



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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Revolutionizing Business Analysis with the Cognitive AI Framework

Dr Colin Fu, CEng, Associate Professor in Marketing Science

Have you ever wondered...

- How your competitors are leveraging AI to gain an unfair advantage in the market?
 - What's stopping your organization from doing the same?

Imagine...



... but sadly...

Jamie Smith...

“I am just trying to retain my customers...”



Loyalty Programme?



Solutions?



Analysing the data ...



Optimizing Customer Retention and Loyalty Programs



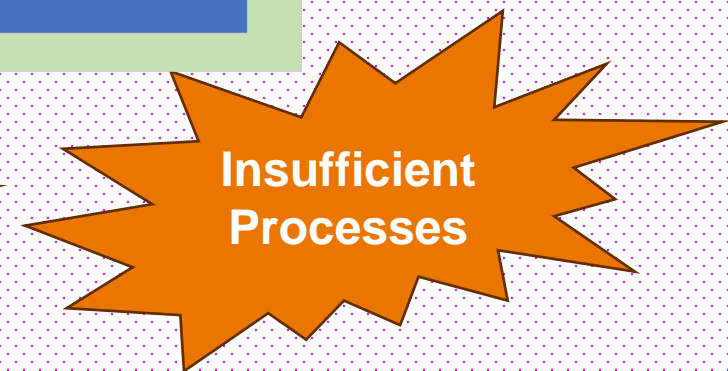
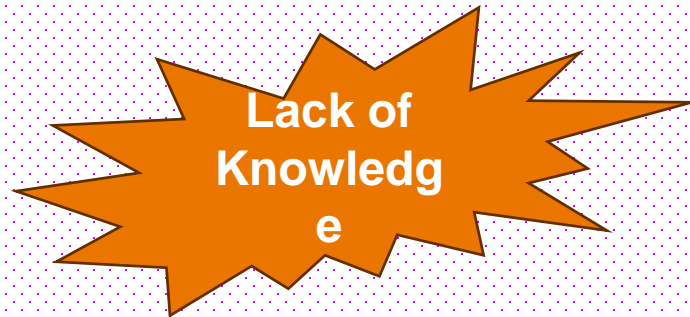
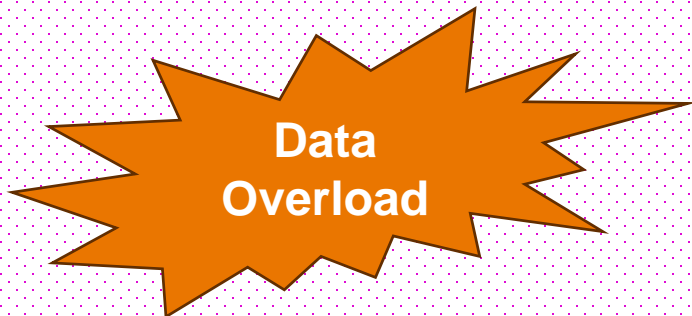
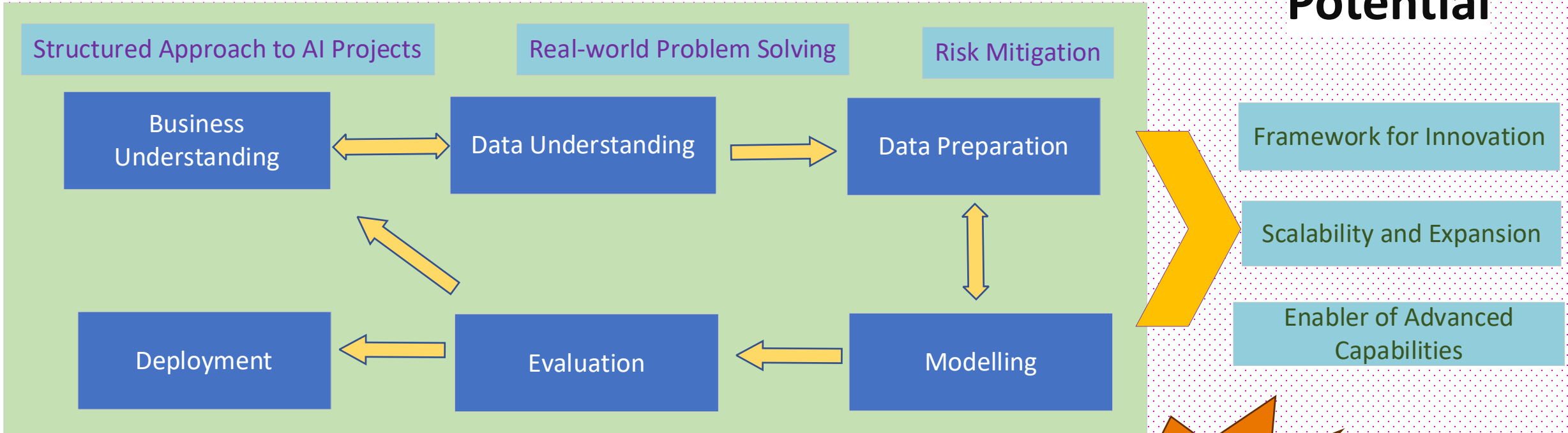
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Customer ID	Age	Gender	Location	Login Frequency (per month)	Total Purchases (\$)	Last Purchase Date	Loyalty Points Earned	Loyalty Points Redeemed	Feedback Score (1-5)	Engagement Level	Preferred Channel	Campaigns Responded To	Subscription Status
1														
2	1001	34	F	New York	8	1200	2023-05-15	350	300	4	High	Email	3	Active
3	1002	27	M	Los Angeles	3	650	2023-05-20	150	50	2	Low	SMS	1	Active
4	1003	45	F	Chicago	5	900	2023-04-10	200	180	3	Medium	App	2	Inactive
