BETTER DATA, BETTER DECISIONS, BETTER OUTCOMES:
MAKE RIGHT DECISIONS WITH THE RIGHT DATA

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WELCOME TO QUADRANT'S COMMUNITY MEETUP

Every day, millions of people create tiny data points about the ways in which they interact with and traverse the physical world. This data is made available where businesses use them for it's organizational purpose.

With high quality data, businesses are able to improve their service, understands its' consumers, conduct promotional activities and many more.

AGENDA

6.30pm – 6.45pm: Registration

6.45pm – 6.50pm: Welcome Remarks
by Navas Khan | Head of Marketing, Quadrant

6.50pm – 7.20pm: Making Right Decisions with The Right Data
by Glenn Harrison | Senior Data Consultant, Quadrant
and Roger Ganga | Data Scientist, Quadrant

7.20pm – 7.30pm: Open Mic Session, Audience Engagement
7.30pm – 9.00pm: Networking and End of Event

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SPEAKERS

Glenn Harrison
Senior Data Consultant, Quadrant

I've been working in the data-driven marketing industry for over 20 years helping businesses enhance their data-driven strategies and marketing campaigns. Prior to joining Quadrant I spent the past six years at Conexum, a privately-owned Australian data management company, as a Senior Sales Consultant.

I was responsible for developing and executing the data content (acquisition) strategy for the business in accordance with the product roadmap and market demand, ensuring it was in line with the organisation's aggressive goals.

Roger Ganga
Data Scientist | Solidity Engineer, Quadrant

I currently lead data science and machine learning initiatives at Quadrant, a blockchain-based platform for data verification and mapping. In this role I bring new data science and machine learning opportunities to the company, working with AI partnerships.

I'm also member of the core development team and am involved in building the Quadrant blockchain, reviewing Android SDK development, and checking data quality.

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MAKING RIGHT DECISIONS WITH THE RIGHT DATA

For businesses, location data is the key to success. In the desert there is a saying: water is life. For many enterprise businesses, the saying should be that data is life. Data is essential to helping organizations identify the habits, needs, and wants of their customers and potential customers.

INDUSTRY INSIGHTS

Source: Geospatialworld

THE POWER OF '**WHERE**' IS THE NEXT INDUSTRIAL REVOLUTION

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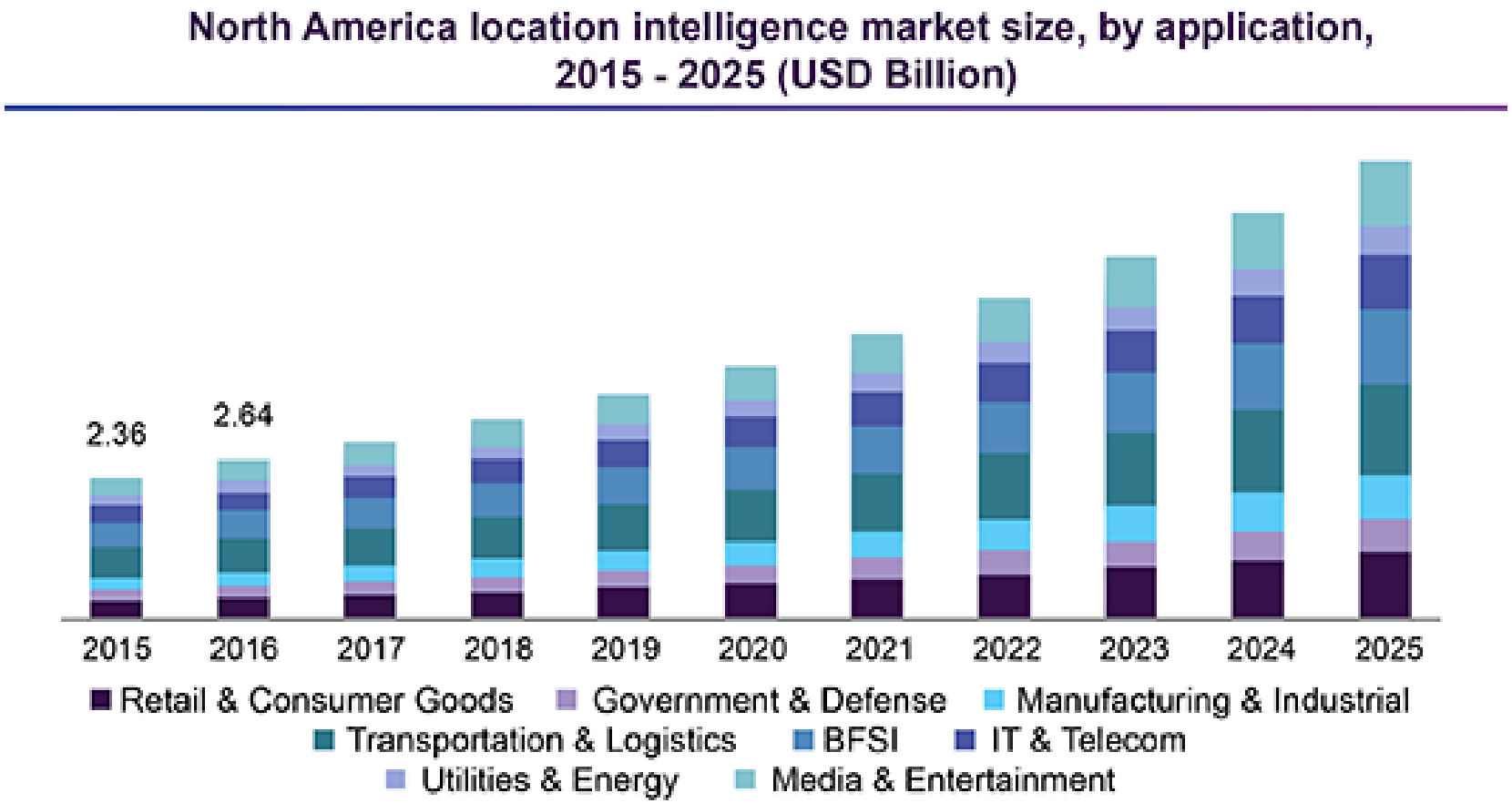
INDUSTRY INSIGHTS



Source: Grand View Research

LOCATION INTELLIGENCE MARKET SIZE **WORTH** **$32 BILLION** BY 2025

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MOBILE LOCATION DATA IN RETAIL

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INDUSTRY USE

ENTERPRISE SOLUTIONS

CONSUMER SOLUTIONS

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MOBILE LOCATION DATA IN RETAIL

