



BellaDati

BellaDati Agile Data Analytics Solution



We do global business locally. (HQ in ASIA, EU, USA)



Chicago
USA HQ

Prague
Europe HQ



Singapore
Asia HQ

BellaDati deliver across industries

Our innovative customers are in USA, Europe, Asia



Consumer Packaged
Goods



Banking



Retail & E-Commerce



Automotive



Heavy Industry



Production & Services



Telecommunication



Retail & Services



Hospitality



Service Desk



Fire-Rescue



至尊用车

Car Rental
E-Commerce



HR



Consumer Packaged
Goods



Insurance



Education



Heavy Industry



Energy Market

1. Click to connect +100 data sources

2. Analyse your data



Real-time data insights analytics for business user. Create any report. Faster.

For business user

For data analyst

For developer

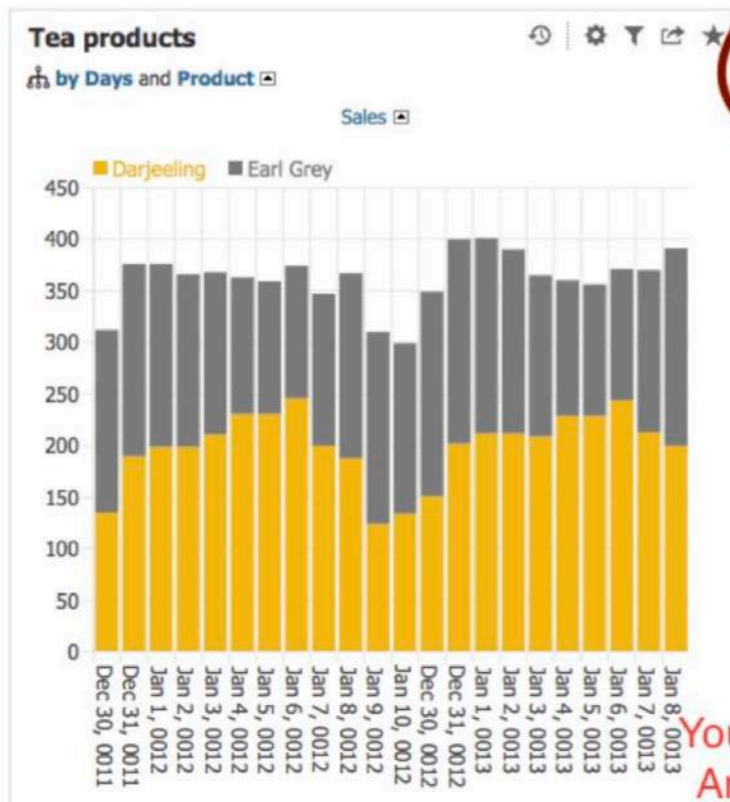
Embedded in 3rd party apps

Agile analytics. Fast POC. Fast deployment. Results for business user in week.

BellaDati Dashboards Reports Data sets Users Search...

Bella Coffee Report

More... Edit Share Export Variables and filters Comments and attachments History



You can insert components here. And users can filter, drill trough these components as well. No coding

Variables and filters

Time contains

12/28/0011

1/8/0013

Product Type contains

- Coffee
- Espresso
- Herbal Tea
- Tea

State contains

- California
- Colorado
- Connecticut
- Florida
- Illinois
- Iowa
- Louisiana

Market contains

- Central
- East
- South
- West

Line of product contains

Save Reset Edit

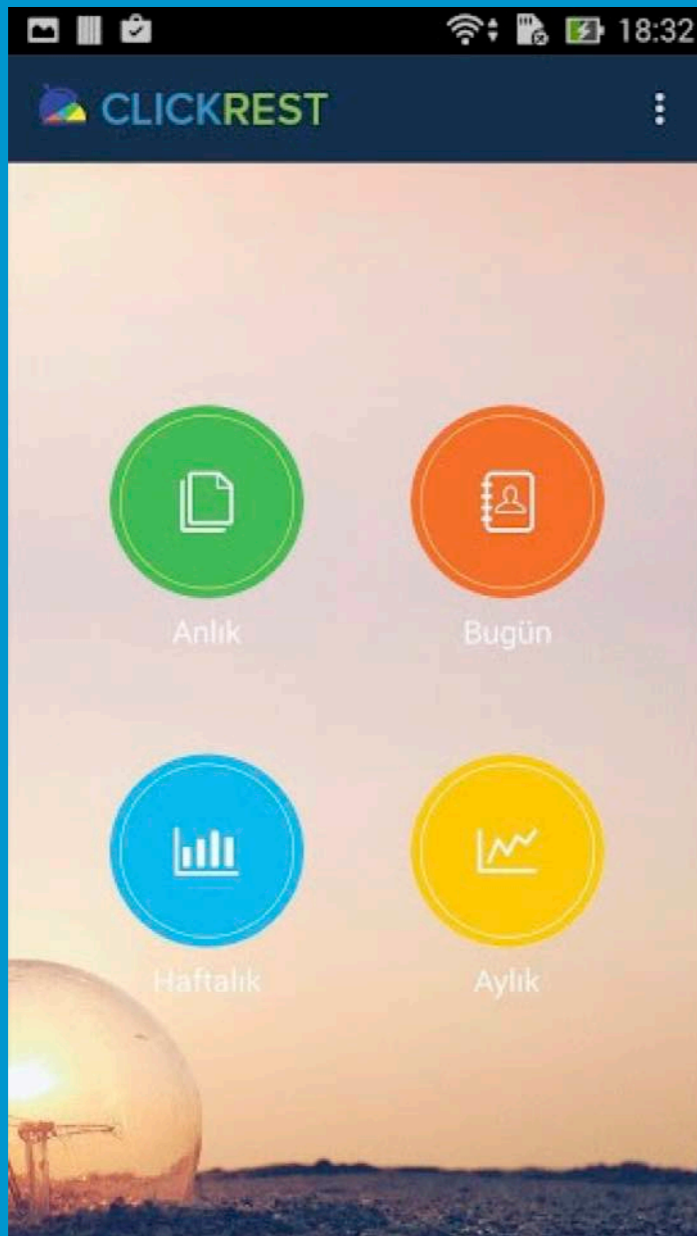


Data Analytics Platform SDK/API

(New analytics app versus customised BellaDati. Professional services)

{API+SDK}

Totally new analytics app for restaurants using BellaDati platform



Customised & rebranded BellaDati Application





Complete Advanced Analytics Tool Out of the Box and Platform = Key Differentiation


1  Rich **REST API** and **SDK**

2  Rich **Client API**

3  Ready made for **embedding**

4  **ETL** tool (Data Cleaning)

5  **Machine learning** and **Predictions**. Simple and complex **Algorithms**.

6  **IoT Framework**

7  **Data mining** - light and heavy weight. **Packages** and **studio**.

8  **Big Data** (Hadoop & MongoDB)

BellaDati is purely web based agile data analytics platform. Key differentiation factors are



9

Agile BI. Pure web-tech.
Complete BI.



13

Unstructured and structured data analysis



10

Cloud & on-premise
version



14

Industry Analytic **Apps**
& 100+ data **connectors**



11

Social network
for business data discovery



15

Native **Mobile BI app**
for iOS & Android



12

Rich **agile reporting**
and **dashboarding** layer



16

BellaDati **Multidomain**

Complete Agile BI solution. Single Application to deploy



BellaDati Machine Learning

Examples of Solutions by Business Function



Sales & Marketing

- Omnichannel Customer Segmentation and Product Recommendation
- Omnichannel Customer Segmentation Cross-sell and Up-sell
- Customer Segmentation and Content Personalisation
- Churn Prediction and Prevention



Production & Operation

- Predictive Maintenance
- Remote Monitoring
- Manufacturing Quality Prediction
- Fraud Detection & Prevention



Logistics & Distribution

- Demand & Load Prediction
- Dynamic Routing



Human Resources

- Advanced HR Analytics



Other Solutions

- Data Cleaning

Banking, securities, insurance companies

Life Insurance Analysis

More...

Edit Share Export Variables and filters Comments and attachments History

Overall

From 01/2014 to 09/2014

RENEWAL PREM

358

SURRENDER PREM

15,157

WRITTEN SCALE PREM

573,586

WITHDRAW PREM

72,233

Withdraw Rate

2.64%

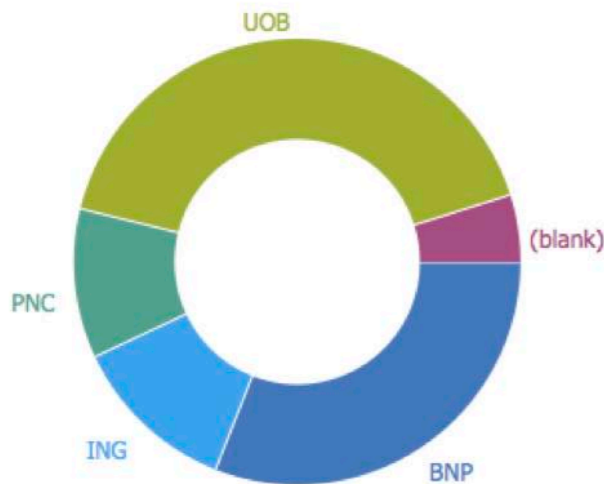
Surrender Rate

11.18%

Renewal Prem by Bank

BANK ORG NAME From 01/2014 to 09/2014

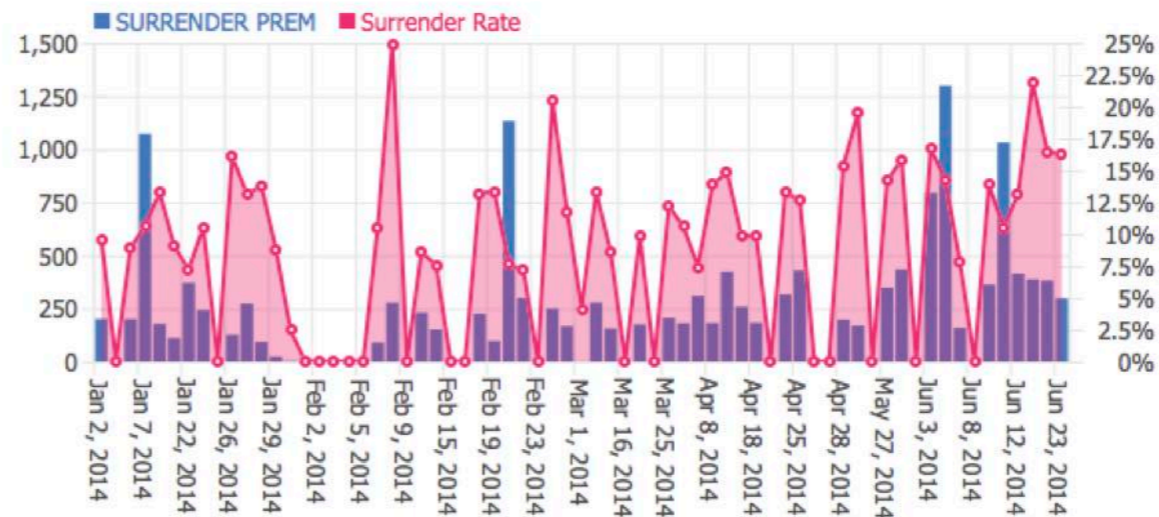
RENEWAL PREM



Surrender Prem vs. Surrender Rate

by Days From 01/2014 to 09/2014

SURRENDER PREM, Surrender Rate



Sales Channel Analysis

SALES CHANNEL NAME From 01/2014 to 09/2014

WITHDRAW PREM, SURRENDER PREM



Surrender Prem by Org

LV4 ORGAN NAME From 01/2014 to 09/2014

SURRENDER PREM



Variables and filters

Start 10 2014

End 10 2014

ORGAN NAME not set

SALES CHANNEL NAME not set

Save Edit

Solution Includes

Prior to BellaDati, Cognos was in use. Too complex for business users. Too complex for changes, deployment intensive