5	1004	32	M	Houston	10	2200	2023-06-01	500	450	5	High	Email	4	Active
6	1005	29	F	Phoenix	4	750	2023-03-25	100	100	1	Low	Social Media	0	Inactive
7	1006	37	M	Philadelphia	6	1050	2023-04-30	300	250	4	Medium	Email	2	Active
8	1007	50	F	San Antonio	2	400	2023-02-18	50	20	2	Low	SMS	0	Inactive
9	1008	23	M	San Diego	9	1750	2023-06-05	400	380	5	High	App	3	Active
10	1009	41	F	Dallas	7	1300	2023-05-10	350	300	4	High	Email	3	Active
11	1010	36	M	San Jose	5	800	2023-04-22	150	100	3	Medium	Social Media	1	Active
12	1011	30	F	Austin	4	700	2023-03-15	100	70	2	Low	App	0	Inactive
13	1012	39	M	Jacksonville	8	1450	2023-05-25	300	250	4	High	Email	3	Active
14	1013	42	F	San Francisco	3	650	2023-04-05	150	100	2	Low	SMS	1	Inactive
15	1014	26	M	Columbus	6	950	2023-05-30	250	200	3	Medium	Social Media	2	Active
16	1015	28	F	Fort Worth	7	1200	2023-04-15	300	250	4	High	Email	3	Active
17	1016	47	M	Charlotte	5	800	2023-03-10	200	150	3	Medium	App	1	Inactive
18	1017	33	F	Seattle	9	1600	2023-06-08	400	350	5	High	Email	4	Active
19	1018	31	M	Denver	2	450	2023-04-01	50	20	2	Low	SMS	0	Inactive
20	1019	38	F	Washington	8	1400	2023-05-12	300	250	4	High	Social Media	3	Active
21	1020	40	M	Boston	6	1100	2023-04-18	250	200	3	Medium	App	2	Active

Jamie Smith... (??)

Dual approaches...