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PAVILION
KUALA LUMPUR

BUSINESS CHALLENGE

INCREASE FREQUENCY OF VISITATION

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METHODOLOGY

STEP ONE

Define the catchment area

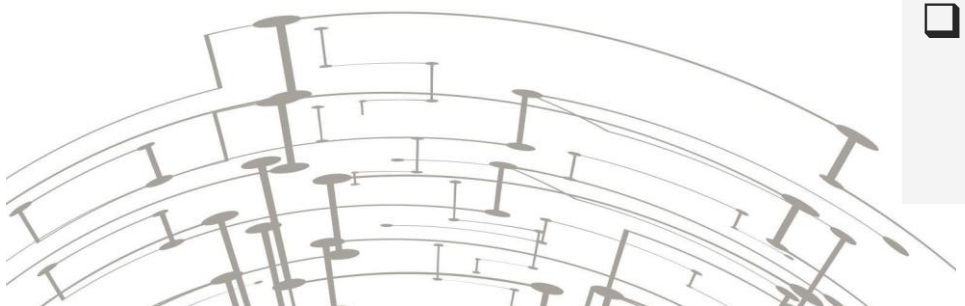
STEP TWO

Prepare dataset based on the following criteria

- ❑ One month period length
- ❑ Nationalities (Local Citizens only)
- ❑ Preference given to users with multiple visits (>1 visits per month)

STEP THREE

Analyse the proportion of visitors based on the catchment area



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MOBILE LOCATION DATA IN RETAIL

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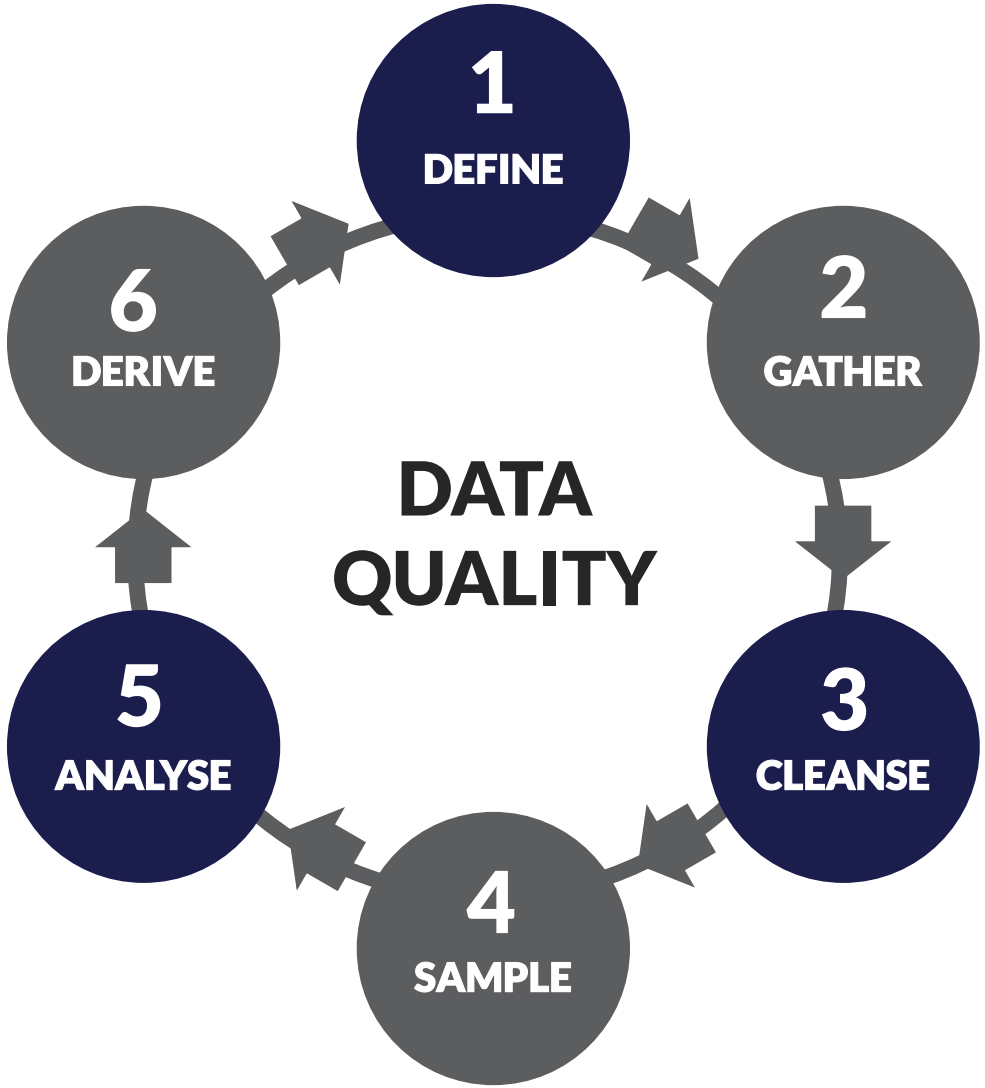
DATA QUALITY – SIMPLE 6 STEP PROCESS



DEFINE DATA REQUIREMENTS
Define data requirements for business goals achievements