- Multi-dimensional analysis, by organisation, product, sales channel, charge mode
- Collections per insurance product by year/month/day
- Policy analytics according start/end periods
- Withdrawal and surrender ratio by multiple tiers of organisation
- over 100 different reports using analytics formulas, drill downs, filters, KPIs
- Business users access, share, modify reports directly
- Datasources: Oracle, Cognos, Call center,
- Deployment: Big Data, Hadoop
- Deployment time to first actionable reports: 14 days



Policies

Number of Policies
6,601

In Force Rate
50.57 %

Amounts

Average Premium Amount
₹ 24,594

Average Amount Deposited
₹ 25,396

Death Claims

Death Claim Rate
0.58 %

Average Sum Claimed
₹ 167,500

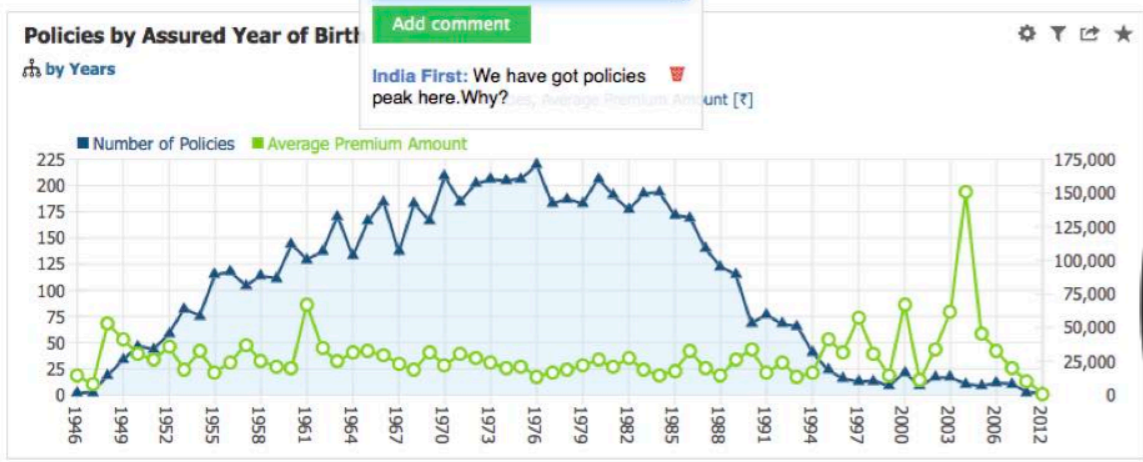
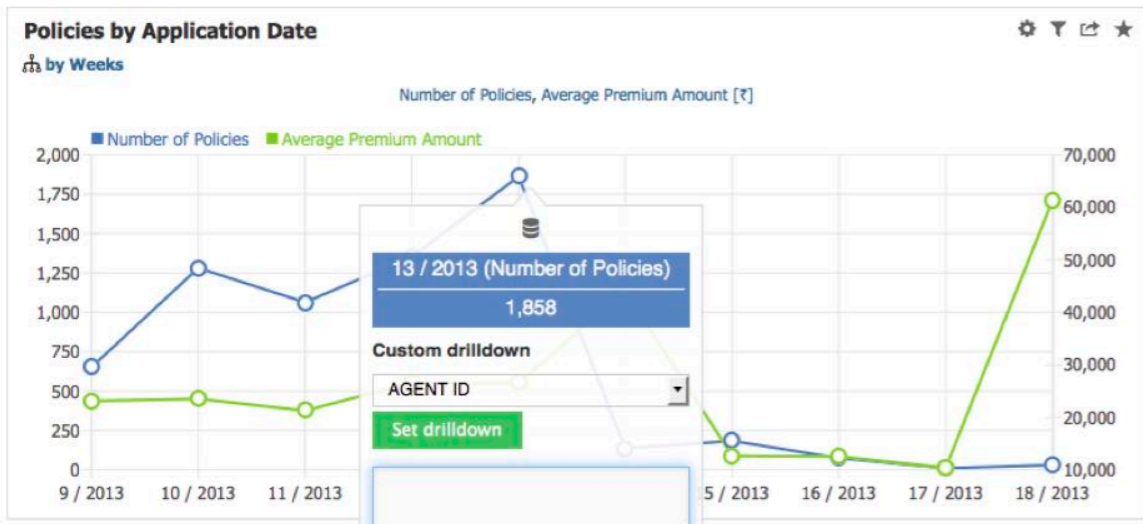
Attachments

Add attachment

Comments

Add comment

- India First**
We have got policies peak here.Why?
- India First**
top left
- India First**
average sum
- India First**
We need to find ways to reduce this!
- India First**
This is an overview of life insurance data.



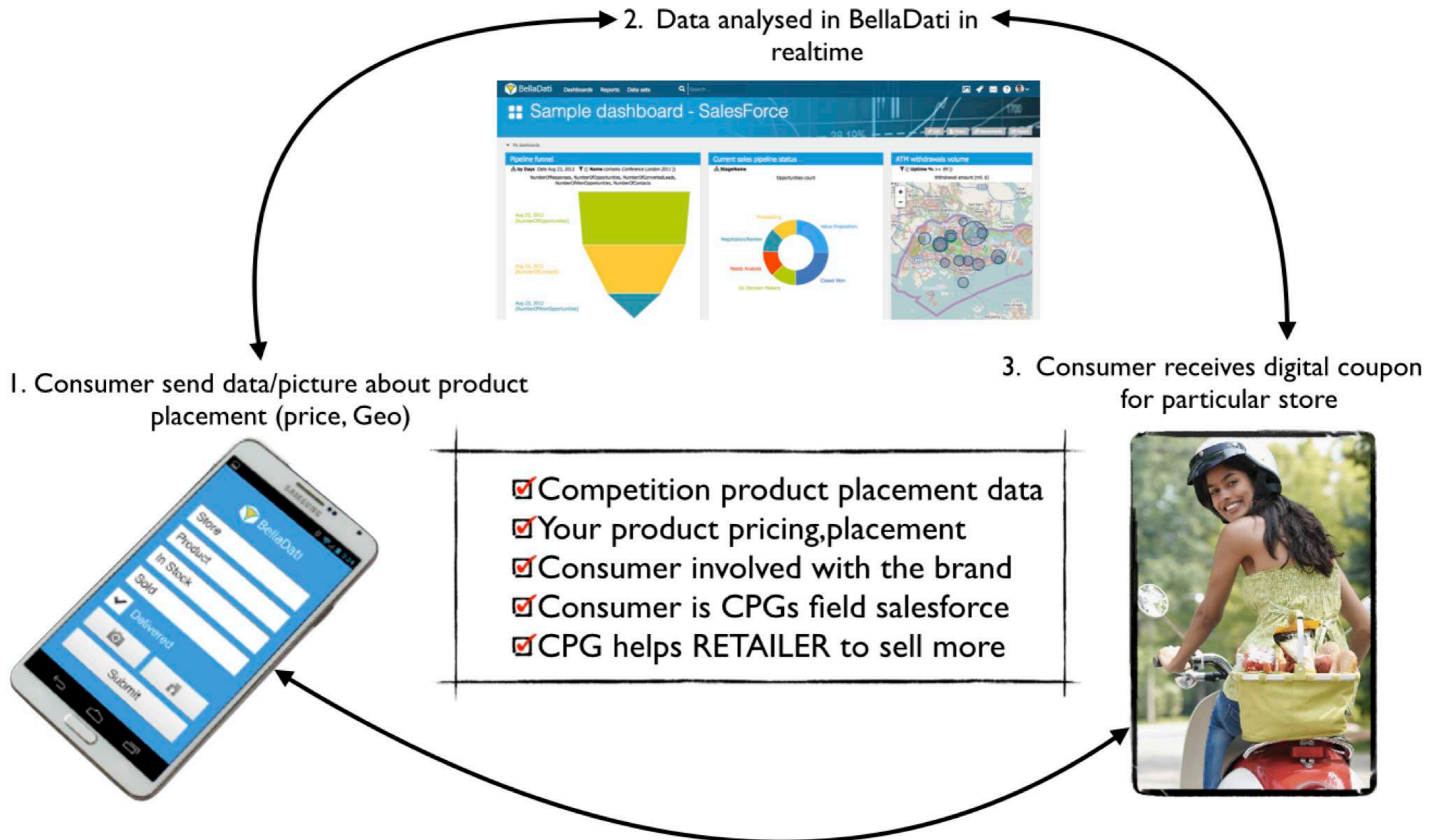
Policy Detailed Overview

PRODUCT NAME	CURRENT STATUS	Annual			Number of Policies	Average Premium Amount [₹]	Average Sum Assured [₹]
		05/2013	05/2013	05/2013			
IndiaFirst High Life Plan	In Force	1	75,000	562,500			
	Policy Discontinuance	1	99,000	990,000			
IndiaFirst Money Balance plan	In Force	9	39,211 -32.13%	507,333	1	7,...	
	Policy Discontinuance	6	110,500 +9.97%	1,234,000			
IndiaFirst Secure Save Plan	In Force	1	49,140 -30.84%	460,900			
IndiaFirst Smart Save Plan	In Force	2	26,000 +16.2%	345,000			
	Policy Discontinuance	1	200,000 -619.42%	3,150,000			



Retail – Consumer packaged goods – E-commerce

In-store product placement data analytics solution (Empower retailer. Get competition data. Engage consumer)



New Digital Consumer data analytics solution (Join social media + Call centre + E-mail data)