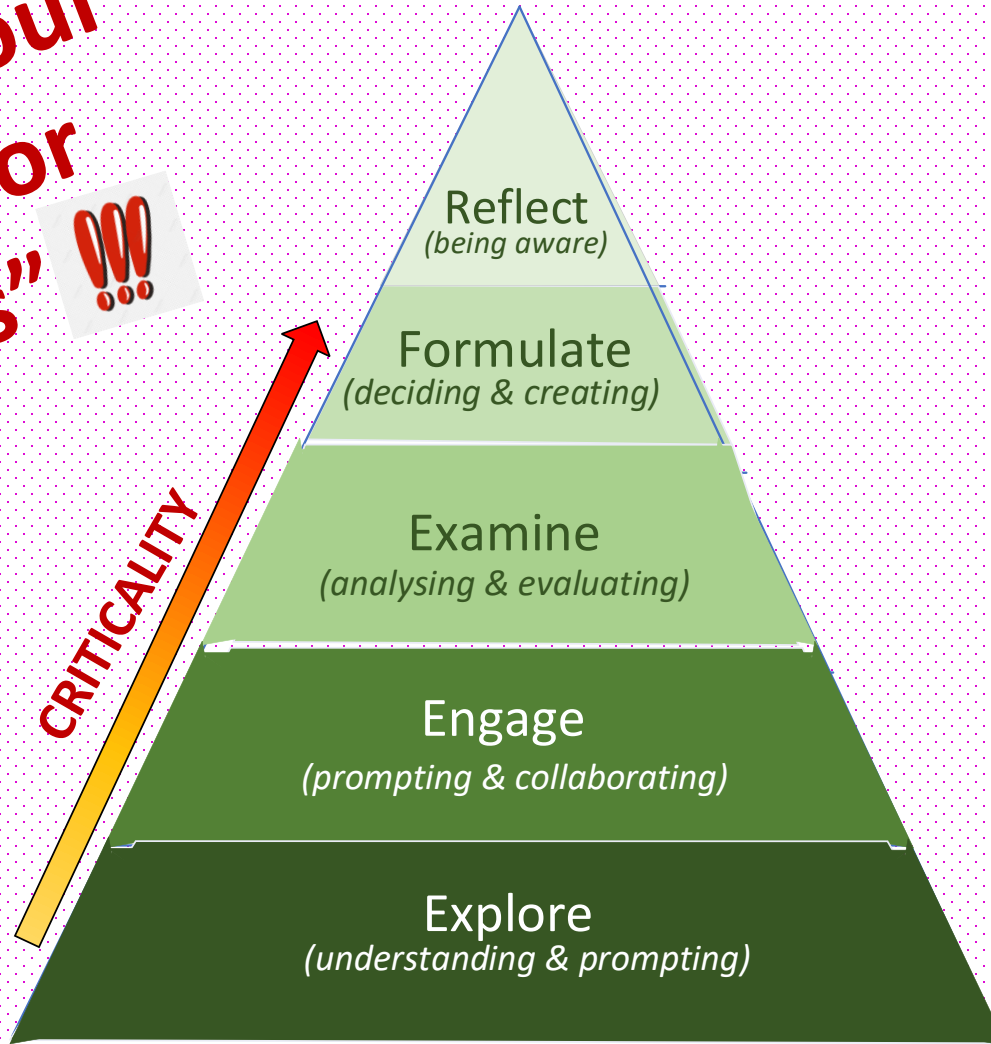
Practical Applications

Transformative Potential



The Five Stages of the Cognitive AI Framework

**“Make AI Your
Mentor for
Profits”** 



Journey through... *Explore*

What is the dataset about?



Customer behaviour, preferences, and engagement

Email - preferred channel

What are the key takeaway?