GATHER
Gather the raw data sets

CLEANSE
Performed data cleaning and retrieve the clean data

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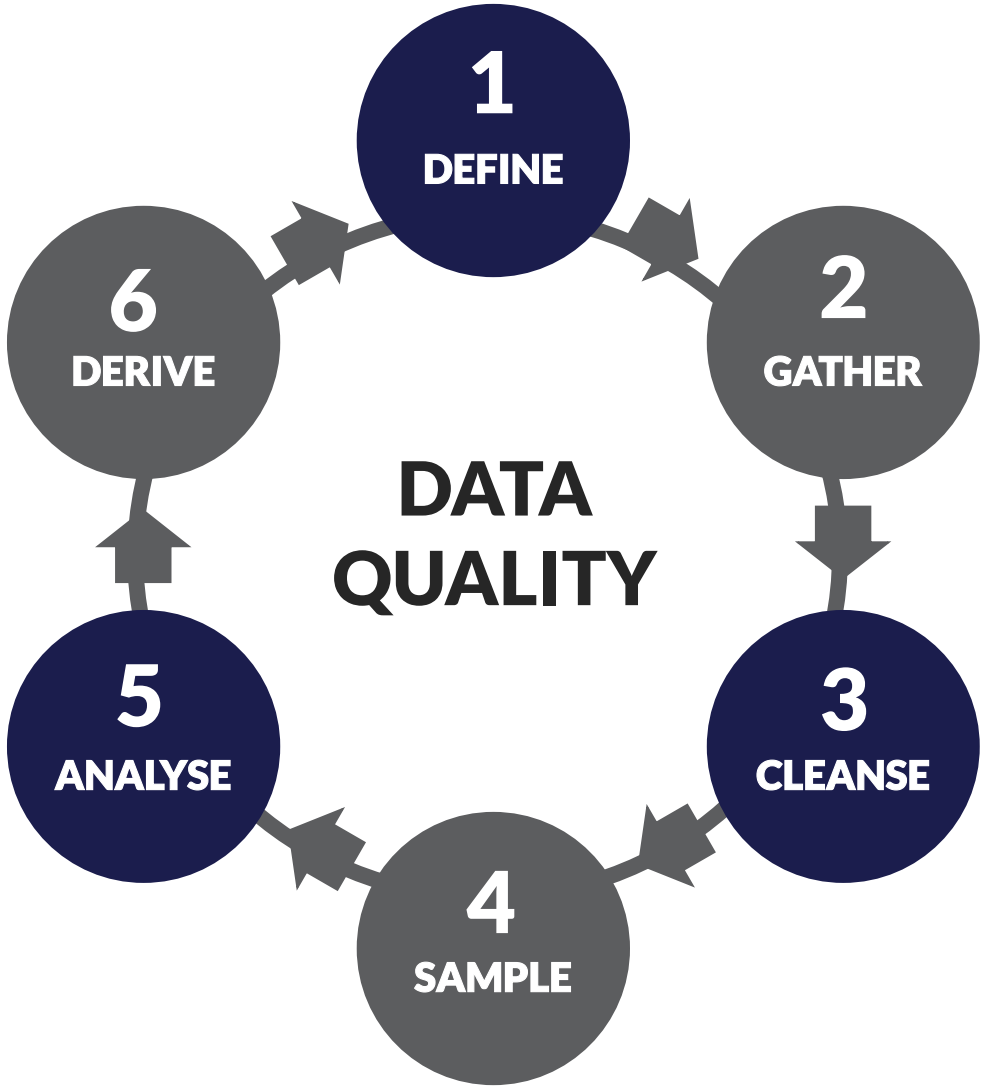
DATA QUALITY – SIMPLE 6 STEP PROCESS



SAMPLE
Carried out data sampling process
- ❑ One month period
- ❑ Filtered based on nationalities (Local Citizens)
- ❑ Preferred users with multiple visits (>1 visit/ mth)

ANALYSE
Performed analysis on the sample data

DERIVE
Derived insights out of the sample data

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FINDINGS

15% were from **within 5km** radius

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FINDINGS

44% were from
within 5km – 10km
radius

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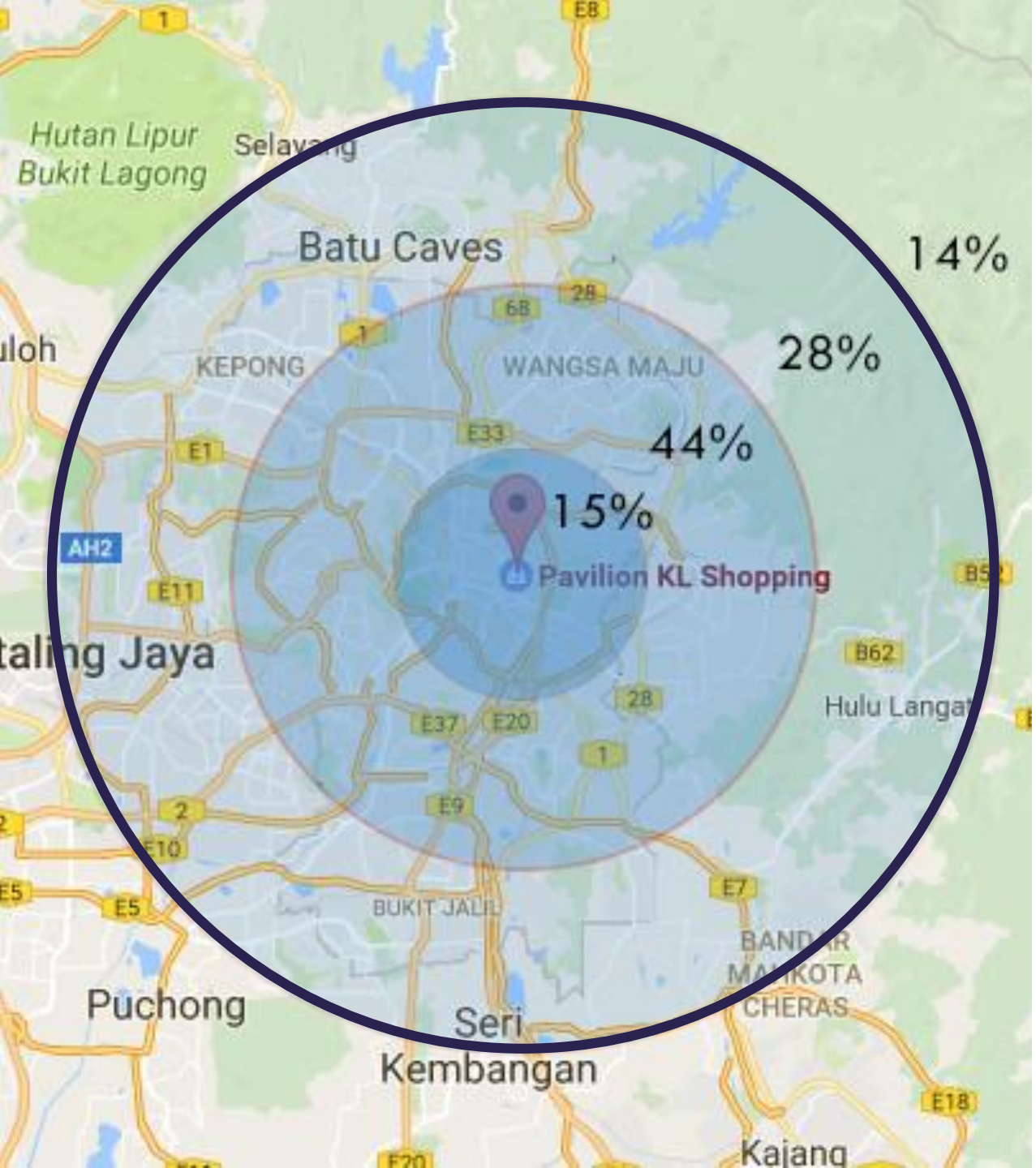

FINDINGS

28% were from
within 10km – 15km
radius

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MOBILE LOCATION DATA IN RETAIL

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RECOMMENDATIONS

Target
People within close proximity to the mall

Focus on the 10km belt
Based on the analysis, 60% of total visitors comes from less than 10km radius