I. CPG INTERACTION WITH CONSUMER

Social media

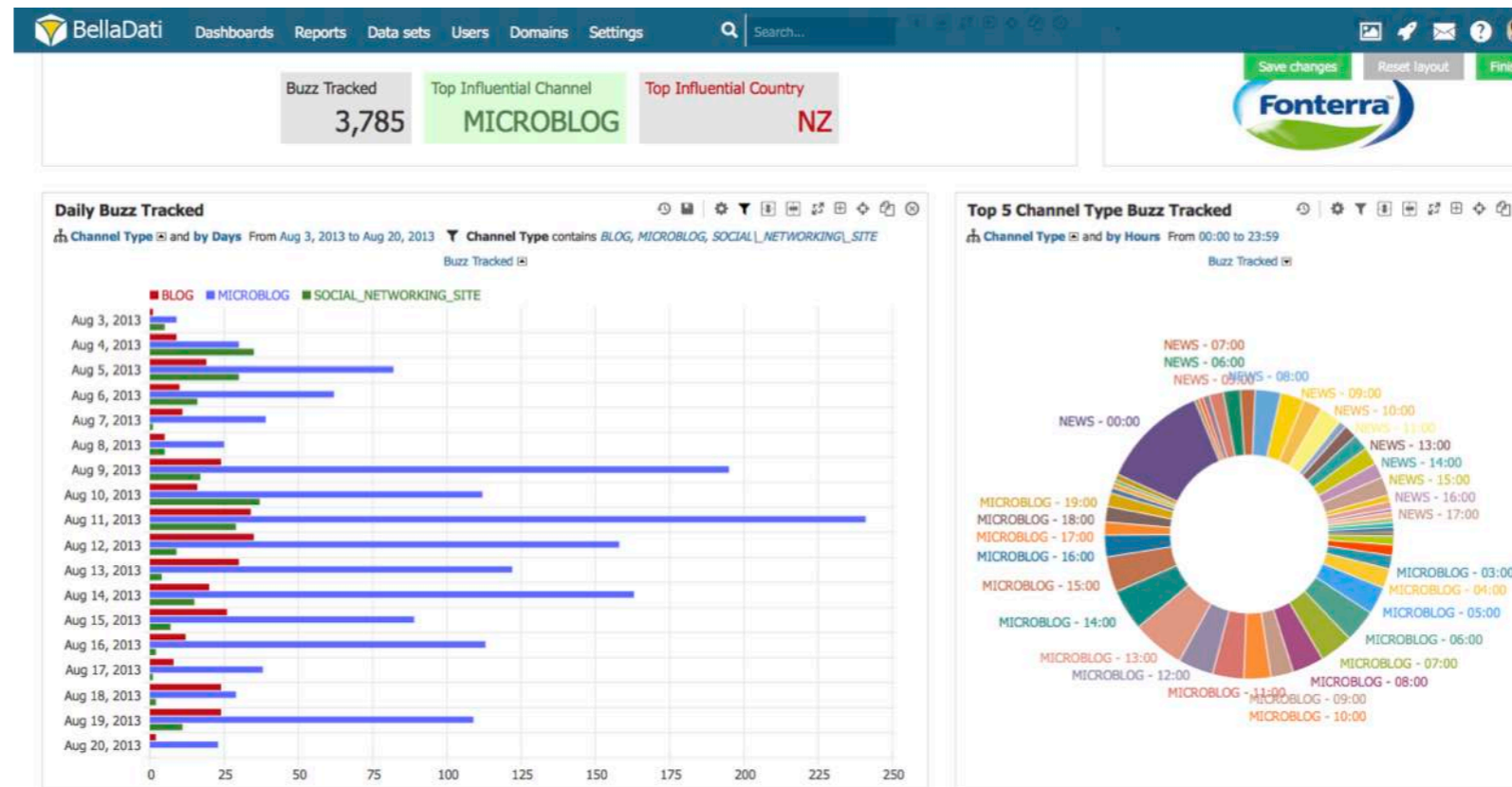
Call centre

E-mail

2. USE/CREATE ANY CONSUMER KPI. NO CODING.

- Response rate and time
- Key influencers identification
- Amount of consumer interactions
- Key influencer identification
- Consumer activity

3. REALTIME ACTIONABLE INSIGHTS FOR MARKETING & SALES

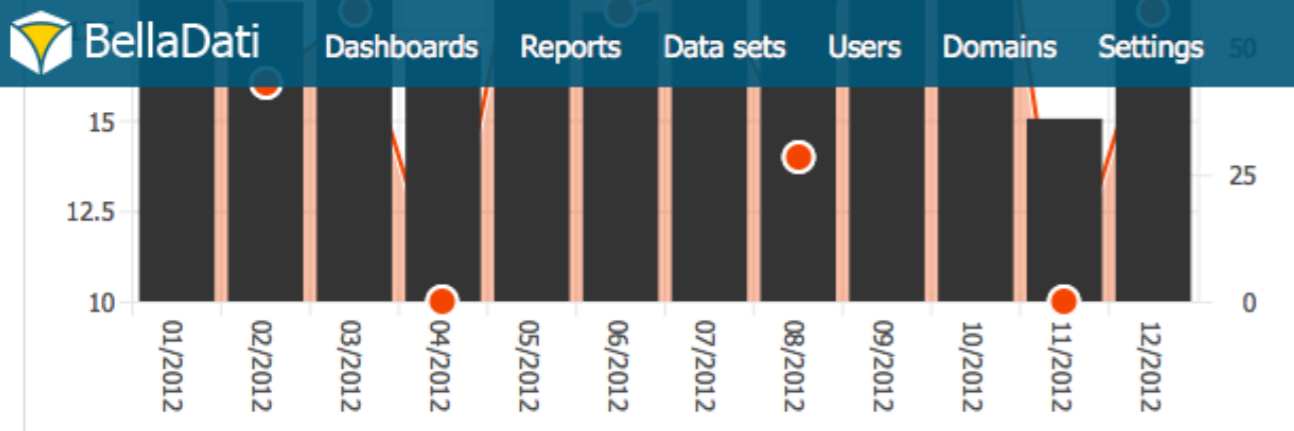


Few samples of reports/KPIs analysed by Red Bull

Beverage product placement

Contracted Outlets & Coolers

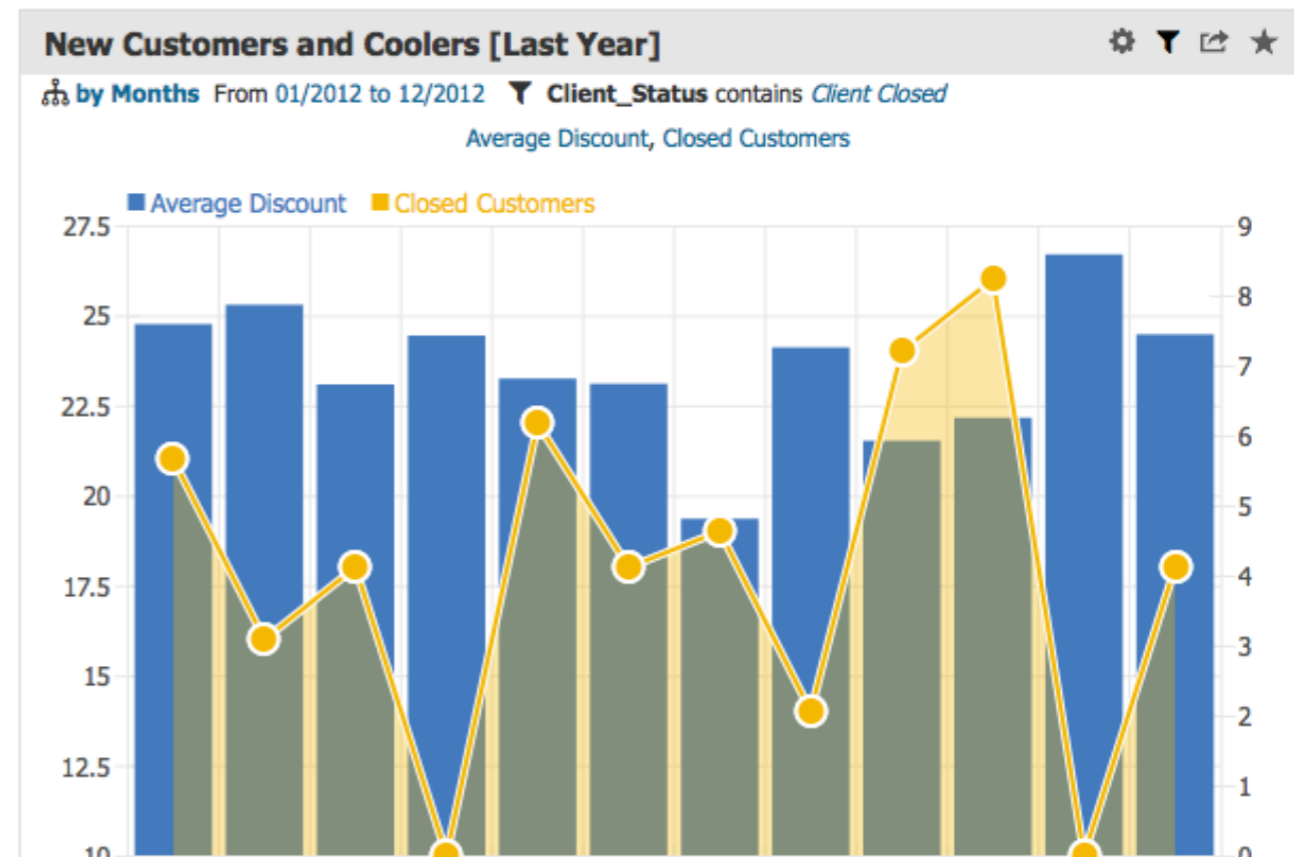
Field Sales Performance



Region	Value 1	Value 2	Value 3	Value 4
07 Nord	51 ↓	45 ↑	97	Edit
08 Nord	88 ↓	39 ↑	85	
09 West	79 ↓	45 ↑	60 ↓	
10 West	100 ↓	54 ↑	89 ↓	
(blank)	0 ↑	0 ↑	0 ↓	

New Customers and Coolers by Sales Region Outlet Type and Channel

Outlet_Type	New Customers	New Coolers
C-Store Restaurant	113 ↑	457
Discount	1 ↑	5
Drugstore	1 ↑	6
Entertainment & Fun	209 ↑	859
Event	27 ↑	104
GAM Retail	306 ↑	2,613
Kiosk	192 ↑	1,033
Petrol Station	98 ↑	465
	627 ↑	13,516
QSR /Fast Food	6 ↑	43
Rail / Air / Sea	27 ↑	103
Retail without Discount SM <6 Cashpoints	706 ↑	19,885
Retail without Discount VM >6 Cashpoints	87 ↑	9,459
Snack bar/Ice corner	102 ↑	414
	6 ↑	22