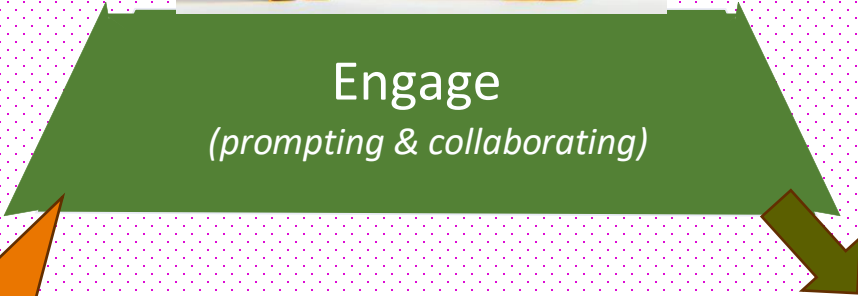
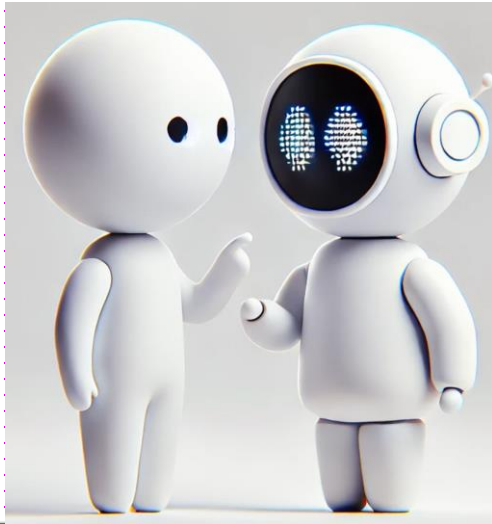
Explore
(understanding & prompting)

More females than males

Purchases \$400 to \$2200,

Journey through... *Engage*

Create the SWOT?



Create frequency spending chart with the day of the week?