Target easily
Easier target for the mall in order to increase visitation rate

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MOBILE LOCATION DATA IN FINANCIAL SERVICES

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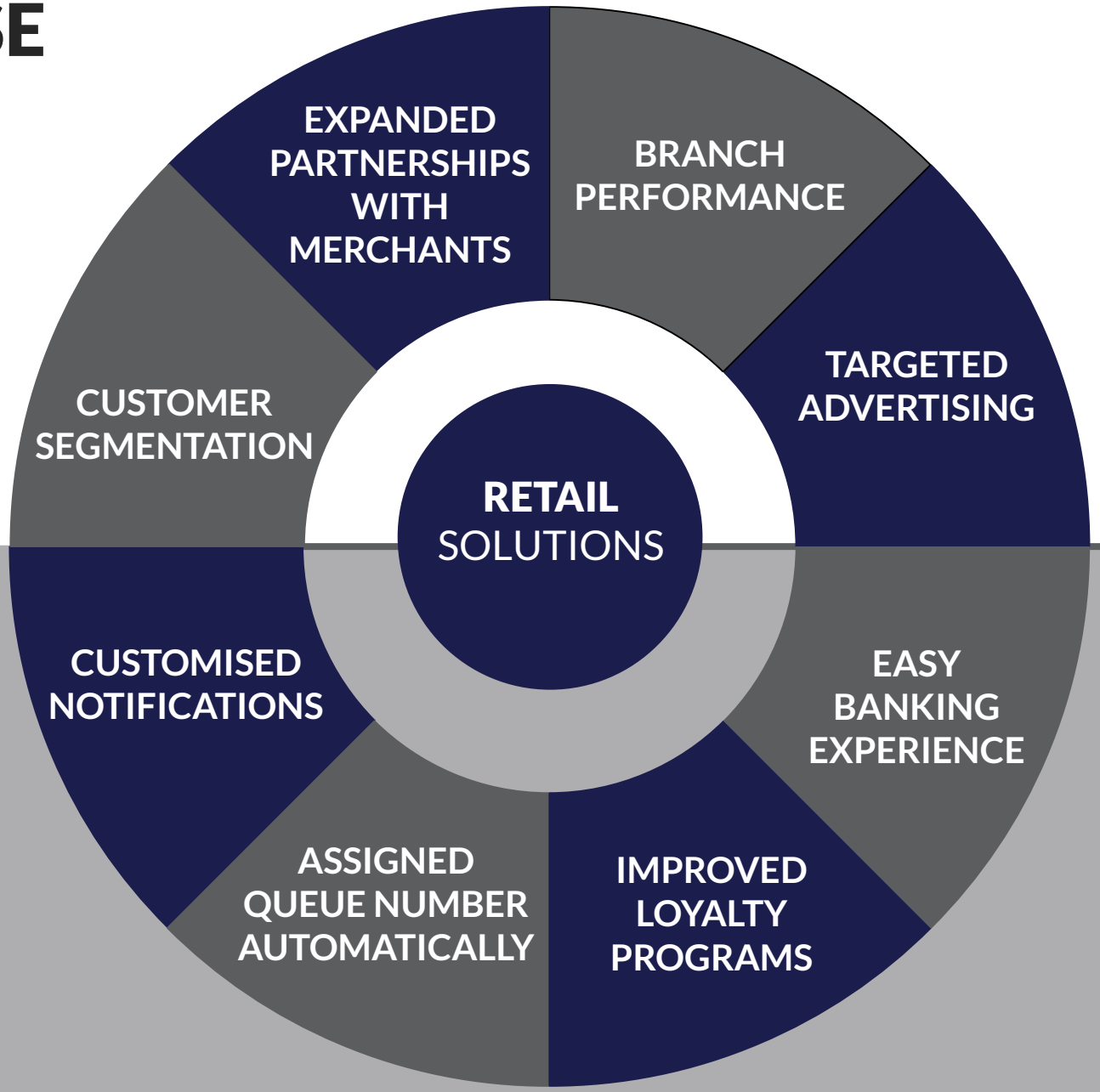
INDUSTRY USE



ENTERPRISE SOLUTIONS

CONSUMER SOLUTIONS

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UnionBank®

BUSINESS CHALLENGE

OPTIMISE ATM LOCATIONS

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METHODOLOGY

STEP ONE

Define
the sub-region for the analysis based on the busiest area

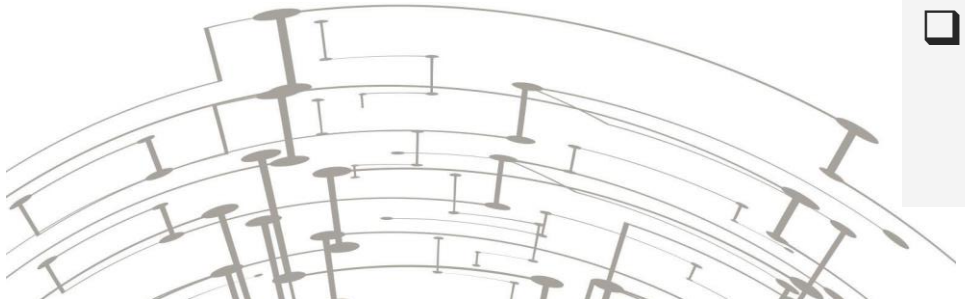
STEP TWO

Filter dataset based on the following criteria

- ❑ People in Downtown LA who are not overseas tourists
- ❑ Identified ATM locations in Downtown LA
- ❑ People who spends more than 30 seconds near these locations

