

CELEBRUS CDP FOR Data Scientists



If you are a Data Scientist, then did you know that according to Harvard Business Review you are in one of “sexiest roles of the 21st Century*”.

In your role you get to coax treasure out of messy and unstructured data but wouldn't it be better to spend more time analyzing and modelling and rather less on data preparation! Here are some of the numerous challenges we have found Data Scientist are likely to be facing.

So what you are trying to achieve? If you find you need to:

- **Build sophisticated models** using data from several sources that can inform your commercial strategies
- **Improve segmentation** and deepen customer understanding

“ **1.5 times improvement in propensity model by adding in online behaviours** ”

Marketing Web Analyst, Centraal Beheer Achmea

- **Power accurate analytics** that inform CX enhancement and personalization
- **Uncover previously hidden insights** by bringing together individual level behavioral and transactional data
- **Use new and sophisticated analytical techniques** to inform omni-channel customer engagement
- **Ensure that your work drives profitability** throughout the business
- **Spend less time preparing and wrangling data** (many data scientists report spending as much as 80% of their role on data preparation and more time analysing data and delivering insights to the business)
- **Transform your organisation** from BI and data visualisation to true data science and discovery

* <https://hbr.org/2012/10/data-scientist-the-sexiest-job-of-the-21st-century>

How can Celebrus CDP help?

- Individual-level behavioral customer data captured across all your channels and devices to power streaming analytics, data discovery, visualisation and decisioning
- Data connected to your Cloud-based or on-premises enterprise system of choice in real time or every minute: **Teradata Vantage and Vantage CX, Snowflake, Amazon S3, Redshift and Auora, Google Cloud Platform, Microsoft Azure Synapse, Hadoop (HDFS), MongoDB, MS SQL Server, MySQL, and Teradata Native Object Store**
- The flexibility and freedom to use your existing analytics tools on the data captured by Celebrus CDP
- 180+ table data model with keys to enable all tables to be joined to each other which is fully extendable, allowing data to be shaped to facilitate easy analysis
- Can be deployed on site so personally identifiable information (PII) data is included and can be mapped to other data sets using key user identifiers
- Easy to deploy, highly scalable tagging-free solution which collects and delivers data without the need for custom ETL and that can be deployed on premise or in the Cloud

What have our clients achieved with Celebrus CDP?

1.5 times improvement in propensity model
by adding in online behavioral data - Global Retail Bank
>90% accuracy of predictive campaign modelling
within 24 hours of campaign launch - FBTO (Achmea Group)

“ **We have over 50 predictive models which, before having Celebrus data, were based on transactional and payment insights. Enriching this with Celebrus data, has significantly improved the accuracy of the models from 75% to 93%** ”

Head of Web Analytics, Leading European Retailer

To find out more or discuss the value Celebrus CDP can bring to your business, watch our 2 minute solution video or contact us to arrange a demonstration