



Analytics and Segmentation

Analysing customer and transactional data sits at the heart of most of emnos' services. More than 50 data analysts (mathematicians, statisticians, engineers, physicists, psychologists) help our clients to turn data into actionable insights and finally into profit.

By applying state of the art methodologies, emnos data analysts are able to provide answers to highly relevant business questions:

- Who are our most valuable customers? What is their future potential?
- How do customers use the product offering? What needs do they fulfil?
- Who are the price sensitive customers? What products are really relevant for them?
- Which customers should get what marketing message? How often?
- How efficient are marketing and promotion activities?
- How successful was the latest new product launch?