

Fireside Chat Business Intelligence & Analytics

How to Craft a Winning
Business Intelligence Strategy

BANGKOK
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HOTEL NIKKO BANGKOK
#DDSUMMIT



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What is the biggest challenge your organisation faces in leveraging BI effectively?

① Start presenting to display the poll results on this slide.

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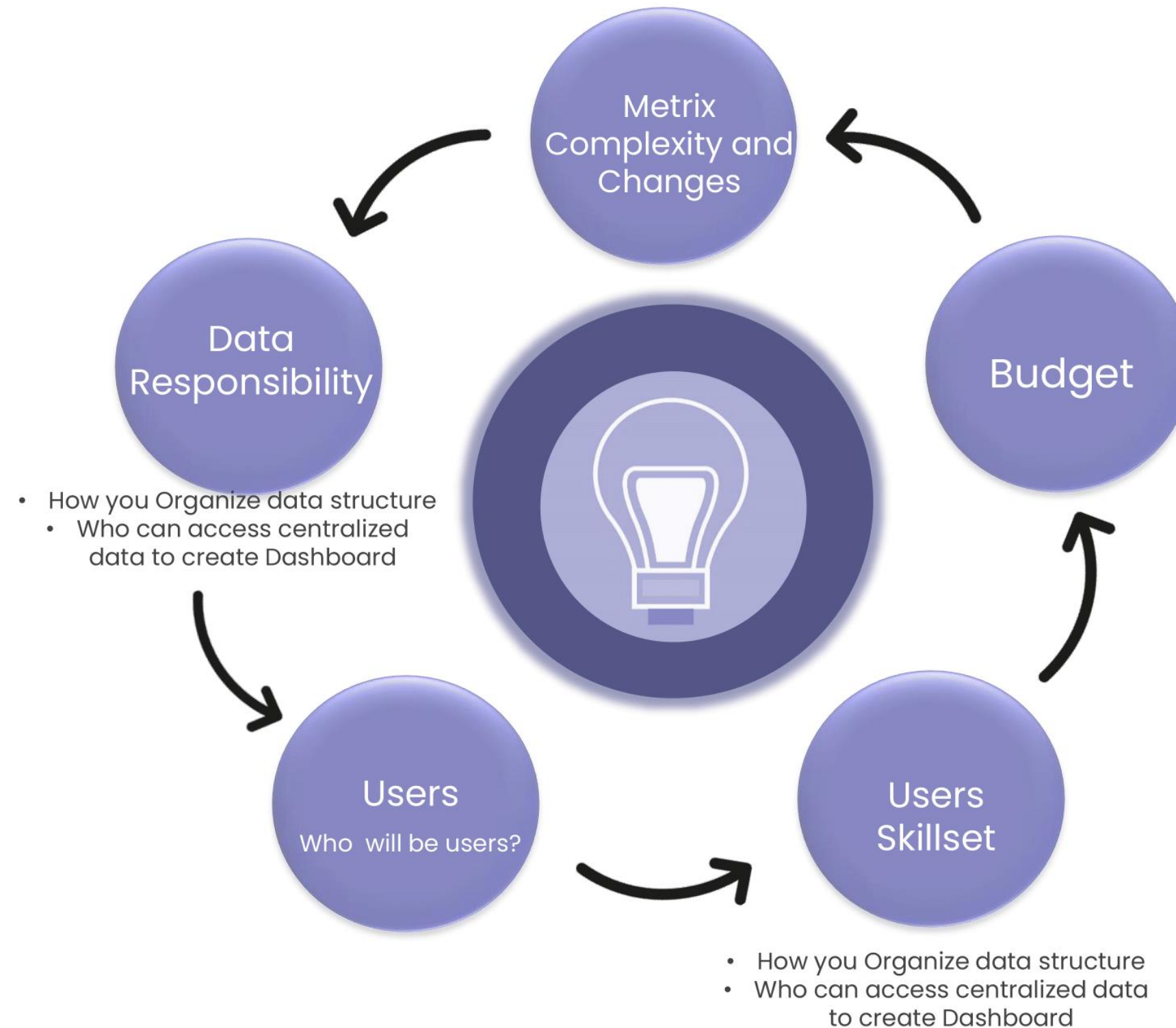
QUESTION 1

How do your organisations choose the use the right BI tools that cater to their unique business and growth needs?





Choosing the Business Intelligence Tools



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QUESTION 2

How do you create a BI framework that works smartly for your organisation / team?





Effective BI Framework require a Clear Goal

The Home and Living Destination

Goal a Complete Home Decoration **Personalized Journey** both online and Offline

Company Fundamental Improvement

Customer Best Experience

Performance Monitoring

Company Performance	Traffic and Media Insights	Price Comparison	Funnel Analysis
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Customer insight

Customer Persona	Search Behavior / Review	Life stage	Style / Room Type
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Efficiency Improvement

- Fundamental & Journey Improvement
- Business Gap for New Strategy

Behavioral Segmentation

- Cross Segmentation
- Targeted customer
- Personalized Ads

Customer Behavior Prediction by Machine Learning

Personalized Customer Journey

- Segmented Campaign ,
- Efficient Marketing Planning
- Smart Recommendation (Buy together, You May Also Like)

Customer Top of Mind



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QUESTION 3

How do you approach data privacy & governance?



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QUESTION 4

How do you get inputs to make your BI strategy more robust and ready for future?



Robust BI Strategy for the future

Start from
the top

Where do
you want to
go?

Close to
customers
and markets

Understand
capabilities



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Key
Takeaways



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Question &
Answer



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