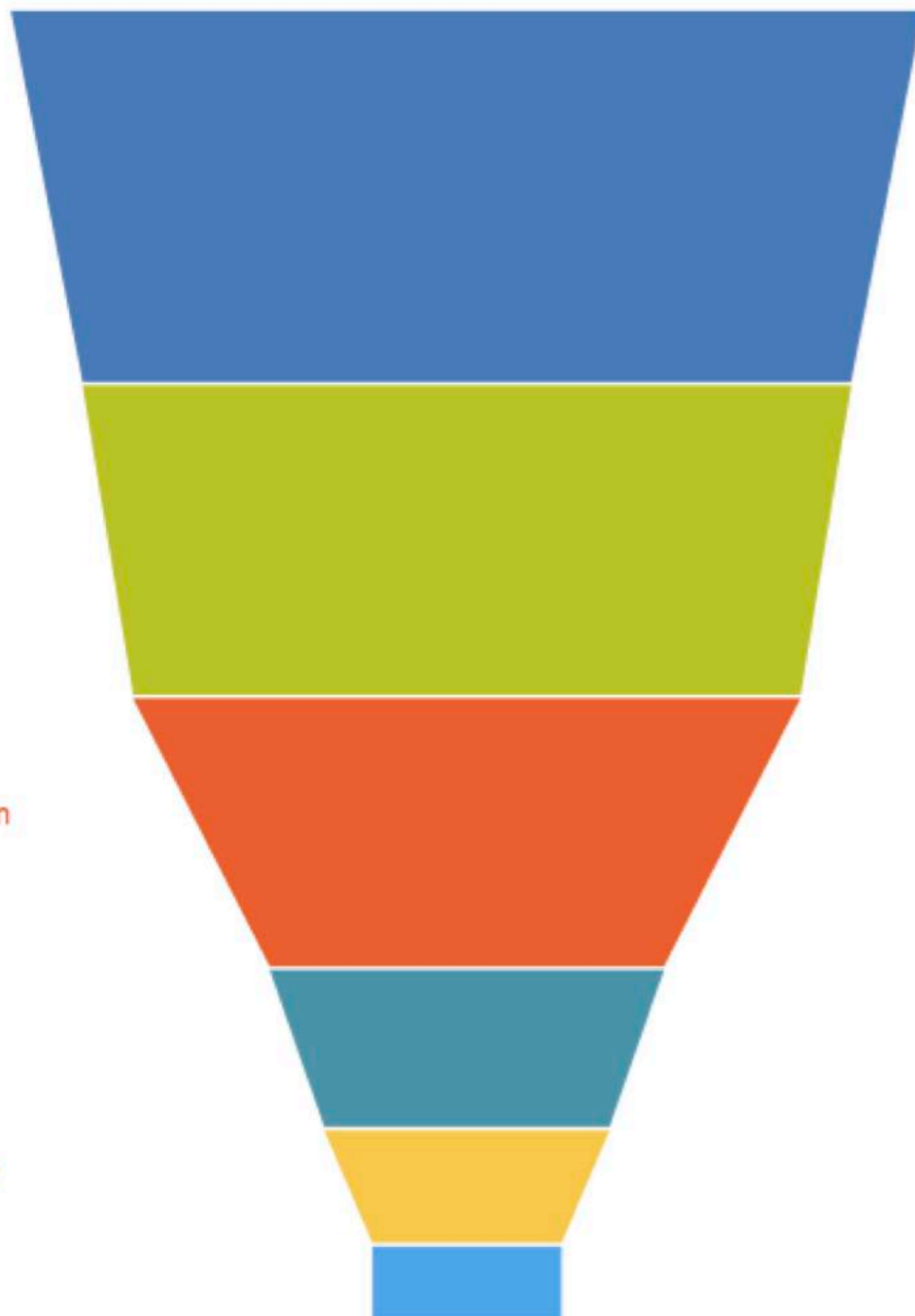
E-commerce apps - travel booking sites use case, CTR analysis & identifies most popular airlines by destination

Booking Process Conversion



Step Conversion [1. Step Conversion]

Bookings



Search -> Select

Select -> Confirm Selection

Confirm Selection -> Fill in Details

Fill in Details -> Choose Payment Mode

Choose Payment Mode -> Confirm Payment

Booking Step Velocity and Conversion



Step Conversion [1. Step Conversion]

Velocity [Minutes]

Search -> Select

Select -> Confirm Selection

Confirm Selection -> Fill in Details

Fill in Details -> Choose Payment Mode

Choose Payment Mode -> Confirm Payment

Confirm Payment -> Booked

Booking Step Velocity (Minutes) by Month

by Months and Step Conversion [1. Step Conversion] From 01/2011 to 12/2012

Avg. Velocity [Minutes]



E-commerce Use Case - Car Rental company in China

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- 租车帮助
- 关于至尊
- 联系方式
- 企业租车

自驾 | 接送

日租 月租 时租

取车 取车城市... 取车门店...
日期... 时间...

还车 还车城市... 还车门店...
日期... 时间...

现在就租车 第一次租车吗?

加盟召集令

加入至尊合作共赢

1 2 3 4 5

接送机	三亚 ¥111起	上海 ¥99起	深圳 ¥118起	广州 ¥102起
	杭州 ¥98起	成都 ¥102起	重庆 ¥85起	武汉 ¥117起
	长沙 ¥124起	厦门 ¥80起	天津 ¥89起	南京 ¥136起
	海口 ¥101起	昆明 ¥121起	青岛 ¥103起	西安 ¥139起

更多城市

喝酒了? 1元定代驾吧!

深圳、广州全城率先体验

代驾、接送、租车 1个App全部搞定!

至尊用车 点击下载App

加盟召集令

加入至尊合作共赢

会员专享 二手车购车优惠

当季优惠 | 账户管理 | 马上用车 | 微信扫码关注 至尊用车

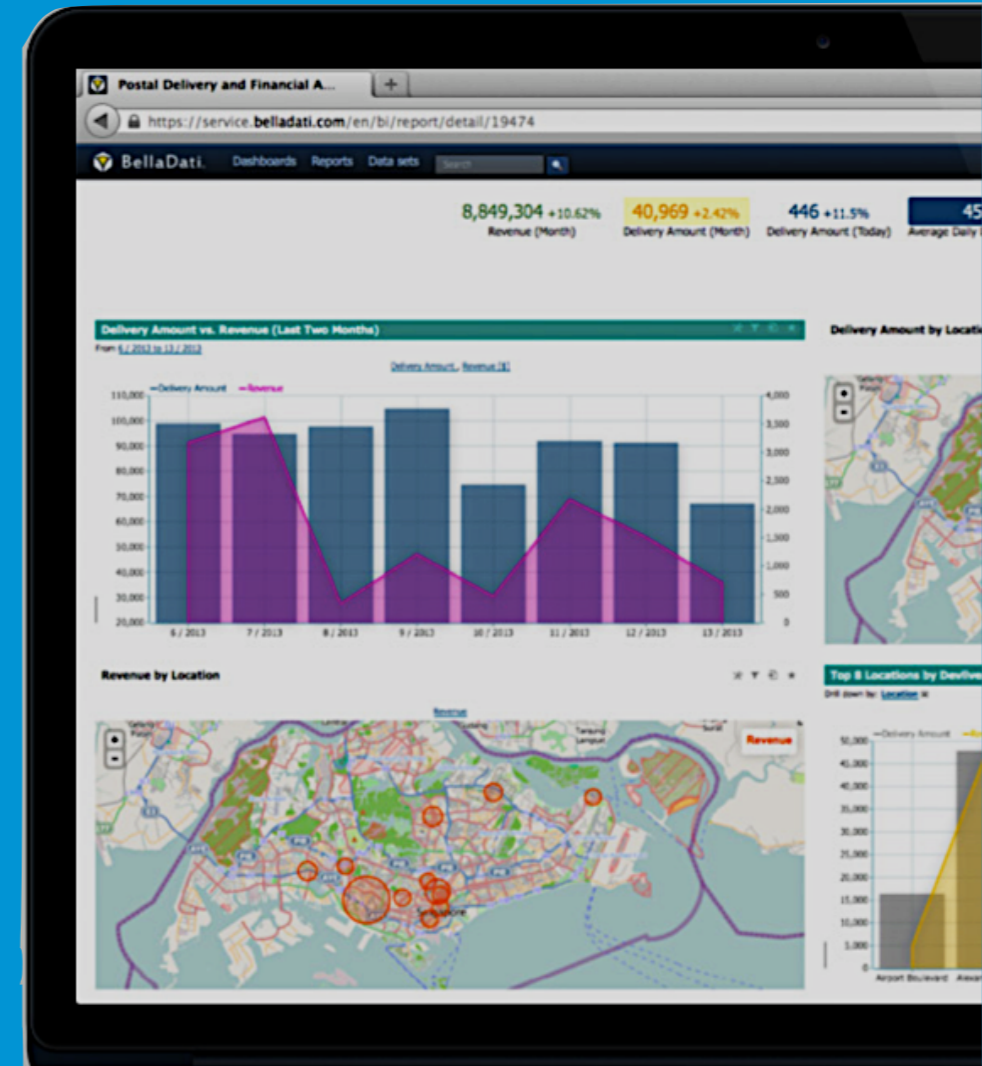


扫描二维码下载

Education - Libraries, Universities, High-schools

Fast insights on 7 libraries data system

NUS Library Singapore



One Time Purchase Process

[More...](#)
[Edit](#) [Share](#) [Export](#) [Variables and filters](#) [Comments and attachments](#) [History](#)

Overall turnaround

From Aug 1, 2013 to Mar 31, 2014

Avg. Overall Turnaround
27 Days

Overall turnaround within 45 days %

From Aug 1, 2013 to Mar 31, 2014

Overall Turnaround within 45 days %
87%

Variables and filters

 StartDate

 EndDate
[Save](#) [Reset](#) [Edit](#)

Order Turnaround

From Aug 1, 2013 to Mar 31, 2014

Avg. Order Turnaround
26 Days

Order Turnaround within 45 days %
90%

Request Turnaround

From Aug 1, 2013 to Mar 31, 2014

Avg. Request turnaround
1 Days

Request turnaround within 1 day %
91%

Overall turnaround KPI: 80% within 45 days (From Request to Catalogue Date)

by Months From Aug 1, 2013 to Mar 31, 2014

% Within 45 days, Target



Overall turnaround KPI: 80% within 45 days (From Request to Catalogue Date)

2013	2014

2012 ANNUAL DISTRICT PROFILE

District Schools	Enrollment [students]	Absolute Rating	Dropout Rate [%]	Retention Rate [%]
26	↑ +589.1% 68,910 students	Average	+16.47% 5.8 %	-67.65% 3.2 %

Education - ANNUAL DISTRICT REPORT CARD

DEFINITIONS OF SCHOOL RATING TERMS

Excellent - School performance substantially exceeds the standards for progress toward the 2020 SC Performance Vision
Good - School performance exceeds the standards for progress toward the 2020 SC Performance Vision
Average - School performance meets the standards for progress toward the 2020 SC Performance Vision
Below Average - School is in jeopardy of not meeting the standards for progress toward the 2020 SC Performance Vision
At-Risk - School performance fails to meet the standards for progress toward the 2020 SC Performance Vision

