washington Mutual	0.60	0.70	86%	21%	
Chrysler Financial	0.12	0.14	85%	-45%	
GMAC	0.12	0.15	83%	-34%	
Citifinancial	0.34	0.50	68%	-43%	
Wells Fargo	0.45	0.67	67%	-11%	
American Express	0.07	0.13	57%	-52%	

Branchwise Team Leader performance

[Choose Branch]

Vancouver

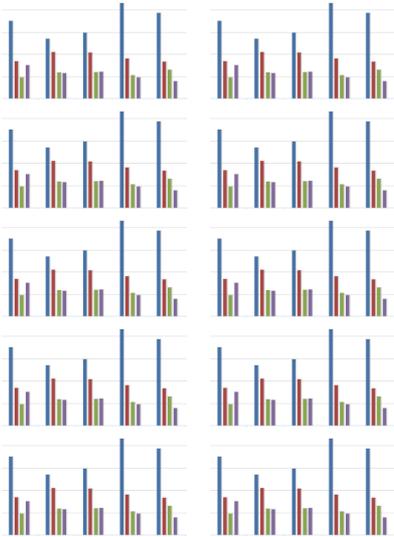
	Revenue [in \$ mn]	Goal [in \$ mn]	% of Goal	[12 Mths]	Headcount	M-o-M	% Meeting Goal [Jun-09] [May-09]	
Karecha Danielle	1.83	1.73	106%		36	9%	76%	71%
Debnar Kallal	0.44	0.42	104%		63	75%	73%	48%
Worrell Ryan	0.49	0.49	100%		75	108%	49%	61%
Jessica Dominguez	0.24	0.25	96%		36	33%	46%	60%
Ogando Price	0.27	0.29	93%		48	100%	62%	80%
Lyzette Rupelt	0.41	0.45	92%		60	67%	61%	67%
Jennifer Chris	0.21	0.23	92%		36	100%	71%	83%
Priscilla Generette	0.23	0.26	92%		36	100%	67%	50%
Simon Harris	0.60	0.70	86%		90	114%	63%	52%
Henry Levy	0.27	0.31	85%		48	0%	45%	64%



There are simply too many places to look in any dataset!

Assume there are 10 fields in the data + the outcome variable

1 variable at a time (10 graphs)



2 variables at a time (90 graphs)



3 variables at a time (720 graphs)



Who wants to review 820 graphs?

Customer Example: Fortune 500 Marketing Department

Objective: Predict the most valuable customers based on their activity in first three months

1st Order Analysis



1.2 X more valuable



1.3 X more valuable



5 X more valuable



2nd Order Analysis (8000 combinations in 4 mins.)



&



Completely unprofitable



&



7.5 X more valuable



Ask Every Question and Test Every Pattern

I want to understand

🎯 Daily Revenue

Just specify the variable you want to understand and BeyondCore does the rest

Rows represent Purchases

(Purchases, Patient Visits, Transactions, ...)

and the unit is Dollars

(Dollars, Days, Returns, ...)

My story's name is RetailRevenue

Story name defaults to the name of the dataset

📁 Save and Exit

🕒 Schedule

🌟 Create Story

BeyondCore asks every question, validates every answer, and creates the Story

Do you Dashboard? Whack a Mole!



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TPM-TPO and Advanced Analytics are Bigger in Dallas!

