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Association Leadership in the Digital Age

FUSION PRODUCTIONS

Disney INSTITUTE

Predictive Marketing at your Fingertips

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Poll the audience

- How many CEO's, executive level management?
- IT, Communications?
- Marketing?
- Membership?
- Finance?
- Other?

Poll the audience - Industry

- Financial
- Healthcare
- Retail
- Manufacturing
- Other

Session Description

- Are you aware of the powerful predictive marketing tools that are free add-in options for Excel? Coupled with SQL server, these tools can provide an analysis of those attributes which are the best predictors of joining, purchasing or attending.

Learning Outcomes

- Gain an understanding of basic predictive modeling concepts.
- See new Excel data mining tool add-in options demonstrated.
- Identify key attributes contributing toward joining, purchasing or attending decisions by your members.
- Apply those key attributes to your target markets.

Who should attend?

- Executives seeking ways to use existing member/customer information to assist in predicting joining, purchasing or attending decisions

History at TMA

- Initial engagement with Consultants, built a snapshot cube for Analysis
- Used Proclarity to drilldown and drillthrough to detail in the snapshot cube
- Discovered Excel Pivot Charts that can connect to a cube
- Learnt about Excel Data Mining Add-In
- Beginning implementation of OBIEE

So what are the steps?

- Collect data about members/customers
- Identify data to analyze
- Build a query which includes all the data to analyze
- Clean the data, remove outliers
- Run the Classify Wizard
- Run the Cluster Wizard

Summary

- Identify, start collecting metadata about your members/customers
- Excel and SQL Server have some tools that can be used for analysis and predictive modeling
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Questions?

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