Education - ANNUAL DISTRICT REPORT CARD

RATINGS OVER 5-YEAR PERIOD

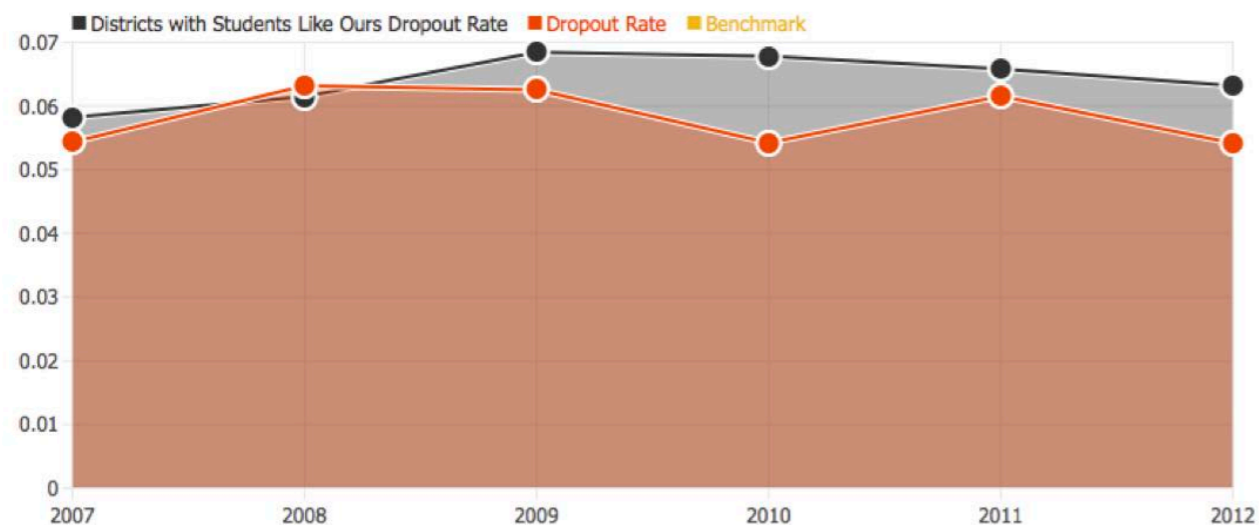
Year	ABSOLUTE RATING	GROWTH RATING
2012	Average	Good
2011	Good	Average
2010	Average	Good
2009	Good	Average
2008	Average	Average

Education - ANNUAL DISTRICT REPORT CARD

6-YEAR PERIOD ANNUAL DISTRICT DROPOUT RATE

by Years From 2007 to 2014

Districts with Students Like Ours Dropout Rate [%], Dropout Rate [%], Benchmark

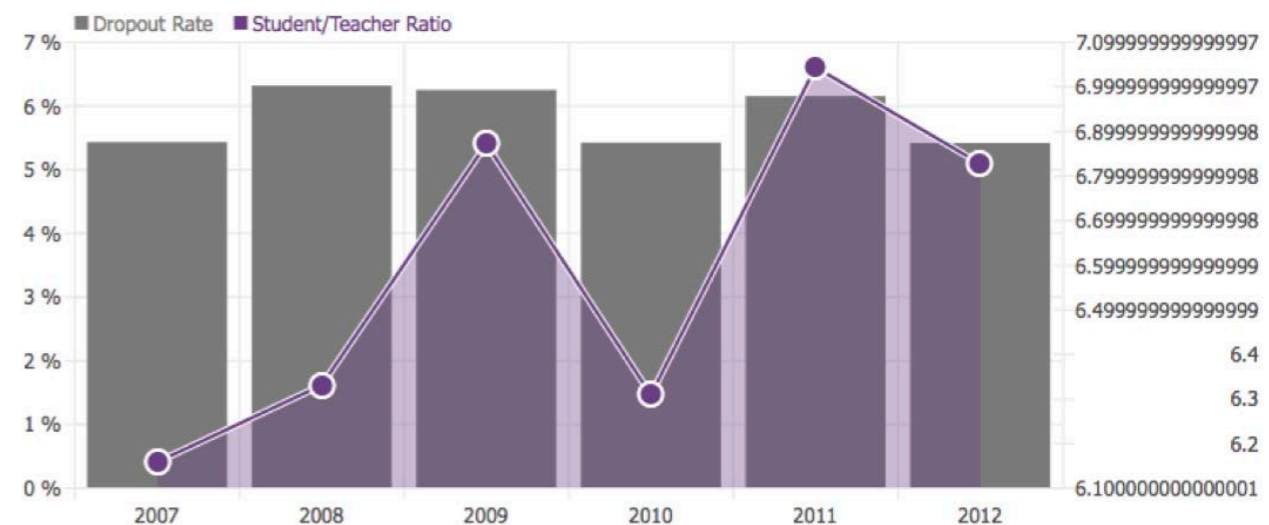


Education - ANNUAL DISTRICT REPORT CARD

6-YEAR PERIOD ANNUAL DISTRICT DROPOUT RATE

by Years From 2007 to 2012

Dropout Rate [%], Student/Teacher Ratio



Education - ANNUAL DISTRICT REPORT CARD

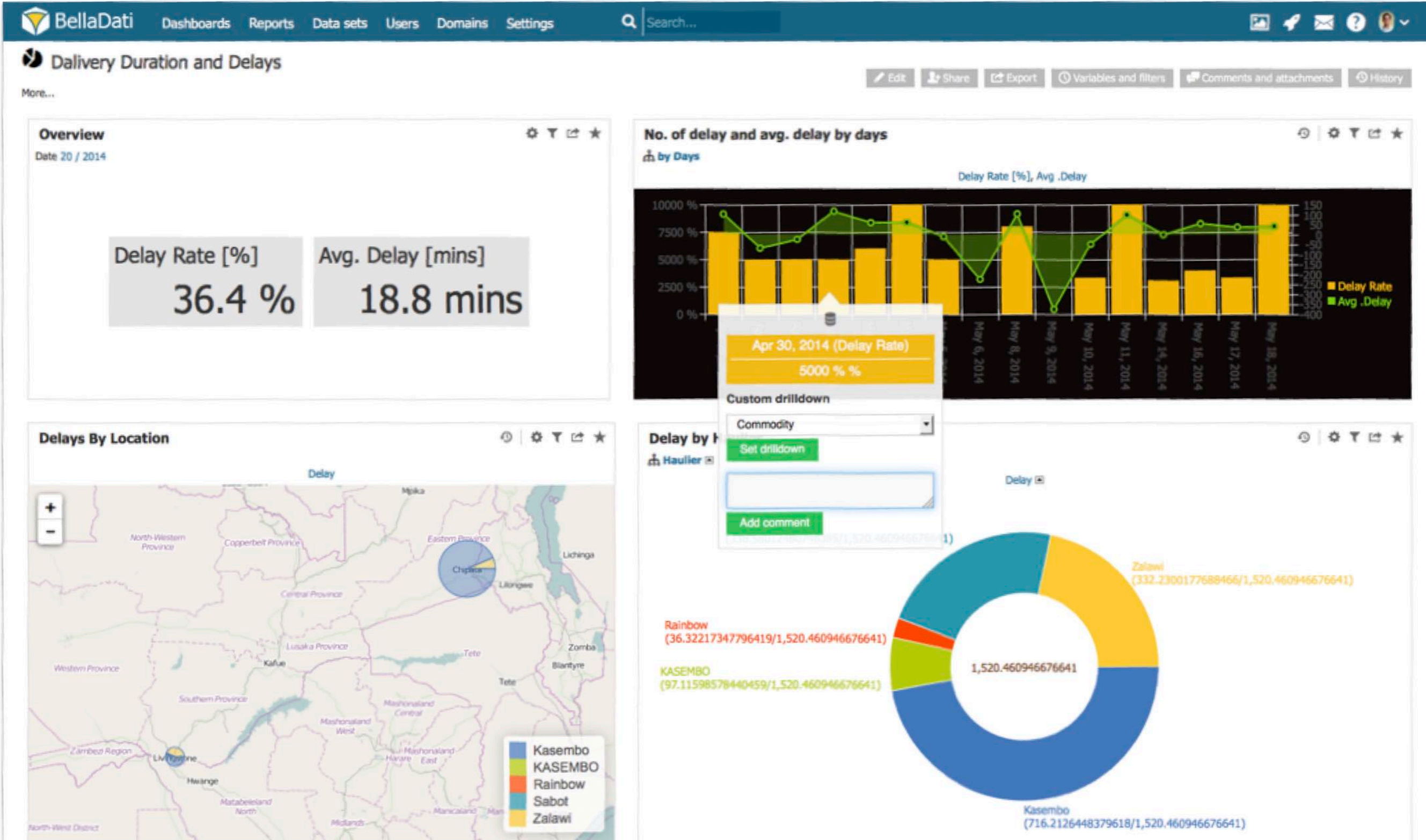
Logistics, shipping...

Logistics use case with major Africa Logistics company



- ✓ Operational focused data analytics
- ✓ Truck delays depending on road, day etc.
- ✓ Weight of load transported
- ✓ Dispatch and load times
- ✓ Consolidated pick-up and delivery
- ✓ Paid & non-paid roads
- ✓ Overloaded trucks monitoring
- ✓ Overall financial statistics
- ✓ Operational capacity planning
- ✓ Data source Oracle DB, Excel

Logistics use case with major Africa Logistics operator



Logistics POC for SingPost (last mile time optimisation analytics)



Dashboards Reports Data sets Users

Search...



Postal Delivery and Financial Analysis

More...

Edit Share Export Variables and filters Comments and attachments History

Key Performance Metrics



Revenue (Month) [\$] +10.62% 8,849,304	Delivery Amount (Month) +2.42% 40,969	Delivery Amount (Today) +11.5% 446	Average Daily Delivery Amount 455.2	No. of Speedposts 52
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Variables and filters

benchmark

today

Save Edit

Delivery Amount vs. Revenue (Last Two Months)

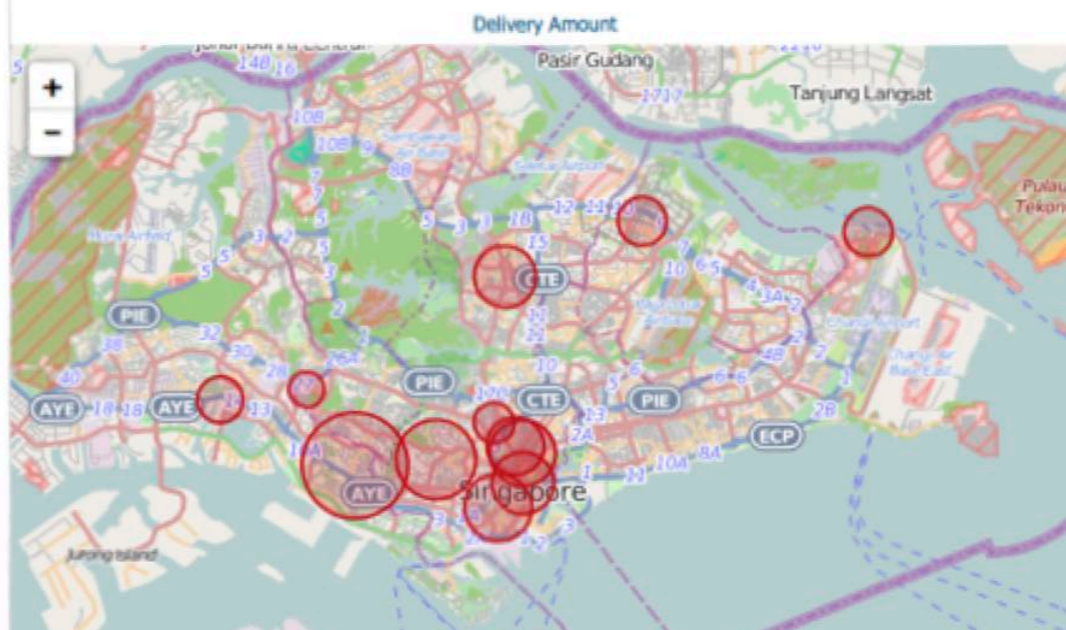


by Weeks From 6 / 2013 to 13 / 2013

Delivery Amount, Revenue [\$]



Delivery Amount by Location



Beyond standard logistics data. Last mile delivery optimization using BellaDati BIG DATA processing

BIG DATA SOURCES

- Telematics and traffic information services
- RFID tags attached to delivery items
- Location data of recipients
- Sensors attached to delivery vehicles
- Data from order management and shipment tracking
- Position and status of delivery crowd members

BIG DATA TECHNIQUES

- Complex Event Processing
- Geo-Correlation
- Combinatorial Optimization

BIG DATA USAGE

- Real-time Sequencing and driving directions for delivery staff
- Scheduling of assignments for crowd-based pick up/delivery
- Real-time prediction of ETA (estimated time of arrival)

Have a big fleet but act as a small ship. Be agile. Create any report without coding. Generate new profits.