Effective Email Channel

Low Engagement

SMS Channel

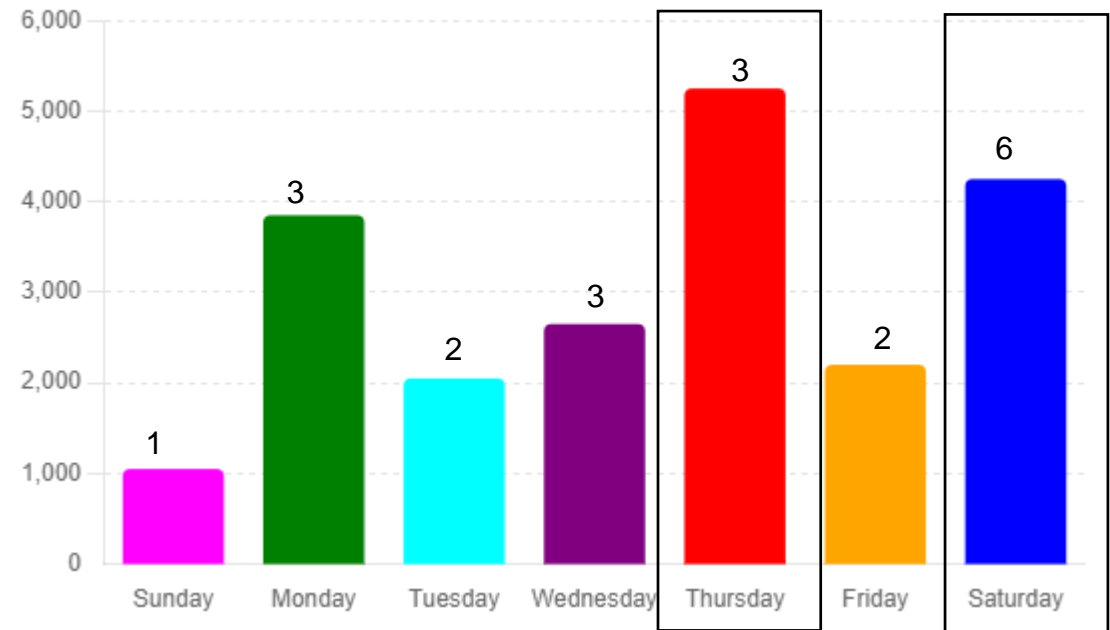
S **W**

Email for High Values Customers

Saturation of Email

O **T**

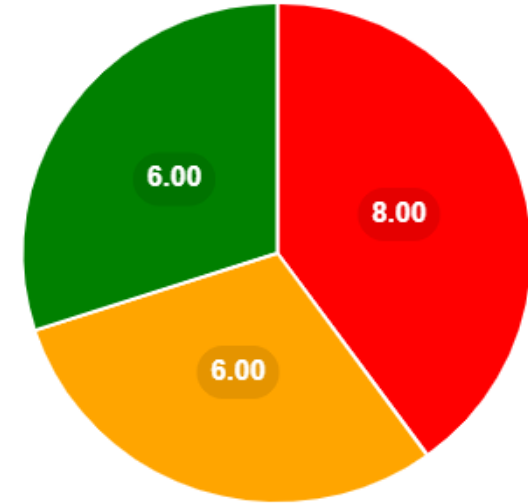
Y Total Spending Amount (\$) by X Day of the Week



Journey through... *Examine*

Customer Engagement Levels Distribution

For High, Low, and Medium



Examine
(analysing & evaluating)

What are the spreads of low, medium and high engaged customers?

What are the engagement channels for each category?

- Email – Highest engagement
- App – Balanced
- SMS and SM – Lowest engagement

Journey through... *Formulate*

What are the key strategies to increase engagement?



Formulate
(deciding & creating)



