

Sales and Marketing

Customers

- Predictive real-time customer offer analysis / modeling
- Predictive buying behavior analysis / modeling
- Segmentation analytics
- Social media analysis
- Geospatial analysis / modeling
- Weather impact on customer behavior
- Quality of experience analysis / modeling
- Predicting lifetime value
- Churn modeling / analysis
- Lead scoring
- Third party data enrichment modeling
- Cross media effectiveness

Product

- Recommendation engine development and deployment
- Campaign analytics
- Demand forecast optimization
- Weather impact on demand
- Predictive analysis to determine best product mix
- Product profitability analysis / modeling

Please contact Mosaic to learn more.

