



PROJECT SUMMARY

Ref No.: MRC-CRIGS-A36	Title: Using Data Analytics With AI To Generate Marketing Actions & Gain Customer Insights
Local Company: Harel Mallac Technologies Ltd	
Collaborating Institution: University of Technology, Mauritius	
Project Leader	
Name: Mr Prashant D'sa	Company: Harel Mallac Technologies Ltd
Research Collaborator(s)	
Name	Organisation
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TECHNICAL ABSTRACT	
<p>In today's technology-rich world, where consumer experience is prime, vast amounts of data are generated through personal (social networks, mobile, Web) and technological (geolocation, images, media, wifi, sensors) interactions. Many organizations would like to use the data gathered to uncover valuable information related to customer opinions, habits and preferences. However, due to the volume, velocity and variety of data, these organisations face challenges during the capture and analysis phase. Data analytics is a field which has emerged to enable companies to analyse these information, gain vital insights and hence deliver real-time targeted communication to customers.</p> <p>This project aims at</p> <ol style="list-style-type: none">1. Deploying the technological infrastructure and sensors2. Implementing the platforms for data capture and storage3. Analysing and comparing data from multiple sources4. Developing Dashboards and reports to enhance consumer experience <p>Hence, the potential commercial application to this project concerns the value of the tools and reports which will be developed through the different project stages. This solution can be sold as a service to companies who need to</p> <ul style="list-style-type: none">• learn about their customer needs and opinions for business decision making.• identify consumers who offer the most value as brand advocates.• deploy targeted customer retention actions and focused marketing strategies.	
Key Words: <i>Customer analytics, Data Analytics, Unstructured data, Customer loyalty, Customer Experience</i>	