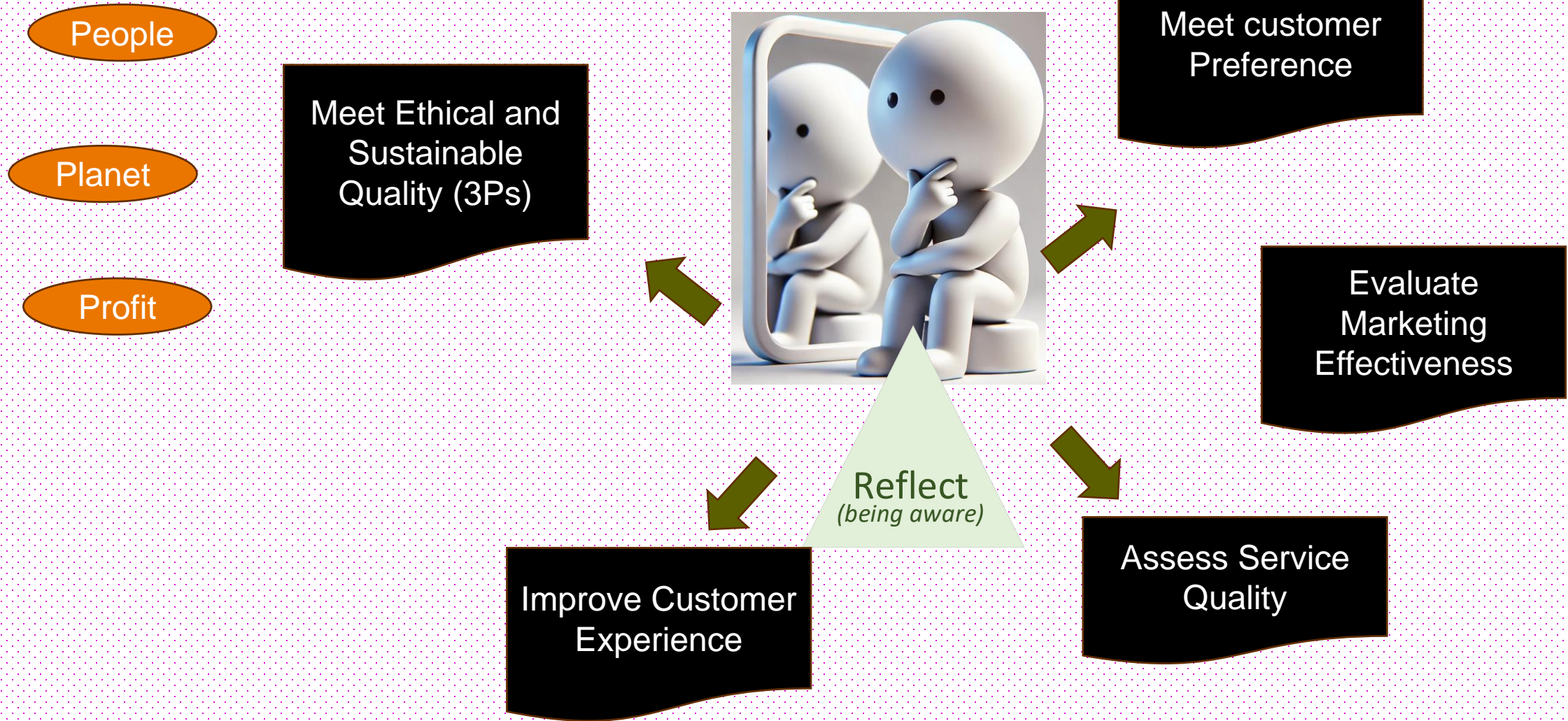
Launch tiered loyalty programme

Incentivise SMS and SM booking

Differentiate campaign for Males vs Females

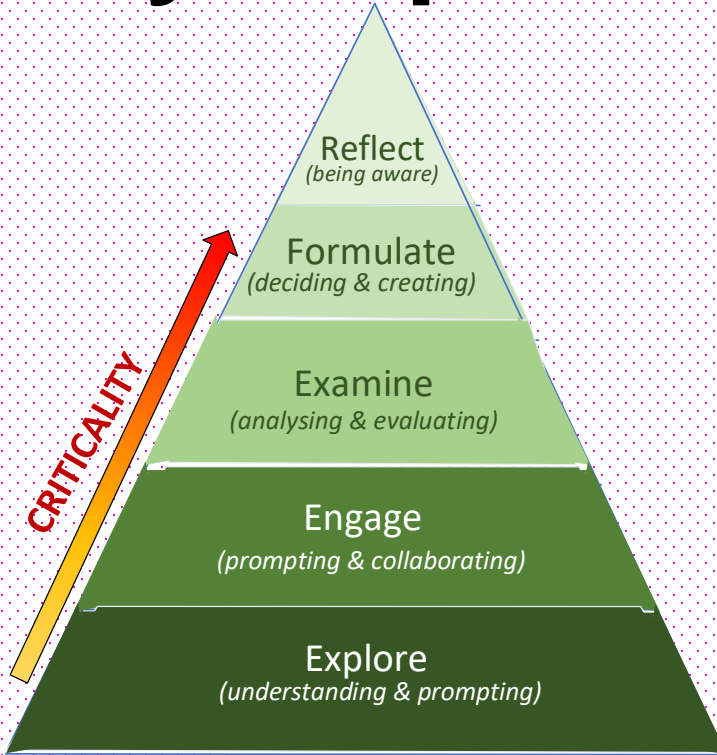
Implement CRM for Email segmentation

Journey through... *Reflect*



Customer Journey Map

Typical customer profile?