Operational efficiency

Customer experience



New business model

- ✓ Customer loyalty analytics
- ✓ Consolidate pick-up and delivery
- ✓ Short and min-term capacity planning
- ✓ Service improvement & product innovation
- ✓ Longterm demand forecast for transport
- ✓ Financial demand & supply chain analytics
- ✓ Supply chain disruption analytics

NEW CUSTOMER BASE



The aggregation of shipment records comprising origin, destination, type of goods, quantity is an extensive source of valuable market intelligence

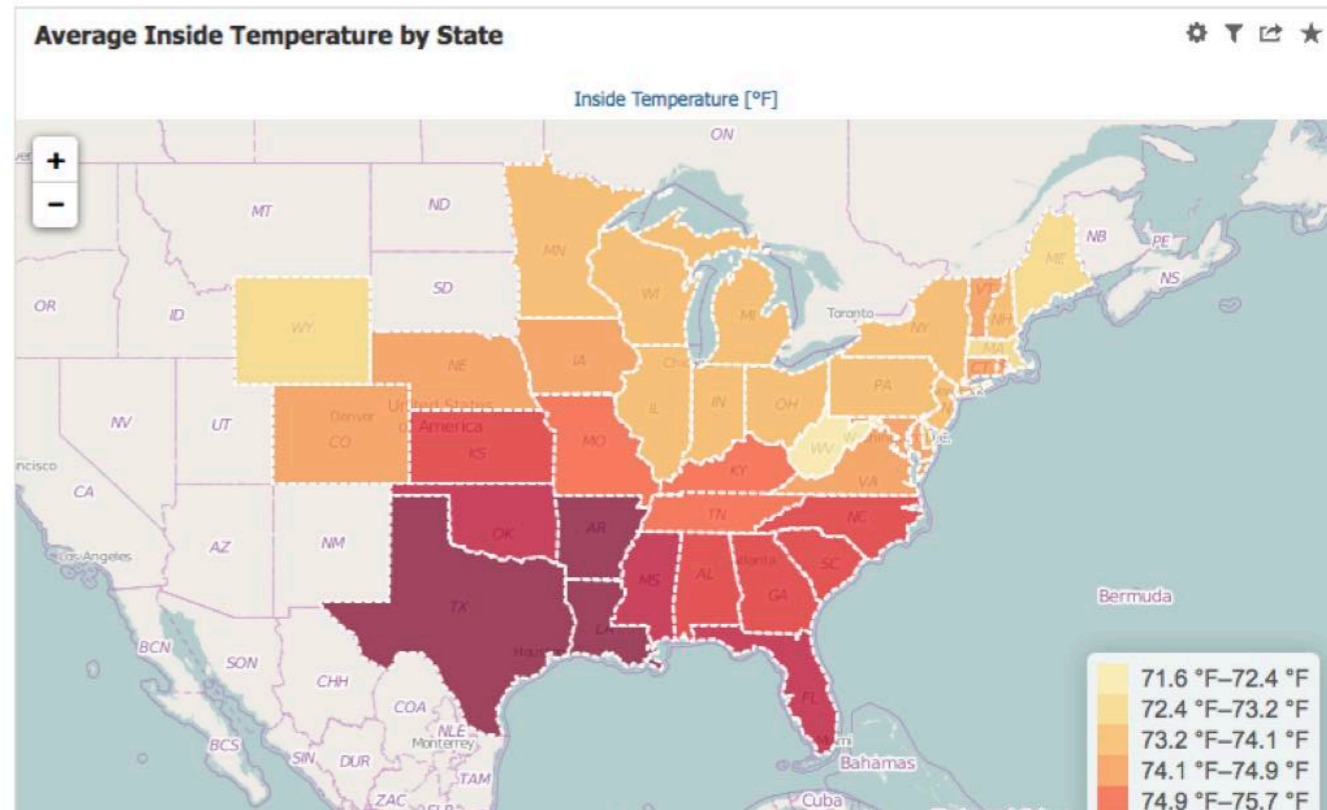
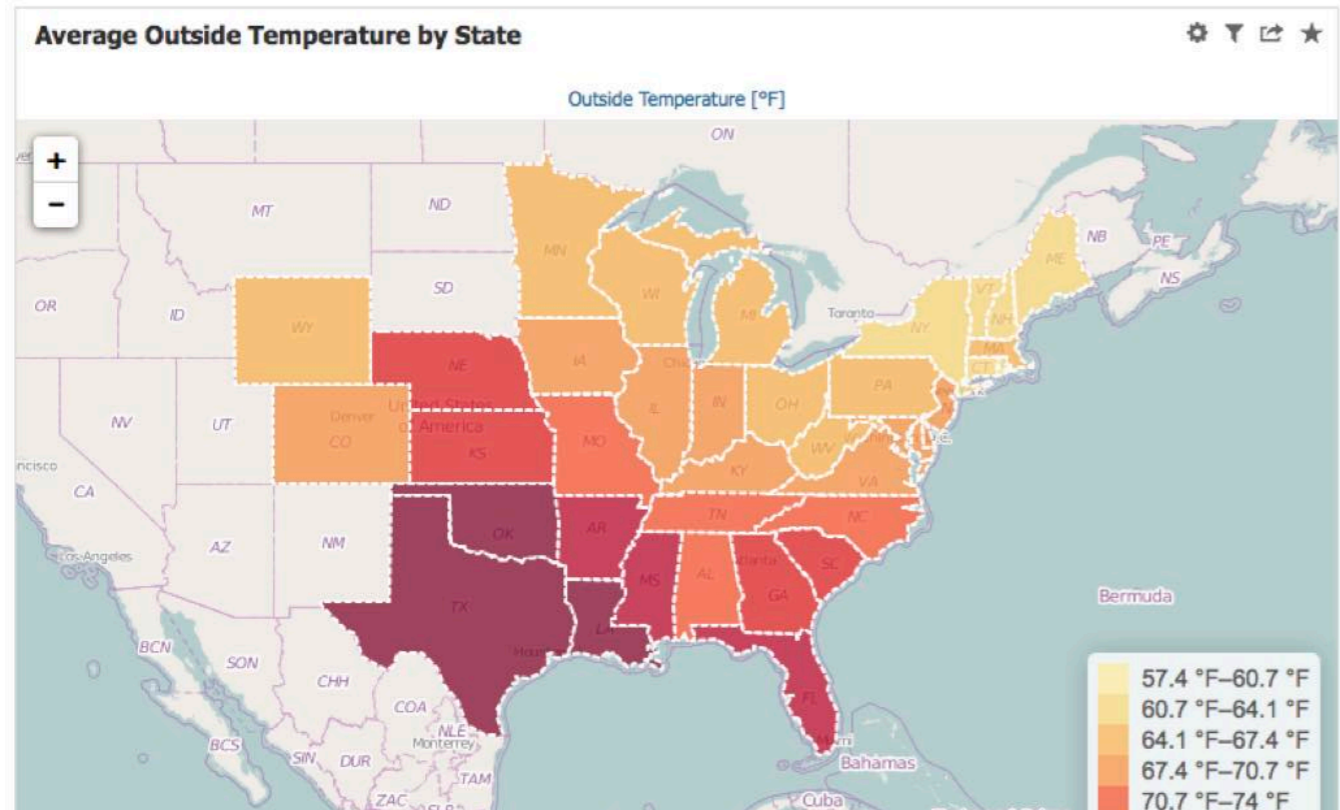
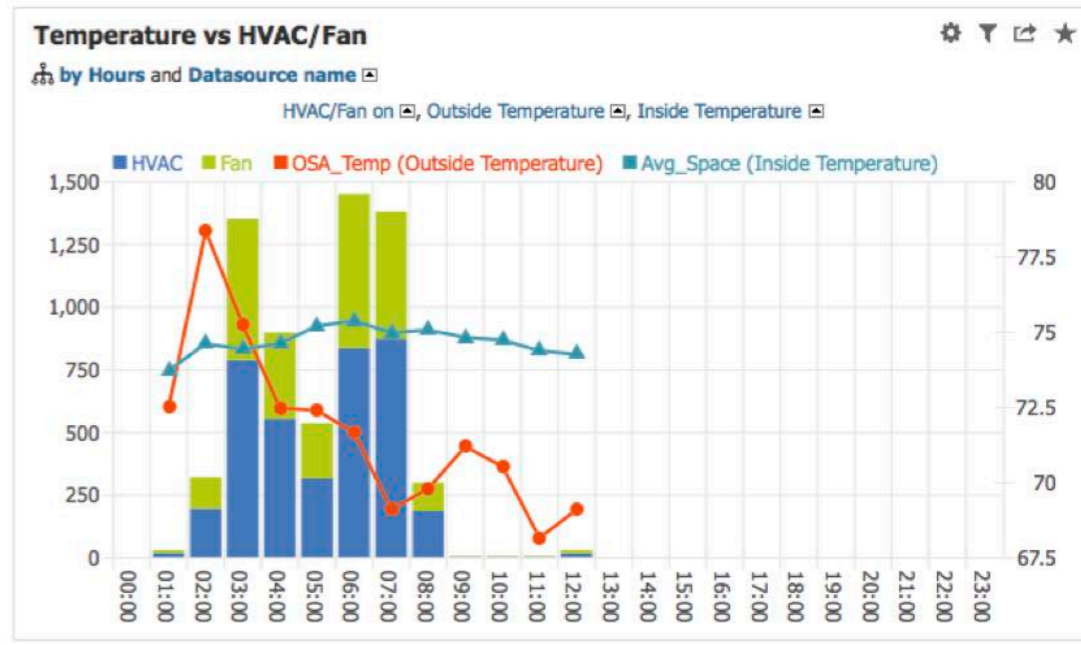
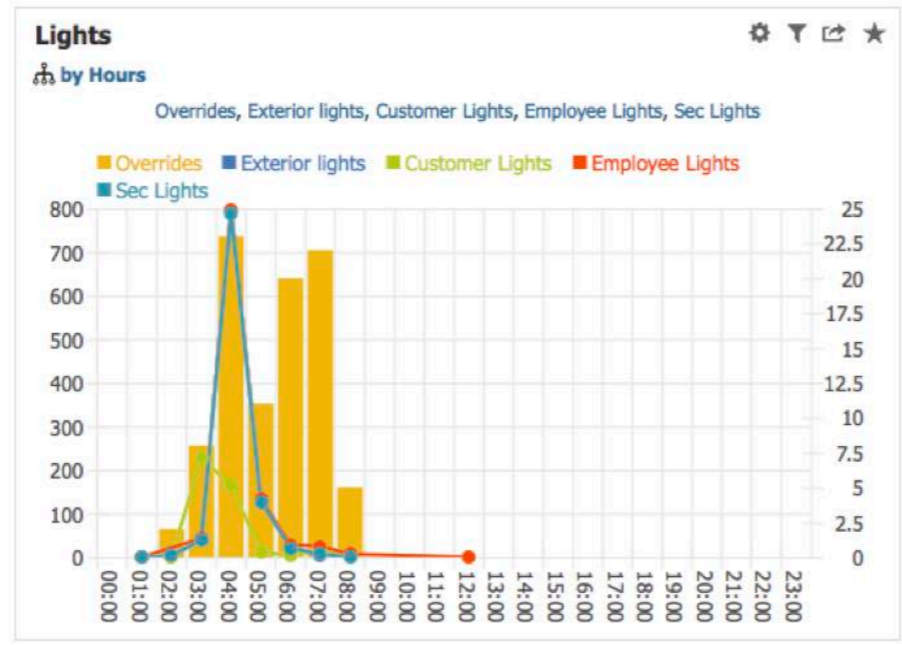
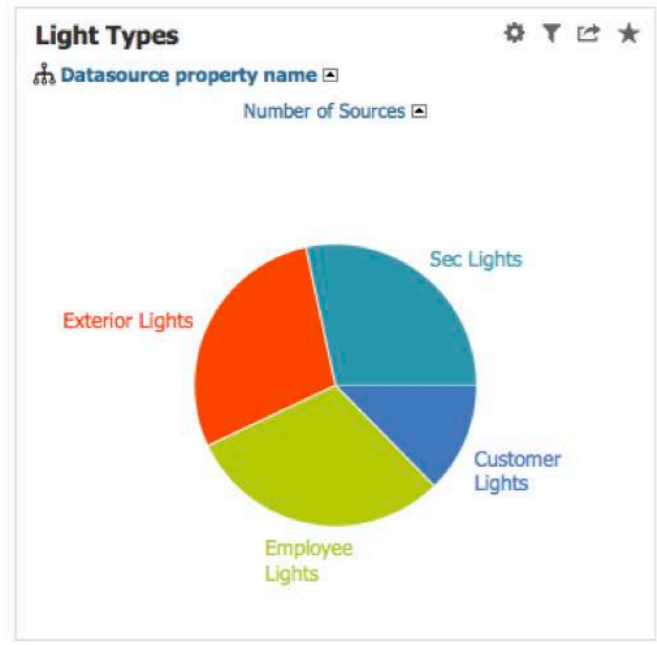
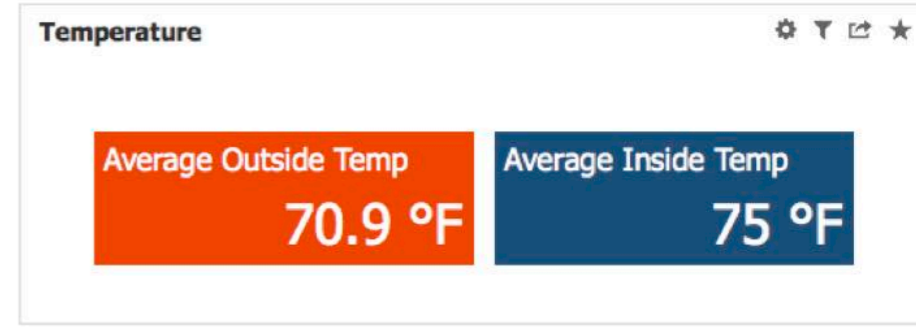


