

SHE WAS FROM
MARKETING...HE WAS
FROM IT...BUT THEIR
ISSUE WAS AS BIG
AS BIG DATA ITSELF!

THE TERADATA® QUERYGRID™ SOLUTION

ONE DAY IN
THE OFFICE...



I THINK I CAN
INCREASE CUSTOMER
CONVERSION RATES
USING ADVANCED
ANALYTICS!



GREAT! WHAT
ARE YOUR
REQUIREMENTS?

DATA

Customer
Social Media
Product
Customer Care
Web
Orders
Response History
Product Ratings & Reviews

WHAT DO
YOU THINK?



TASKS

- ✓ Profile customers with cluster analysis
- ✓ Find top affinity products for each cluster
- ✓ Identify influential customers
- ✓ Continually look for website visitors who do not convert
- ✓ Automate inbound & outbound communications

HMMM...



DATA

Customer



LET ME MAKE
SOME NOTES...

DATA

Customer
Social Media
Product
Customer Care
Web
Orders
Response History
Product Ratings & Reviews

Analytic Engines

Data Warehouse

Discovery

Data Lake

TASKS

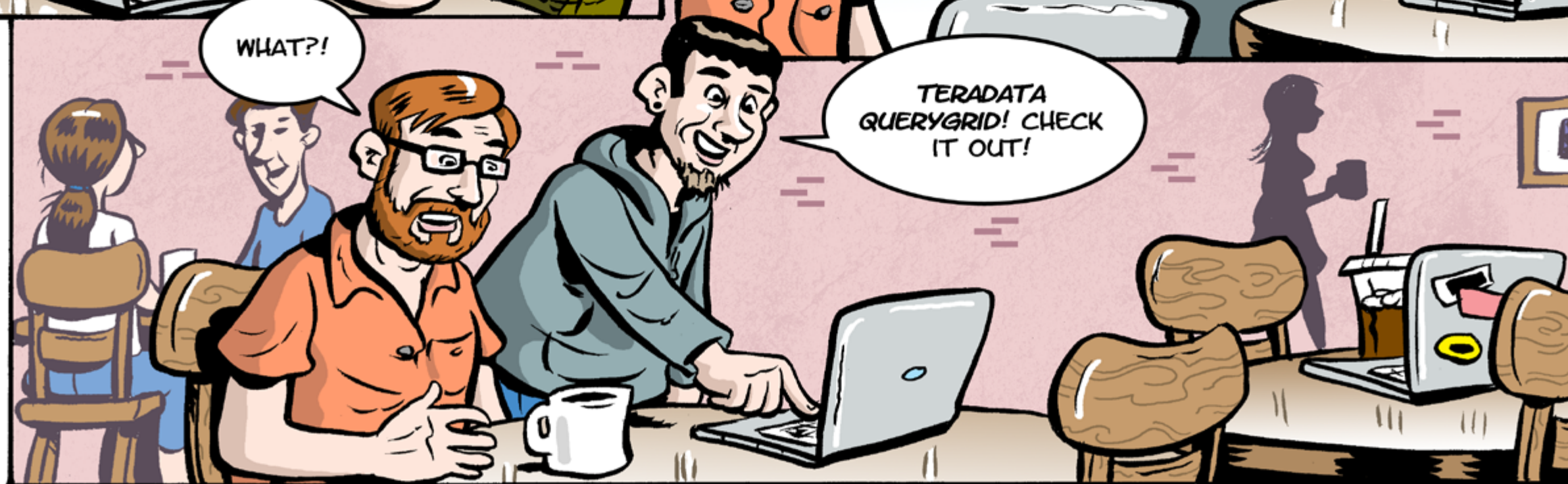
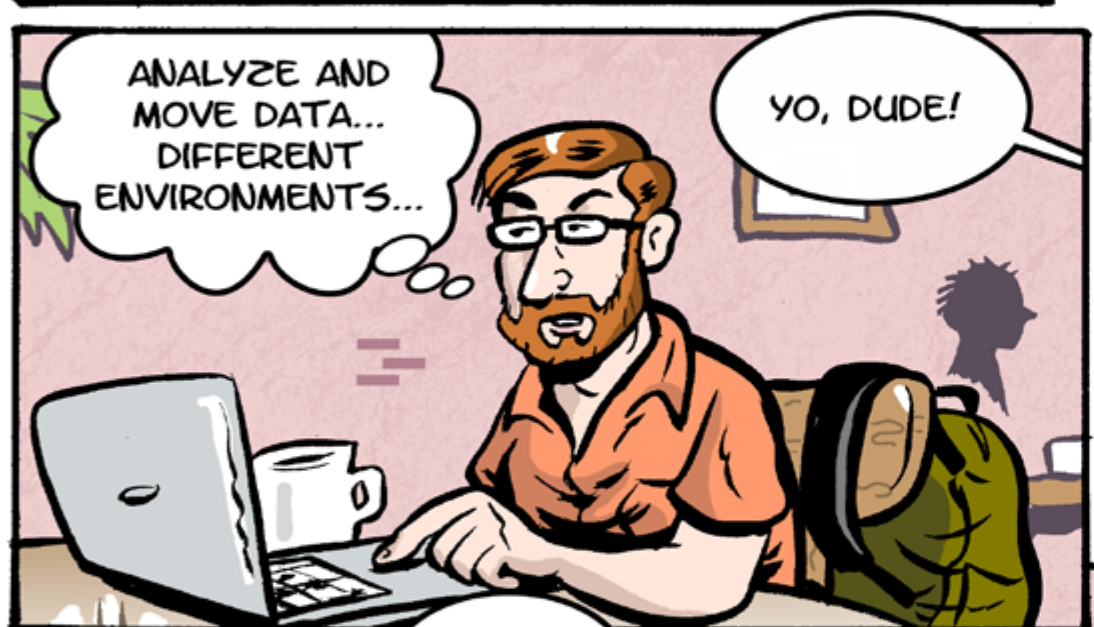
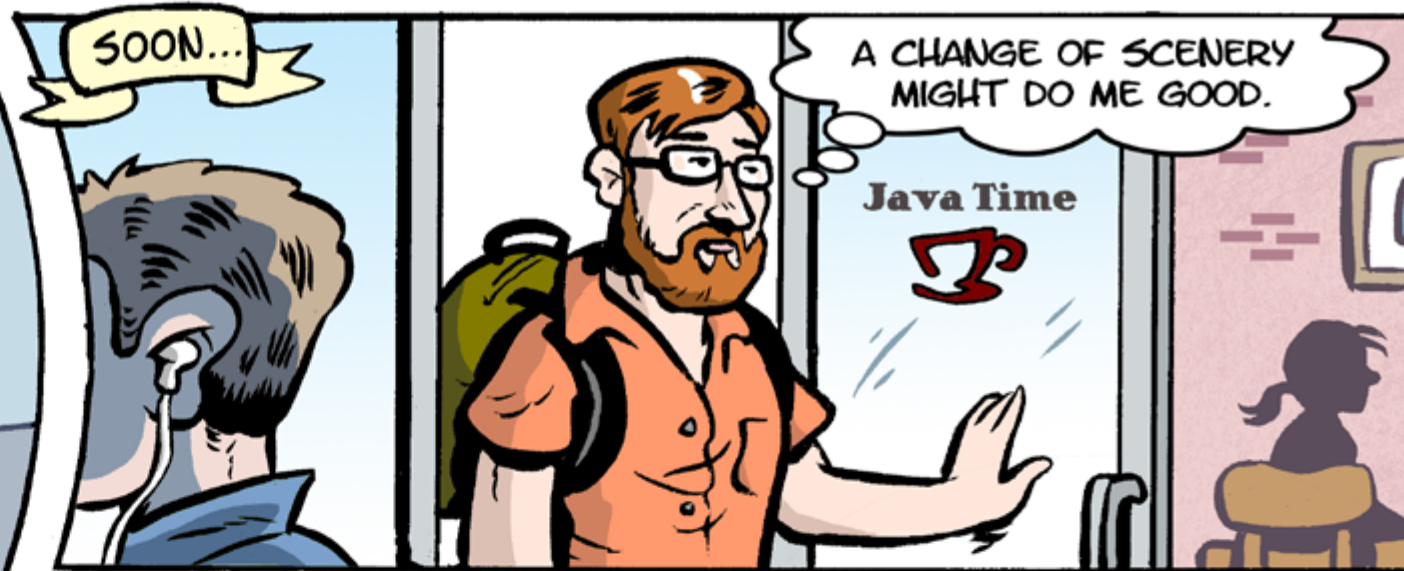
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?!

THE DATA IS SPREAD
ACROSS DIFFERENT ENVIRONMENTS
WITH DIFFERENT ANALYTICAL
CAPABILITIES. CAN YOU PICK ONE
FOR YOUR "MUST HAVE"
REQUIREMENTS?









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Teradata
QueryGrid

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SEE? WITH A SINGLE
QUERY, WE CAN
ORCHESTRATE YOUR
AWESOME IDEA!

IT'S THAT
EASY?!

