Management Consulting & Corporate Strategy

I could learn fast and solve the problem, bridge different professionals as a generalist with data science and business expertise

Function experience ✓

- Advanced Analytics
- Due Diligence
- Transformation
- Market entry
- Supply Chain
- New Business
- Growth

Different industry case ✓

- Automotive
- TMT
- Real Estate
- Insurance / Finance
- Semiconductor
- Retail
- Industrial Goods
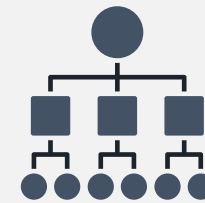
Connect organizational
power to business growth
With strategy and data

Data Governance is important in transformation project

The right experience...

CHANNEL

| Product | Pricing | Content and curation | Service | Distribution | Loyalty and engagement |

In the right channel...

CONTEXT

| Web | Mobile | Push notification | Email | Paid display | Paid social | Travel Agent | Call centre |

At the right time...

TIMING

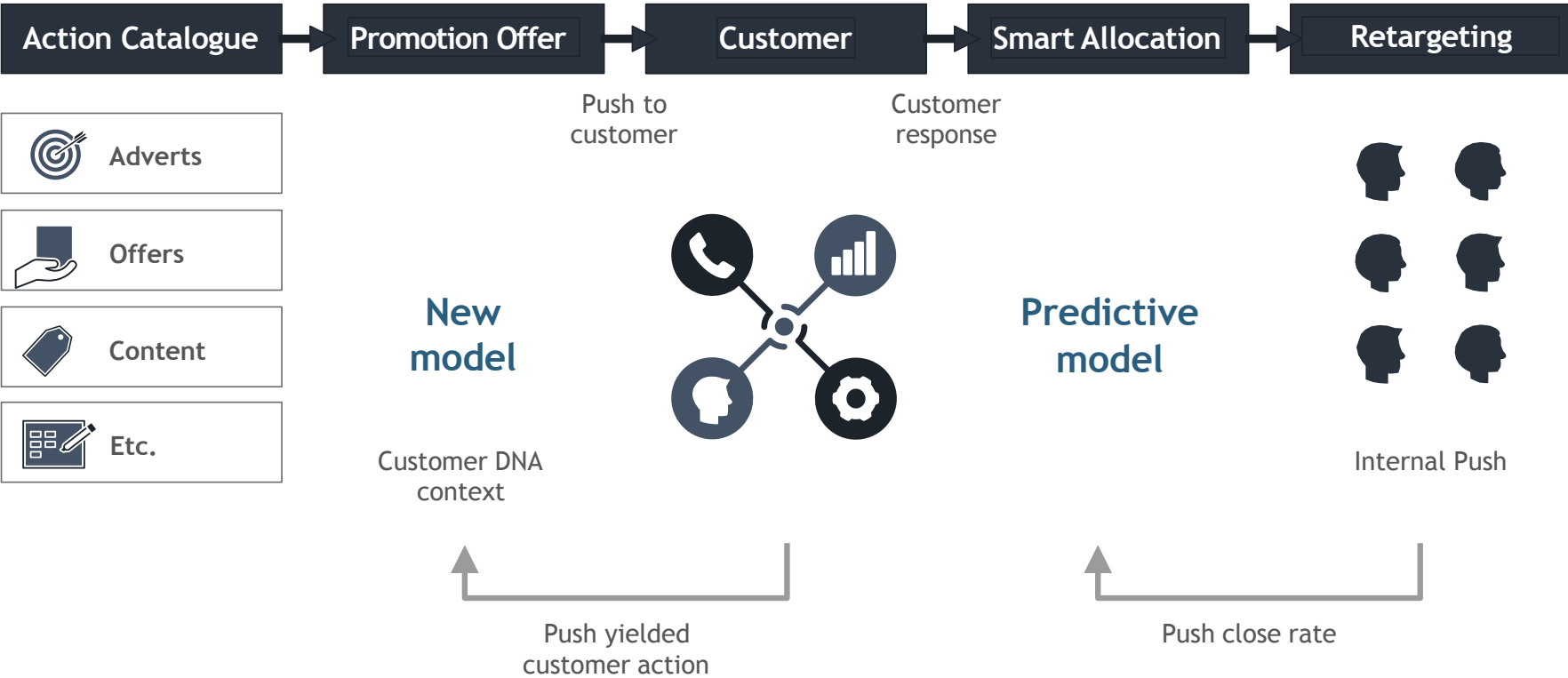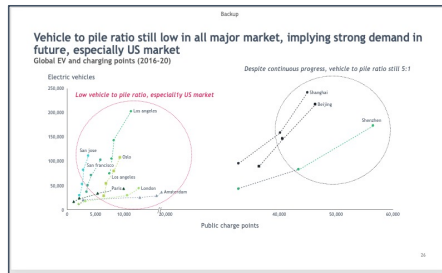| Location | Weather | Season | Social context | Time of day | Day of week | Frequency | Sequence |

For everyone

Personalized Messages and Next Best Offer (NBO) using algos deliver 3X-5X incremental uplift revenue. Increased model building efficiency 3X

| Action Catalogue | → | Promotion Offer | → | Customer | → | Smart Allocation | → | Retargeting |

Adverts

Offers

Content

Etc.

Push to customer

Customer response

New model

Predictive model

Customer DNA context

Internal Push

Push yielded customer action

Push close rate

Developed IoT use case and roadmap for client market entry strategy

Market scoping	Capability analysis	Market sizing

Challenge
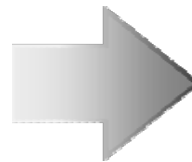
Solution

The boundary for competition and industry in IoT are blurry...

Expert Interview
Logical thinking & team validation
Developed Cross-check process