STEP THREE

Analyse the heatmap



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MOBILE LOCATION DATA IN FINANCIAL SERVICES

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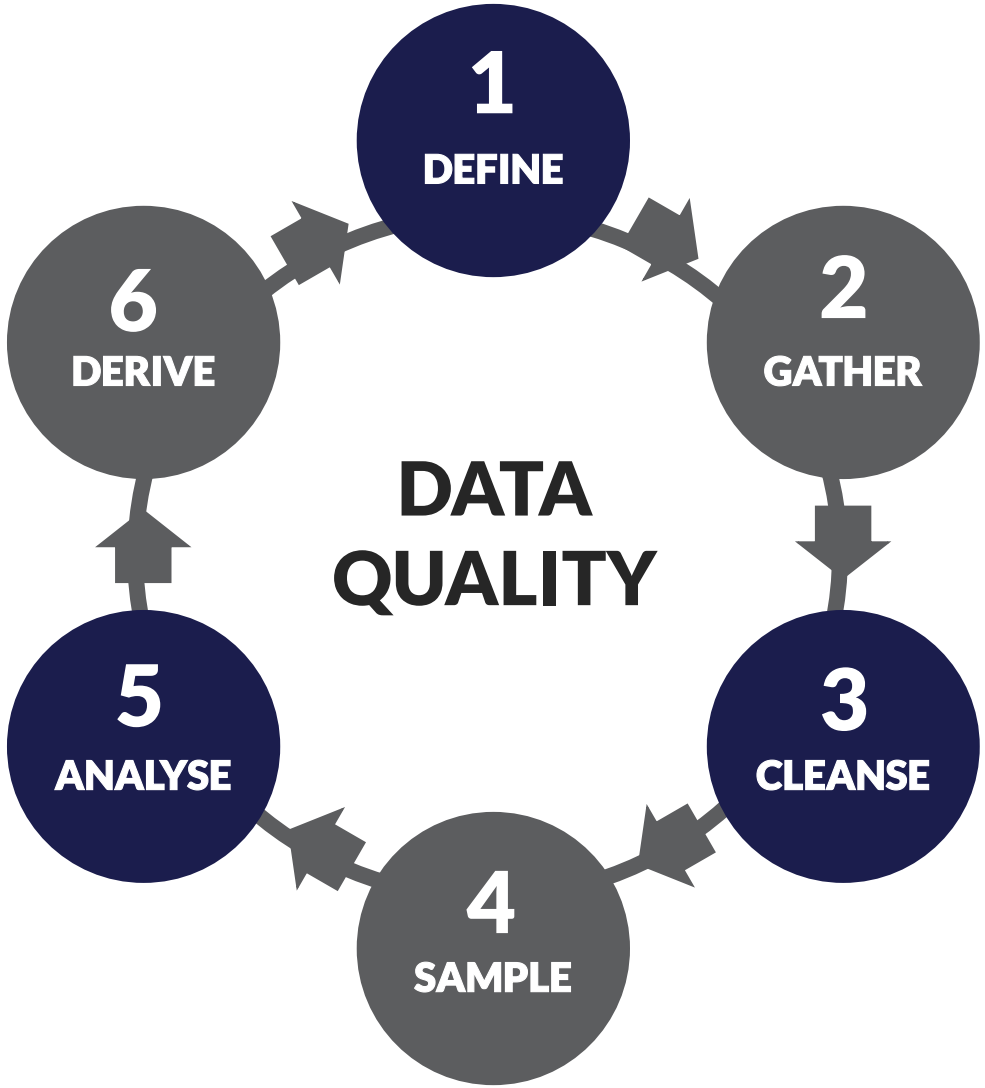

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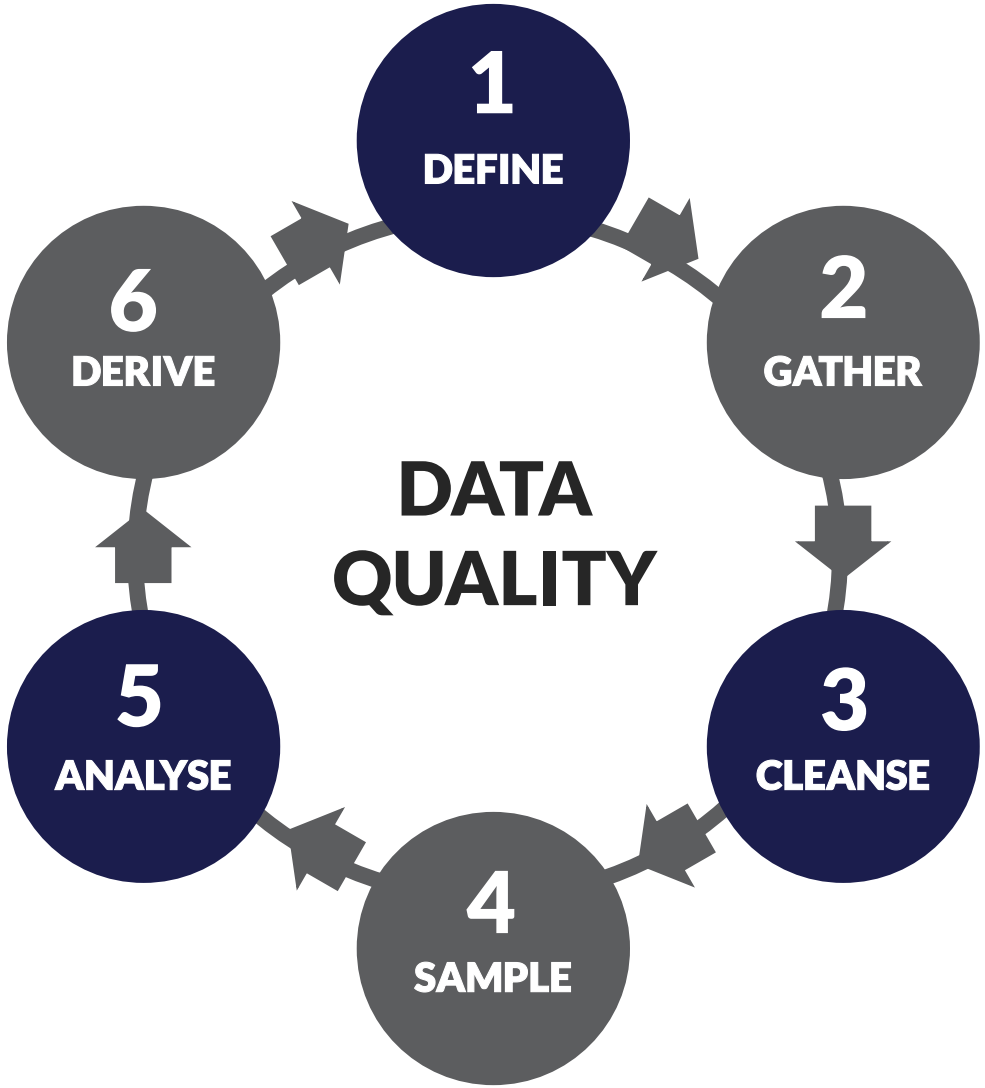

