

DT Module: DT Dimensions; Data As Asset

DTSL B-2

Neena Pandey, IIMV



Session Objective

- Data Perspective: Traditional versus Digital World
- Data Driven Business Strategy
 - Data Types
 - Big Data
 - Data into Customer Value

Data Perspective: Traditional versus Digital



Data As an Intangible Asset

FACEBOOK

GOOGLE vs. APPLE

DISNEY PARKS & RESORTS

Key Data Types for Business Strategy

Business Process Data

- Inventory & Supply Chain, Sales, Billing, Human Resources
- Manage and optimize business operations; reduce risk, provide external reporting

Product/ Service Data

- Cartographic (Google), Business (Bloomberg), Weather (TWC)
- Delivery of Core Value proposition

Customer Data

- Purchases, Behaviour, Comments/Reviews, Demographics, Surveys
- More relevant and valuable interactions; Personalized service

Data Strategy



Turning Data into Customer Value

Insights: Revealing the Invisible

- Relationships, patterns, influences, customer psychology
- e.g., Gaylord Hotels' referral strategy

Targeting: Narrowing the Field

- Identification of the most relevant (targeting micro-segments)
- e.g., Disney Resorts

Personalization: Tailoring to Fit

- Relevant treatment; Tailoring messaging, offers, pricing, services, and products

Context: Providing a Reference Frame

- How one customer's actions stack up against others
- Nike+ platform, Glassdoor