Internet of Things use case:

BellaDati Connects to any type of data - Store sensors, POS,RFID, data...Analytics can be created and change very fast. Without coding.

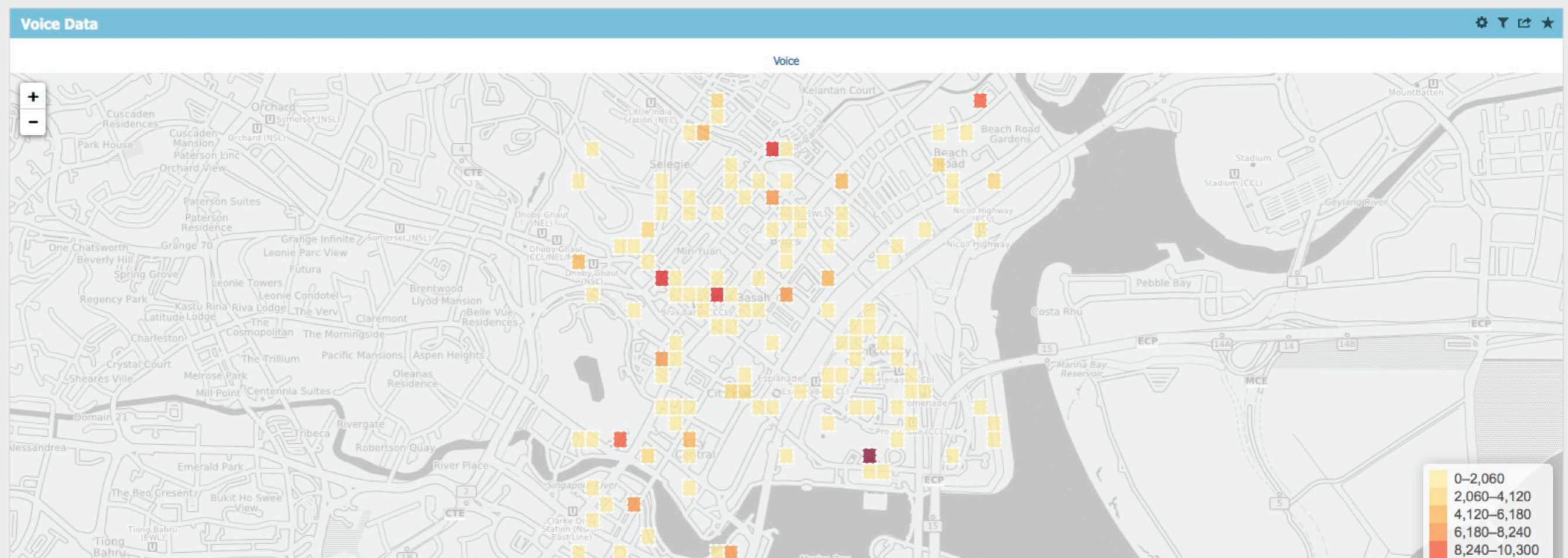
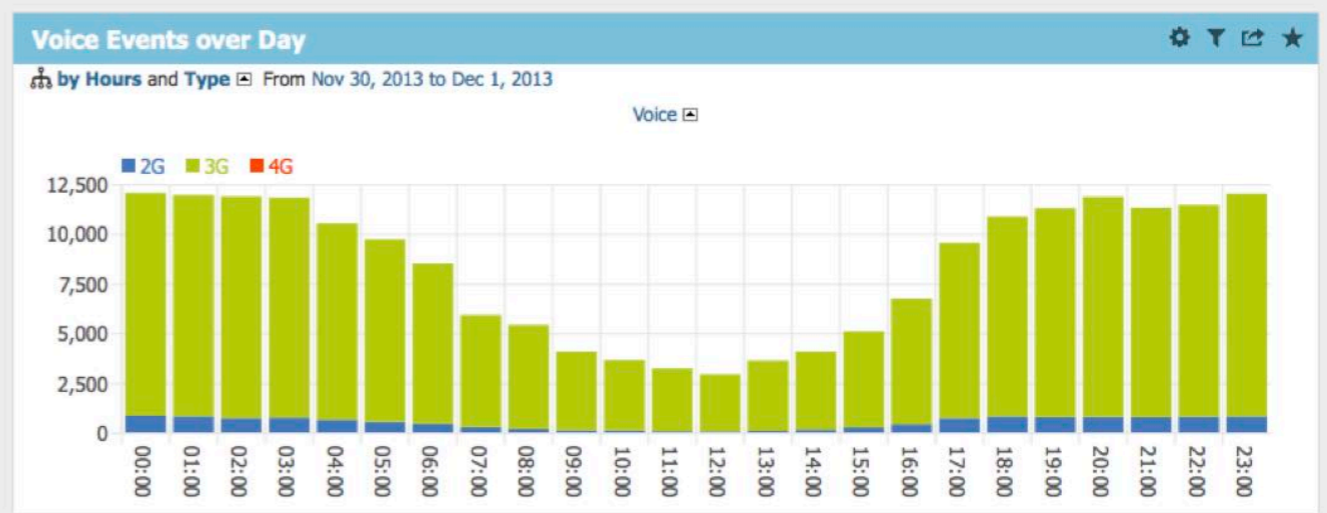
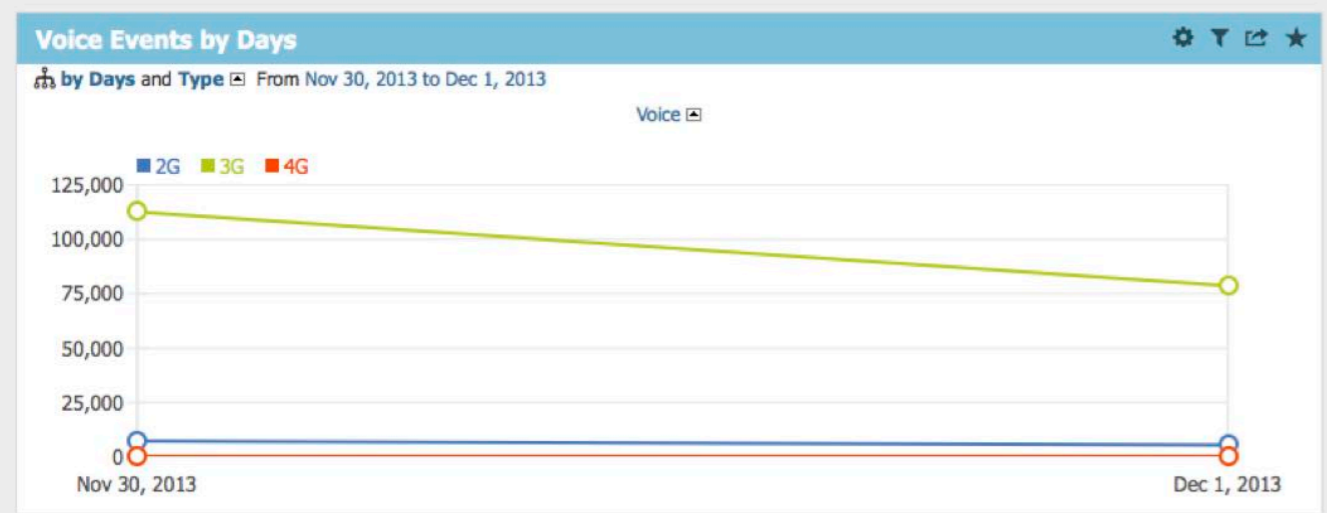
PHILIPS Building Analytics