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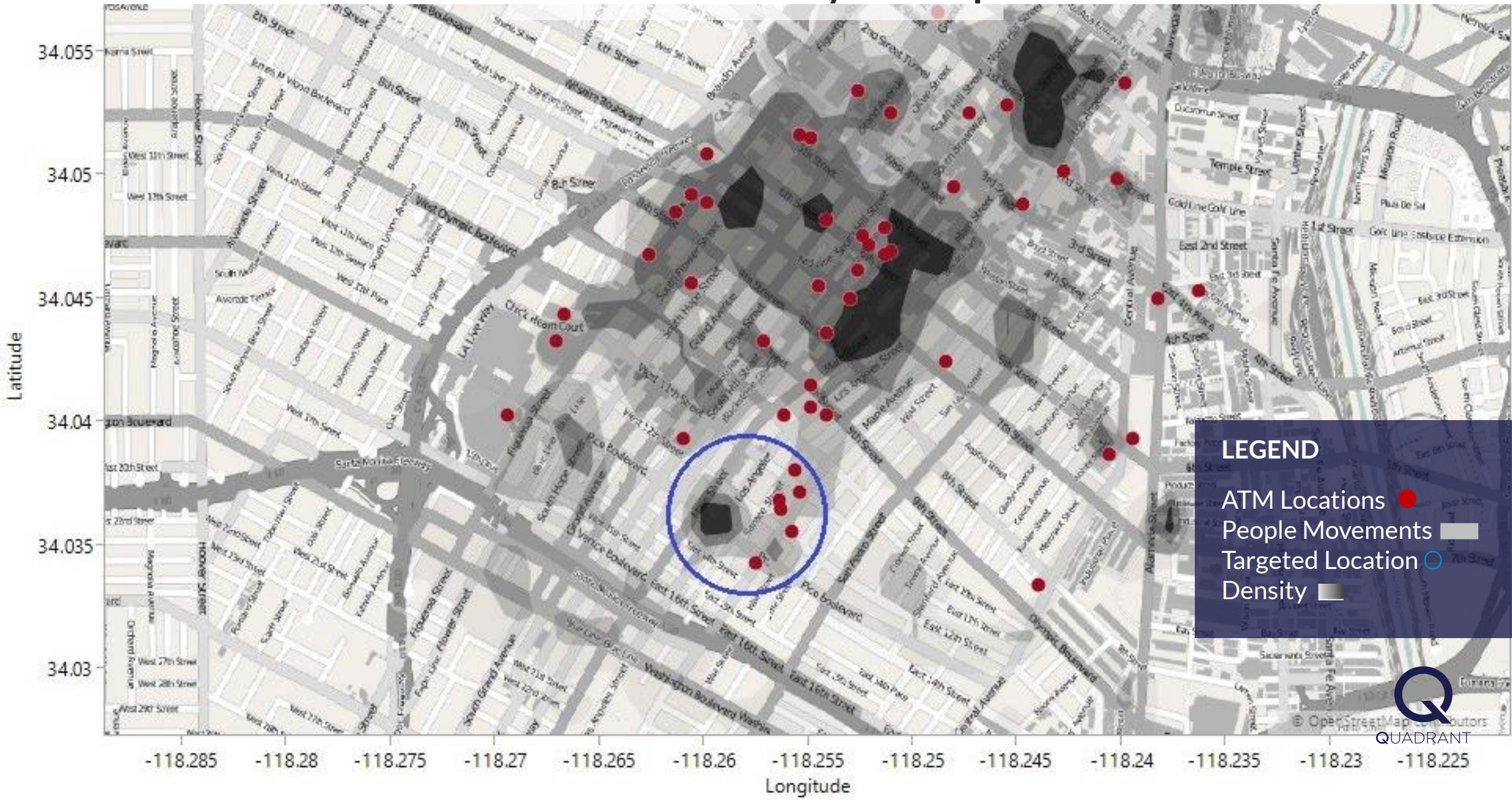
LA Downtown Density Heat Map



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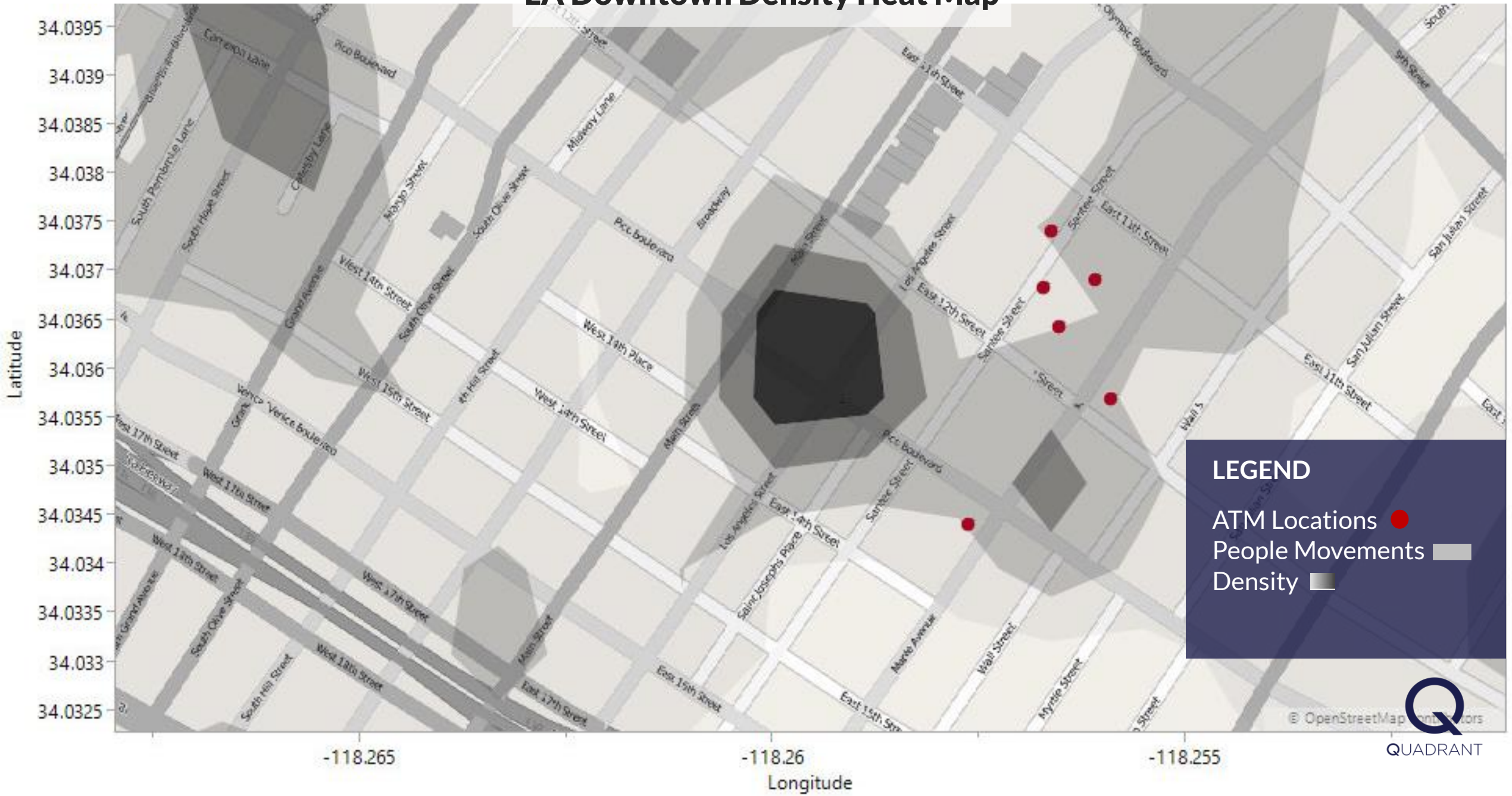

