Pragmatic Works

SALES AND MARKETING ANALYTICS

Empowering Business through Sales Data

Pragmatic Works' mission is to empower our clients to improve their business by leveraging their data. Through predictive analytics and machine learning, we help organizations anticipate business factors that lead to improved marketing efforts and a streamlined sales process.

By better understanding their sales and marketing analytics, organizations are able to use data to solve challenges like sentiment, acquisition, campaign, forecasting and collaborative filtering to move their business forward. With innovative tools like Azure ML and Power BI, this data is also available in real-time to help them make better business decisions quicker.

SENTIMENT

Social media is a digital source of textual data and its trends change at a dizzying pace. Machine learning can work with textual processing algorithms to organize the vast volumes of textual data. Classifying text as positive or negative or extracting useful keywords or keyword pairs and assigning the correlations to some known outcome can provide tremendous insight not previously possible with traditional sources of data.

ACQUISITION

Consumer acquisition is the goal of any sales and marketing organization. Often the quantity of leads outpaces an organization's ability to follow up. All leads are not created equal, and successful organizations should organize the leads accordingly. Understanding lead quality, associating the lead with a particular part of the business and predicting the timing of lead conversion are all critical in efficiently deploying sales efforts.

CAMPAIGN

Marketing has evolved from a purely creative process to a data-driven one. Determining which campaigns are most effective within consumer segments can be complex process. Which message can persuade which customers and when? Machine learning is able to leverage patterns in past campaigns with consumer segments and consumer behavior to determine the most effective campaigns to achieve ROI.

FORECASTING

An accurate forecast is essential in the process of identifying opportunities and preparing for them. Minimizing the gap between supply and demand can often result in the difference between negative and positive ROI. Machine learning can be used to identify complex factors along with past demand that correlate to future demand.

COLLABORATIVE FILTERING

Almost everyone has experienced the "Consumers who like this also like this" form of collaborative filtering. Leveraging recommendations of other customers who belong to a similar segment has shown a result in significant uplift. Machine learning is used to find the right mix of demographics and usage patterns that lead to high quality recommendations.

To learn more about how Pragmatic Works can help empower your organization, please contact sales@pragmaticworks.com