Edit Share Export Variables and filters Comments and attachments History



TELCO - Roamers Voice Events

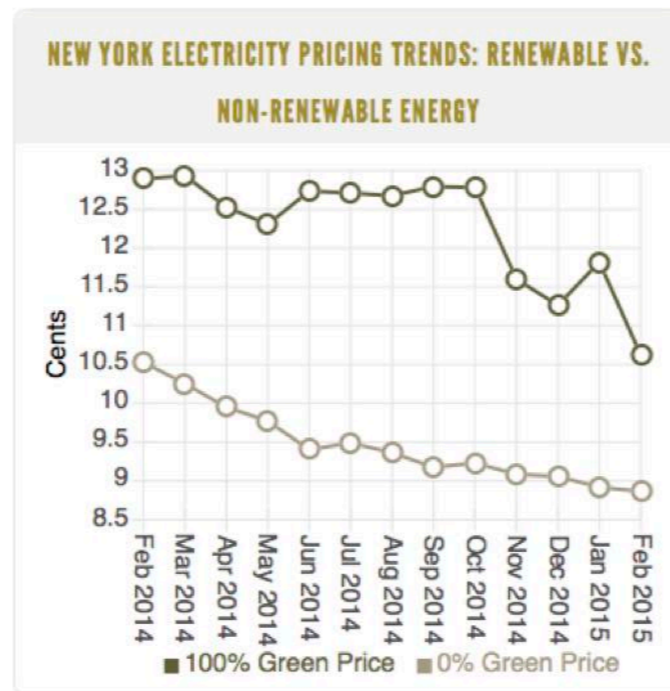
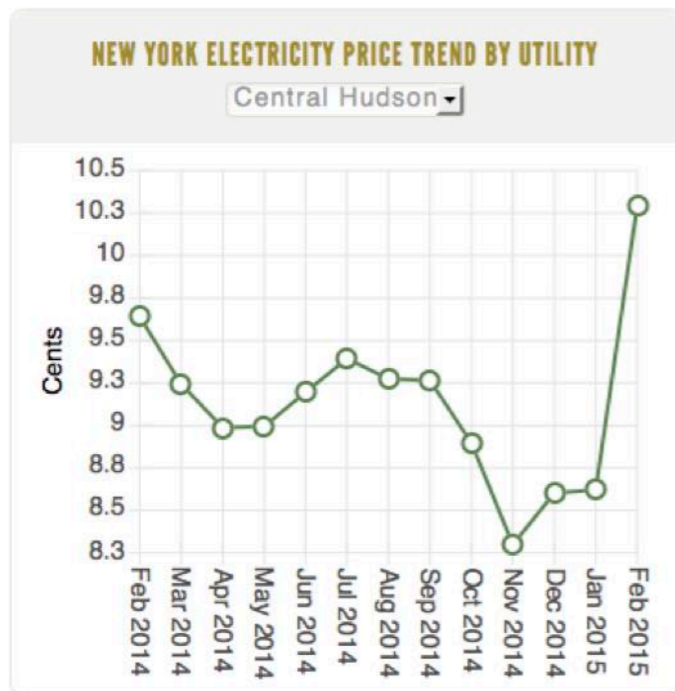
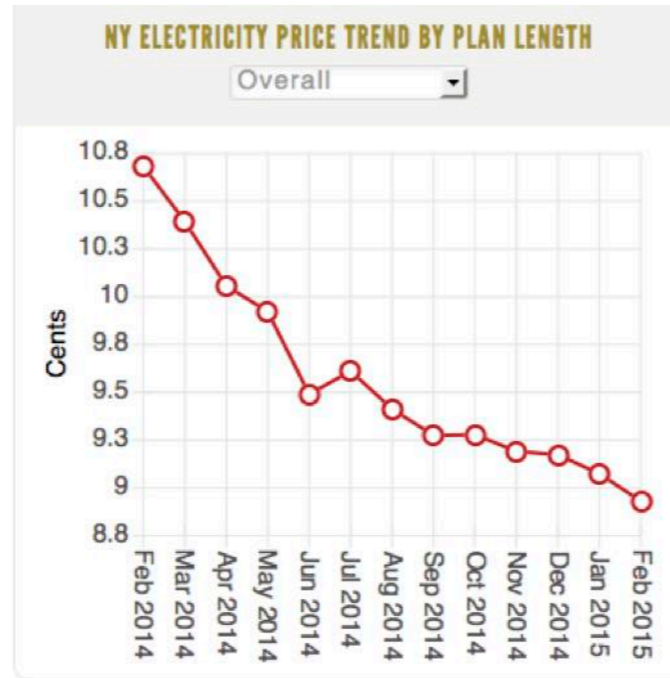
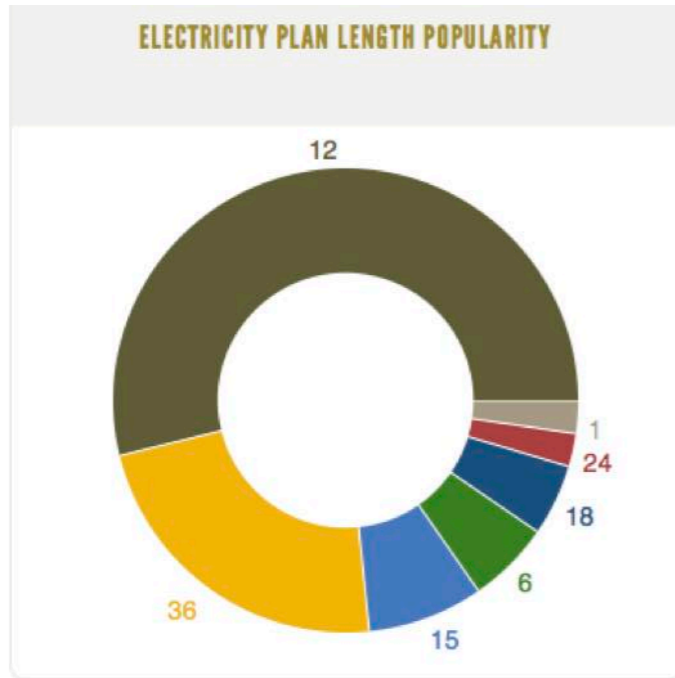
More...



Market research and marketing agencies

CIO ASIA 2014: “68 percent of Singaporeans polled base their choice of restaurants on social media websites or online product”

Chooseenergy energy prices analytics web apps



Choose Energy

Like

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February 2 at 7:23pm

We make shopping for energy fast and easy. And hiring should be too. Don't believe us? Apply for one of our open positions! We're looking for 4 engineers and a UX designer. If those don't fit the bill, help us spread the word and stay tuned, we have more opportunities on the way.

[#SFJobs](#)

4,839 people like Choose Energy.

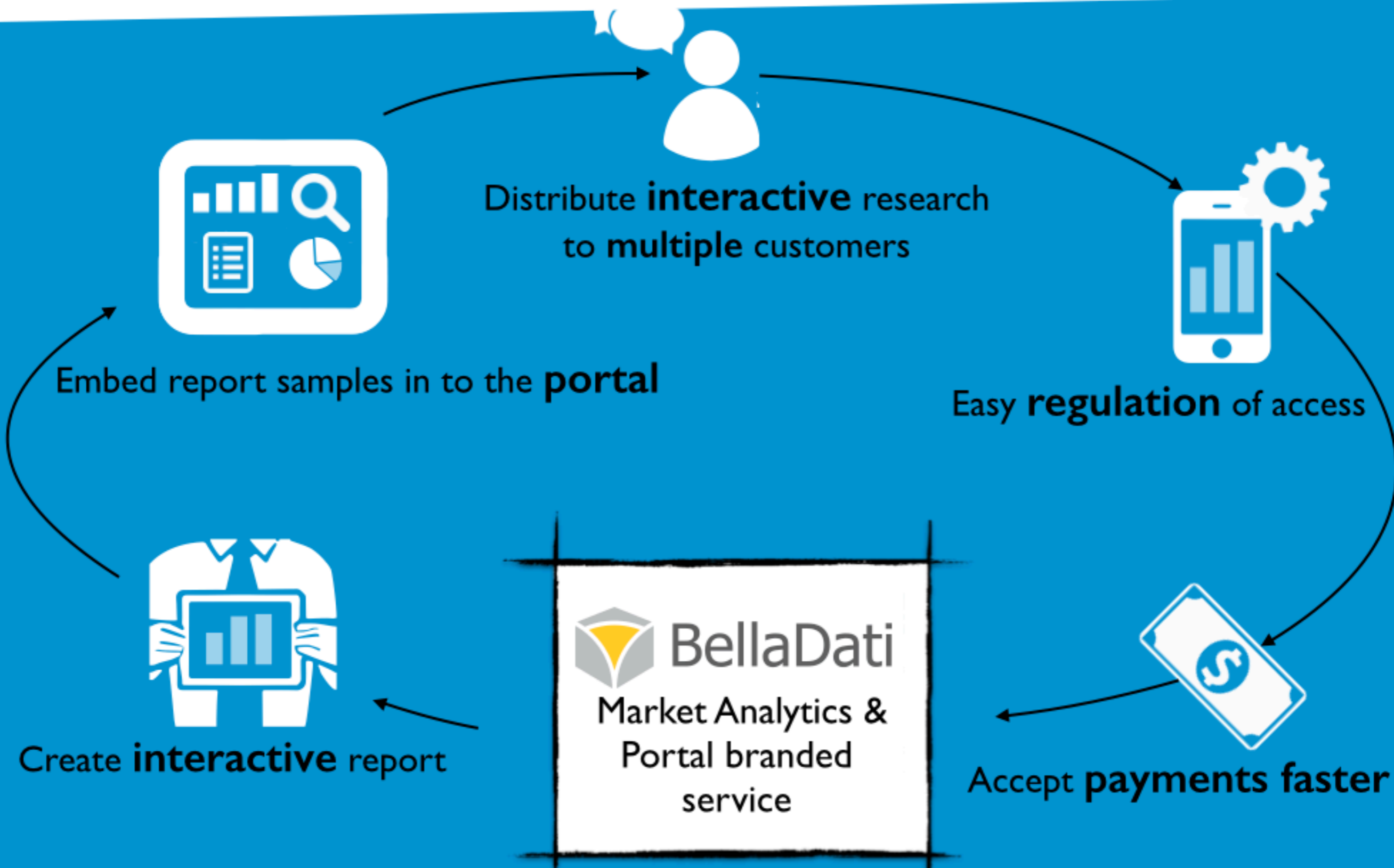
Facebook social plugin

COMPARE RATES

Continue

LEAVE A COMMENT

BellaDati Market Analysis analytics/portal service with build-in distribution process



Q&A
Name Surname

HQ - Chicago - Singapore - Prague

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