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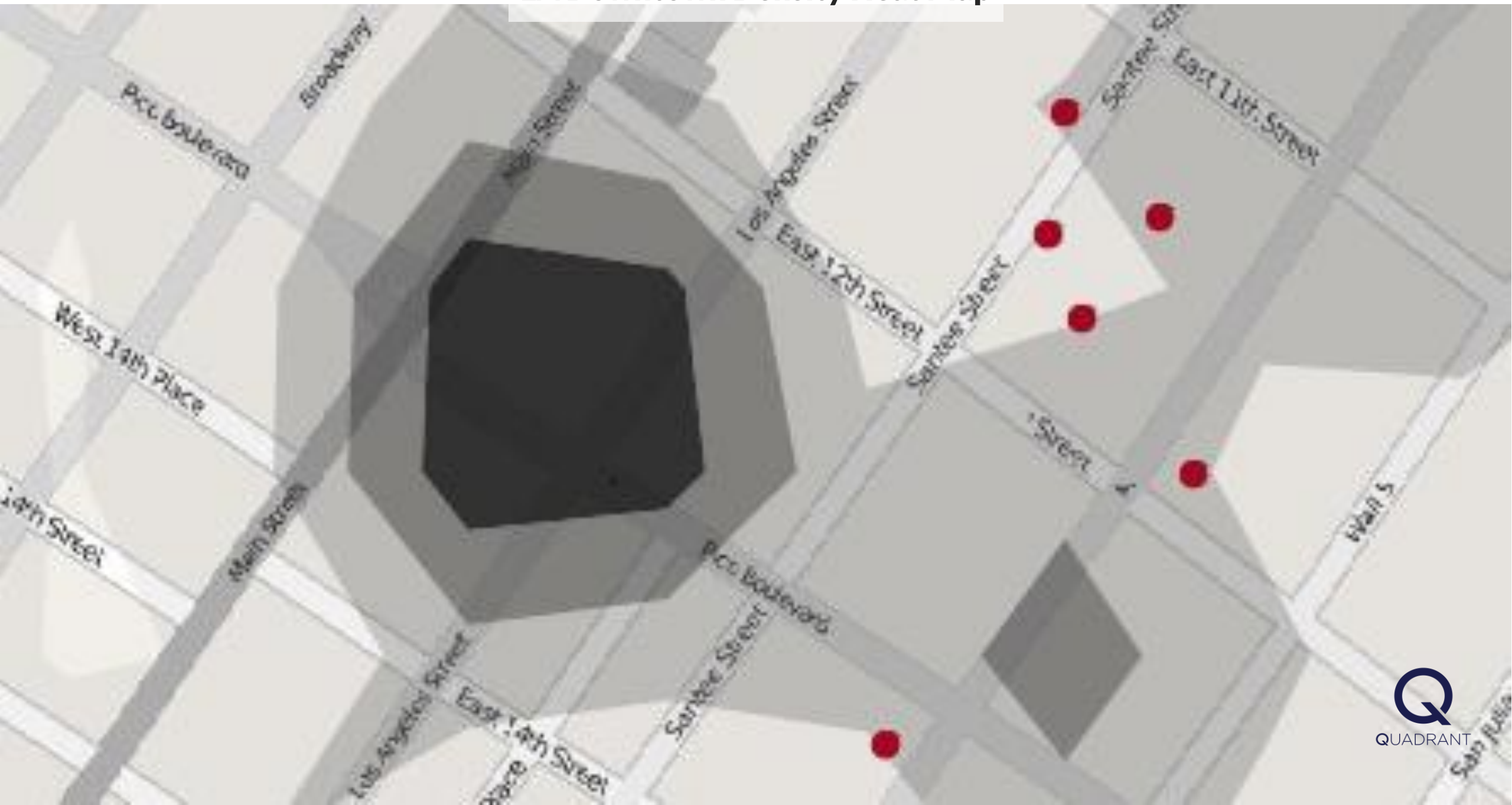

MOBILE LOCATION DATA IN FINANCIAL SERVICES

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RECOMMENDATIONS

Analysed
And identified the dense location which lacks of ATMs

Recommended
To install ATM machines located within 200m – 300m at the identified area

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MOBILE LOCATION DATA IN FINANCIAL SERVICES

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Bank of America

BUSINESS CHALLENGE

INCREASE SIGN UP OF FREQUENT BUSINESS TRAVELERS

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METHODOLOGY

STEP ONE

Researched
To determine the airports in the U.S with high frequency travelers

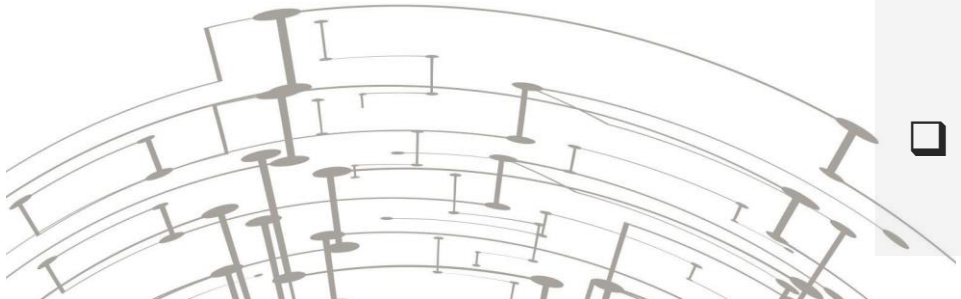
STEP TWO

Filter dataset based on the following criteria

- ❑ People spotted in LA Airport on October 2016 (based on 1-month duration)
- ❑ U.S travelers that have gone through LA Airport that uses domestic travel
- ❑ People that appears >1 day ≤ 12 days in LA Airport