QUALITY
PERSONALIZED
- PRODUCT -
PRODUCT

OG

HIGH QUALITY
PRODUCT

PERSONALIZED
VALUE

OG

HIGH PERCEIVED VALUE
WITH PERCEIVED VALUE

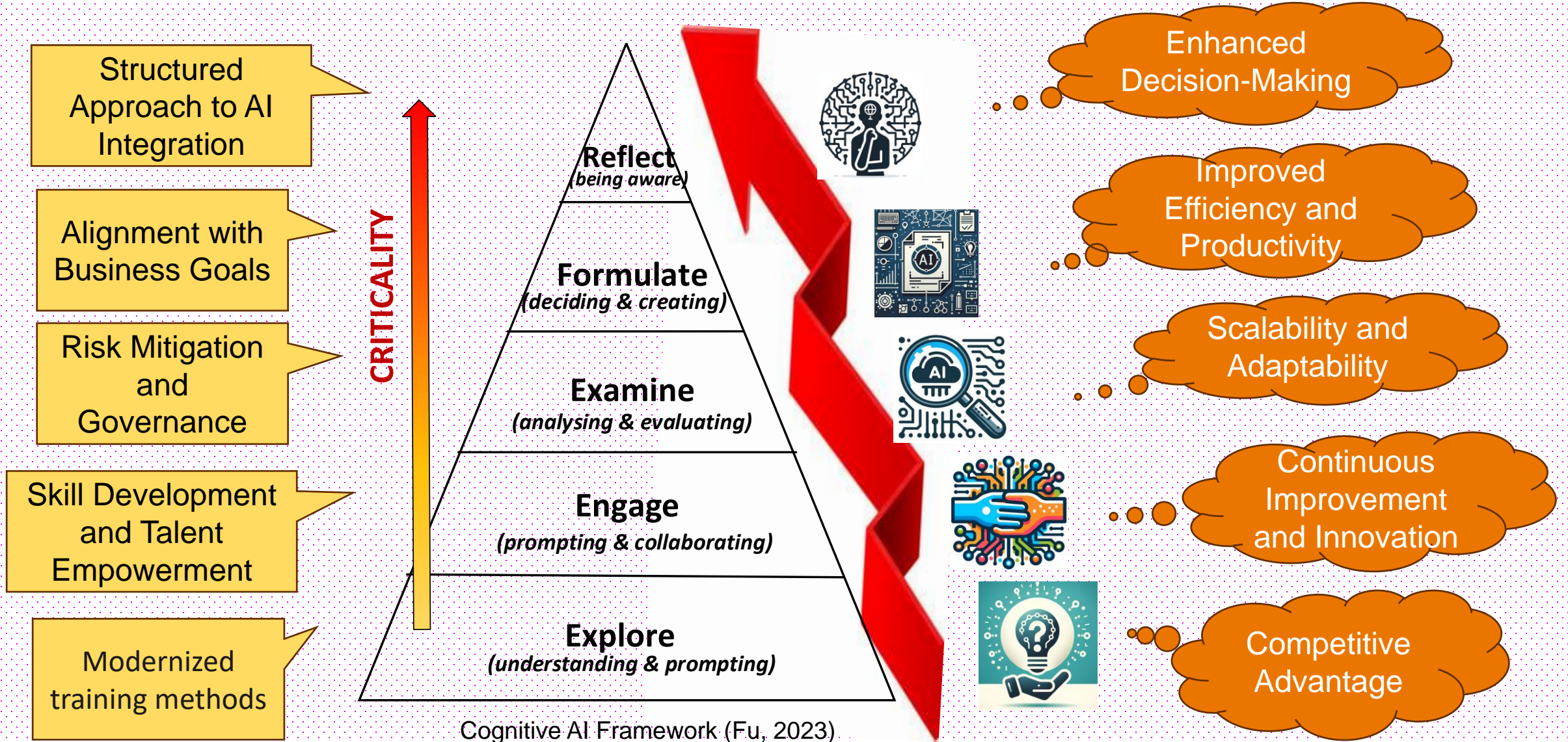
Sunita Patel



- | | | | | |
|----------------|----------------------------|-----------------|---------------------------|---------------|
| Aware | Consider | Decide | Purchase | Retain |
| Email Campaign | Personalized Communication | Assessing Value | Personalised product \$2k | Loyalty Prog |

