

How to optimise the value of your customer base?

'The Data Miner' solution from Tech4T combines software, training and support - in fact everything you'll ever need to 'mine' your data!

Many successful companies are using data mining for improved decision making. Using powerful analytical techniques, data mining enables you to turn raw data into marketing intelligence to gain competitive advantage.

Data mining is a *journey* - a continuous process combining your business knowledge with the data you've acquired. Empowered through data mining, you gain tremendous insights into your business problems and identify new marketing opportunities. Armed with the results, you solve complex problems and make improved decisions.

You've invested time, effort and resources in acquiring your data. Now, get a return on that investment through data mining.

Enter **'The Data Miner'** - a unique software and training workshop combination from Technologies4Targeting that is individually tailored to your needs and time-scales.

Based predominantly around the powerful and modular **SPSS** analytical software and using your own data, we take you through a series of 'how to' workshops. Learn to use the software to transform and explore your data, undertake lifetime value analysis, segmentation, profiling and response modelling right through to churn analysis. Apply data mining methodologies to marketing and learn to measure and review the results.

Our staff have undertaken workshops for clients both small and large and from a variety of industry sectors, including *MBNA, Barbican Centre, RBOS, PM Tech, RS Components, PPP, Microsoft, AA, Saga, RAC, Neat Ideas...* As an example - **Following a 5-day hands-on data mining workshop on improved targeting, one client saved over £100,000 on a single campaign's mailing costs and lifted top cell response from 2.5% to 6%!**

We have extensive 'hands-on' experience in problem solving, data transformation and improvement, statistical analysis and database marketing. Vast computer processing and storage capability enables us to handle, clean, merge and manage data files of almost any size.

Tech4T occupy a unique position between the software authors and their users in the formation of integrated one-stop solutions to your data mining needs. We influenced the features within **FastStats** with Apteco, **CHAID** with Jay Magidson of Statistical innovations Inc and for the past 11 years have worked closely with **SPSS**, and other analytical software suppliers in product development and beta testing.



**Technologies
4 Targeting**
Data Improvement - Analytics - Marketing
Software - Training - Support - Services

THE DATA MINER



	Starter	Intermediate	Professional	
Installation & Basic Training	✓	✓	✓	Data mining basics. Methodology overview, software installation, configuration and familiarisation, understanding your needs/objectives, developing a tailored training plan with measurement criteria, translating and loading your own data files, data audit
Tech4T Workshops :				Work towards Technologies4Targeting's 'Data mining in marketing' certification. Awarded on successful completion of each of the training workshops.
Data Preparation & Reporting	✓	✓	✓	Data preparation/reporting for data mining/marketing analysis. File conversion, dictionary definition, data audit/exploration/improvement, sorting, selection, transformation, file merging, missing value analysis, date conversion/banding/labelling, cross-t
Lifetime Value Analysis	0	✓	✓	Lifetime value analysis (LVA). Understand customer cost/profitability, purchase patterns, apportion marketing spend to maximise ROI. Learn data acquisition/computation methods, file, record and field merge, aggregation, file flattening, split file process
Segmentation & Profiling	✓	✓	✓	Database segmentation and profiling inc. Recency, Frequency, Monetary Value (RFM). Track customer movement by changing profile, develop successful cross-sell/up-sell contact strategies and improve targeting. Includes correlation, weighting, ranking, score
Response Modelling & Scoring	0	✓	✓	Response and predictive modelling for improved campaign response. Identify database segments more likely to respond to offers and predict future sales and purchase activity. Techniques inc. sampling, marketing profit/loss, CHAID, AnswerTrees, logistic reg
Churn Analysis	0	0	✓	Churn or customer attrition analysis. Find out why customers defect, develop corrective retention and acquisition strategies and help define service levels to maximise loyalty. Techniques usually applied include predictive modelling, competitor analysis,
Analytical Software :				
Venn 5 (FOC)	✓	✓	✓	Venn 5 enables quick/easy customer overlap analysis/output across complex marketing selections. Import up to 5 separate data sets & select/analyse any combination of the 31 separate intersections. Selection output is to a new file or application. Develop
DBMS/Copy	0	✓	✓	DBMS/Copy offers speed and flexibility when transferring data to/from over 80 database/statistical software formats and gives you complete control over every aspect of data transfer, including selection, variable names, types, length, label and format.
SPSS Base	✓	✓	✓	SPSS Base provides a comprehensive range of data access, manipulation, analysis and presentation tools plus factor and cluster analysis, means, crosstabs, regression, correlations, T-tests, ANOVA, multiple response and discriminant procedures.
- Regression Models		✓	✓	SPSS Regression Models Add-on. Analyse the potency of responses such as prices or incentives; perform logistic regression, multi-dimensional scaling, non-linear regression and predict variables such as 'buy' or 'not buy', 'attend' or 'not attend', 'good'
- Tables	✓	✓	✓	SPSS Tables Add-on. Create more sophisticated presentation-ready tabular reports. Handle and display multiple response questions and missing data. Calculate over 30 statistics in your tables automatically and see three dimensions at once.
- Trends		0	✓	SPSS Trends Add-on. Run sales forecasts, monitor quality standards, study customer opinion - improve your forecasting with complete time-series analysis including multiple curve-fitting and smoothing models, ARIMA with Box-Jenkins, autoregression&
- Exact Tests			0	SPSS Exact Tests Add-on. If you have a small number of cases, or have variables where 80% or more of the responses are in one category, then traditional tests could be inaccurate. SPSS Exact Tests always gives you correct p-values regardless of your data
- Missing Values		0	✓	SPSS Missing Values Add-on. This module offers an efficient and easy way to describe and analyse missing values in quantitative data. You can look at missing value patterns and correct them so enabling you to analyse more data with greater accuracy and co
SPSS AnswerTree (includes CHAID)	✓	✓	✓	SPSS AnswerTree. Discover segments/build profiles/uncover hidden trends. 4 powerful decision tree algorithms CHAID, Exhaustive CHAID, Classification/Regression Tree CART & QUEST - performs variable/split point selection in separate stages for accuracy/sp
SPSS GOLDMineR		0	✓	SPSS GOLDMineR. A groundbreaking new tool for ordinal regression - helping you decide on how to correctly band continuous variables into appropriate categories. Graphical Ordinal Logit Displays based on Monotonic Regression will give a reliable package
Geographic Mapping			0	SPSS Maps, MapPoint, MapInfo or Tactician - customer penetration, drive time, targeting and media planning/competitor analysis to identify sales opportunities and take account of regional opposition. For geographic analysis Tech4T offer a choice of mapping software

The above software components and workshops form a comprehensive approach to data mining and marketing analysis. Using **SPSS** modules as the main software tools the workshops progress from basic software operation through practical strategies for data gathering and preparation, to the concepts and practices underlying modern data driven marketing techniques. Whatever your current level of expertise or database marketing, the **Data Miner** can help you. Call **+44 (0) 1733 890790** today to discuss your next steps.