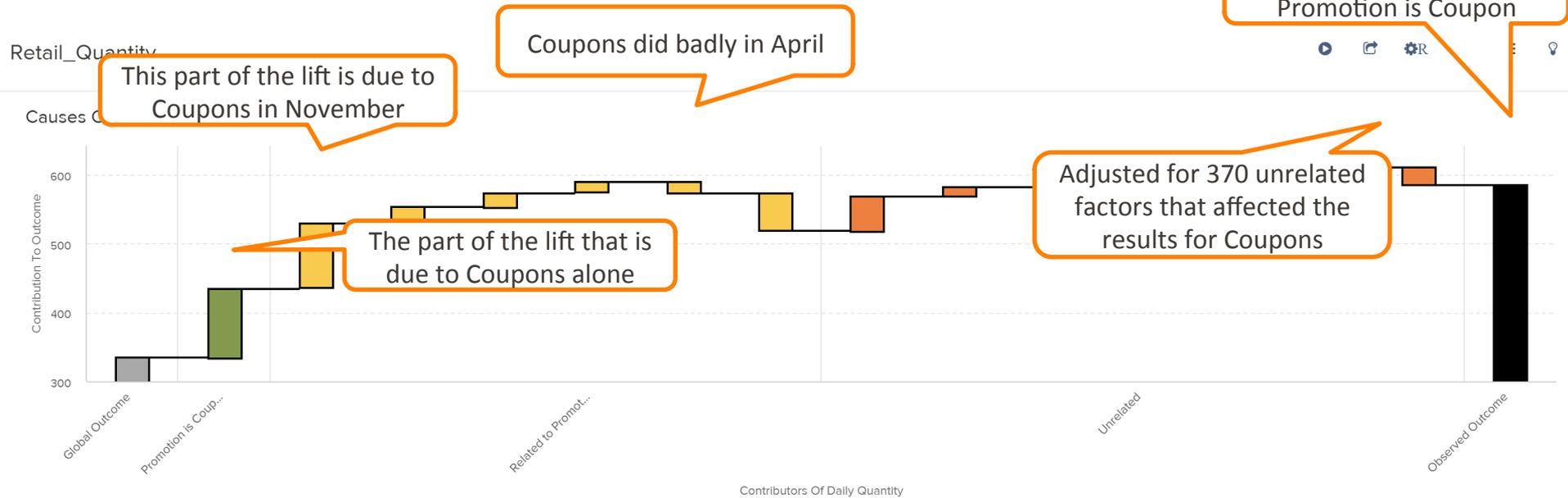
November 4-6, 2015

DMA	Time Selection	Prev Week			vs. LY			Prev Week		
		Net Sales	Eat In Sales	Out of House Sales	Net Sales	Eat In Sales	Out of House Sales	Labor %	Food Cost %	Over Short
DMA	Measure: Store Number									
		27,434.16	7,617.77	19,722	+2.66%	+26.03%	+2.37%	● 26.26%	● 30.12%	● 6.72
	164	13,159.87	1,280.04	11,880	-4.55%	-41.60%	2.45%	● 23.33%	● 31.83%	● 1.73
	165	19,669.95	3,645.81	16,024	2.76%	8.46%	1.54%	● 26.74%	● 30.35%	● 7.41
	166	17,481.37	2,740.08	14,711	N/A	N/A	N/A	● 23.64%	● 30.19%	● -132.45
Tallahassee	139	21,537.91				25.02%	4.26%	● 21.51%	● 29.08%	● 8.66
	140	25,469.57				11.14%	11.10%	● 19.57%	● 28.44%	● -9.31
	141	15,090.1				1.48%	-0.65%	● 22.80%	● 27.31%	● 1.80
	142	12,260.4				-38.97%	14.52%	● 16.80%	● 24.30%	● 2.28
	143	8,699.25				-6.45%	6.27%	● 29.78%	● 28.11%	● -1.47
Tampa	93	22,266.76	1,872	20,395	12.09%	50.25%	9.53%	● 16.81%	● 21.73%	● -37.74
	94	15,127.88	2,972.40	12,155	0.02%	10.46%	-2.23%	● 23.83%	● 27.13%	● -71.76
	95	18,907.28	1,208.61	10,374	-10.42%	-43.47%	-45.31%	● 22.76%	● 16.84%	● -25.04
	96	14,796.22	1,955.23	12,841	-7.18%	-4.58%	-7.57%	● 20.74%	● 27.01%	● -30.12
	97	16,638.51	1,192.95	11,584	1.93%	-7.85%	-22.92%	● 18.78%	● 26.23%	● -7.70
	98	10,821.52	1,400.57	9,421	15.84%	16.94%	15.67%	● 27.15%	● 26.21%	● -13.30

But, WHY is it Red or Yellow?

Leading CPG Firm Promotions Effectiveness

Objective: Understand which promotions are effective and why



Month is November may be affecting Daily Quantity when Promotion is Coupon.

Promotion is Coupon by itself explains 40 Units of the change in Daily Quantity.

The following factors involving Promotion is Coupon may be related to an increase in Daily Quantity:

- Month is November occurs 8.2% of the time globally but it changes to 32.8% when it is known that Promotion is Coupon. Because of these cases, the Daily Quantity increases by 94 Units per Transaction

- Discount is 0.1 occurs 29% of the time globally but it changes to 32.6% when it is known that Promotion is Coupon. Because of these cases, the Daily Quantity increases by 24.3 Units per Transaction