\$50k/y
 35 years

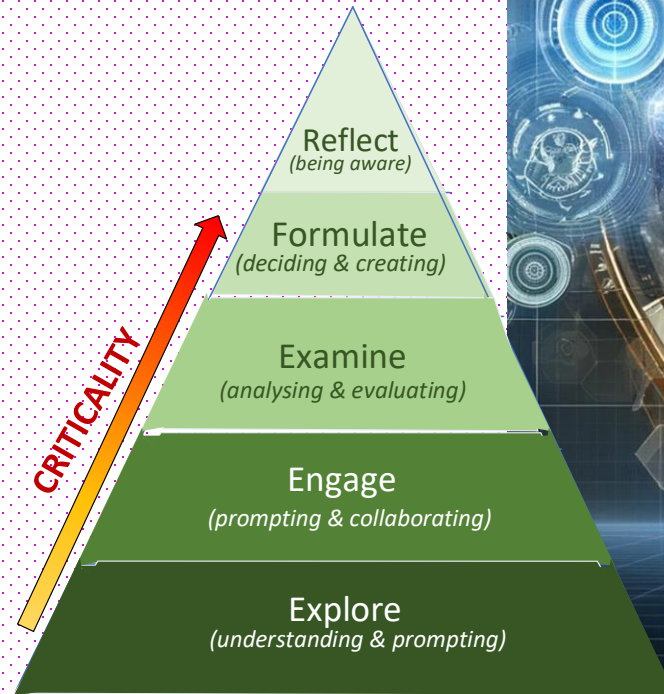
Transformation and Triumph



Conclusion and Impact

- Human-insight Analytics
- Global outlook and inter-disciplinary focus
- Commitment to ethical and sustainable practice

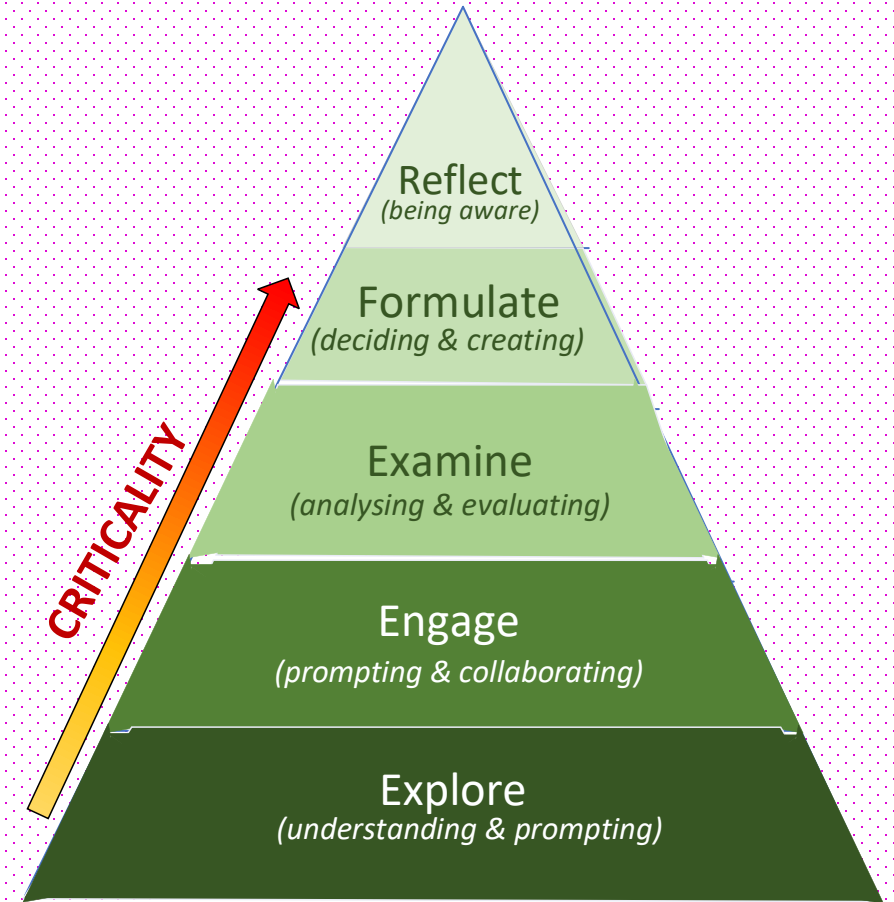
“Make AI Your Mentor for Profits”



Q&A and Discussions

- "Make AI Your Mentor for Profits"

...Cognitive AI Framework



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