STEP THREE

Analyse the proportion of the distinct travelers from different cities



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MOBILE LOCATION DATA IN FINANCIAL SERVICES

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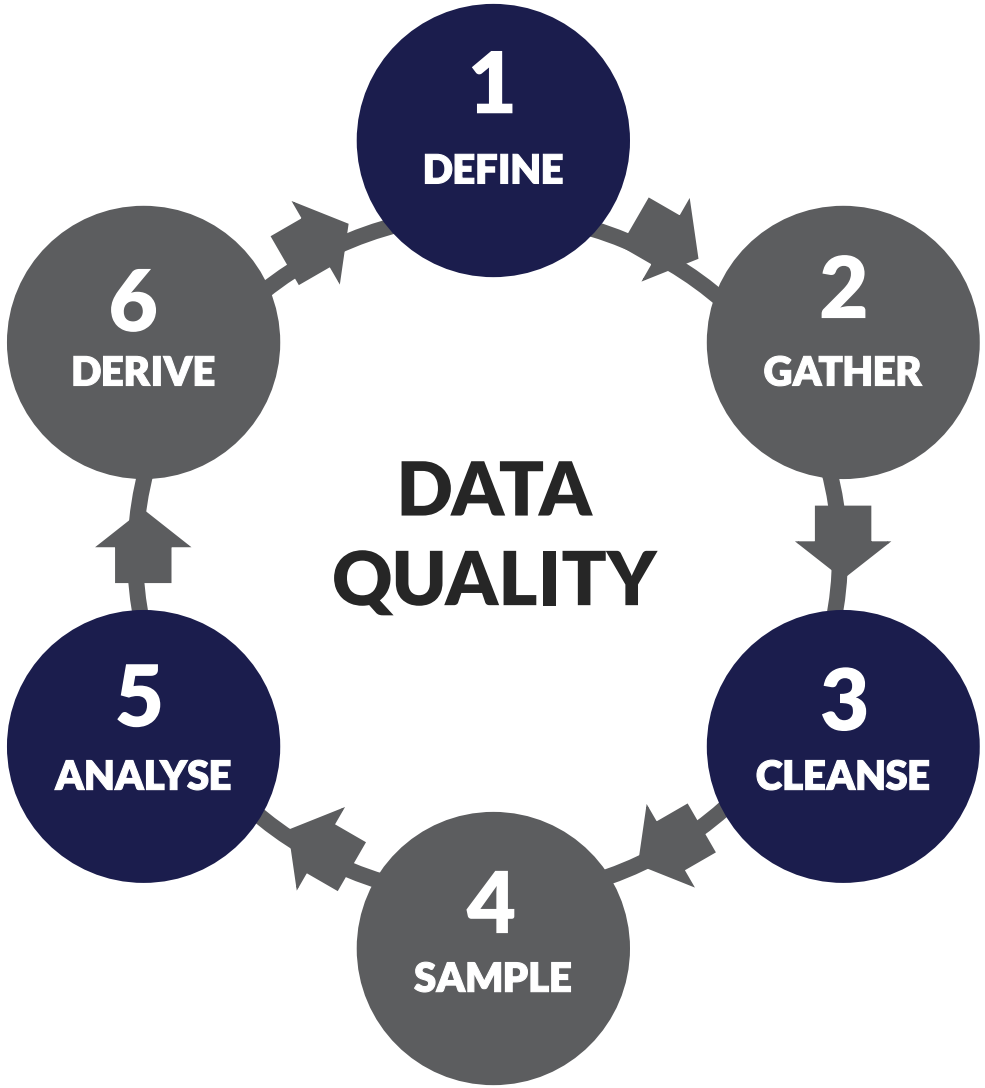

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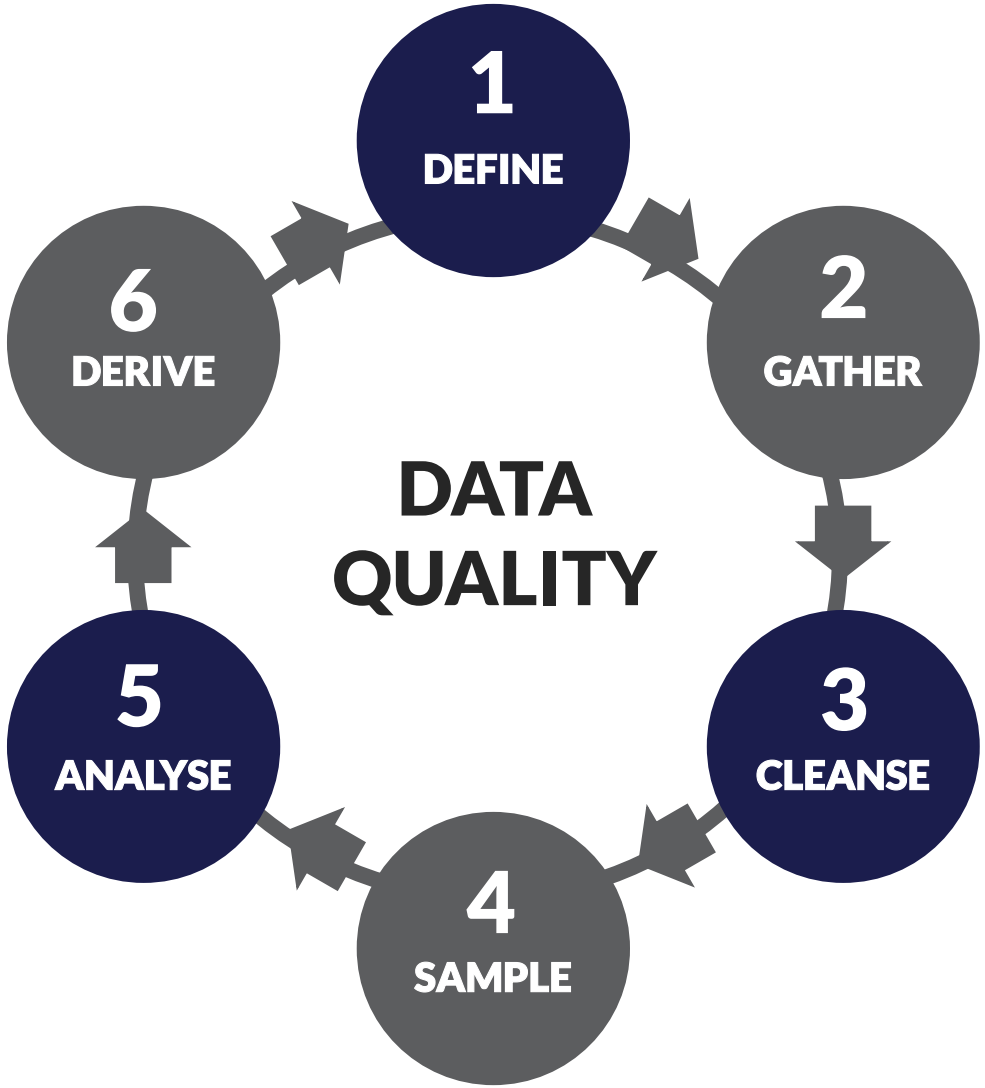

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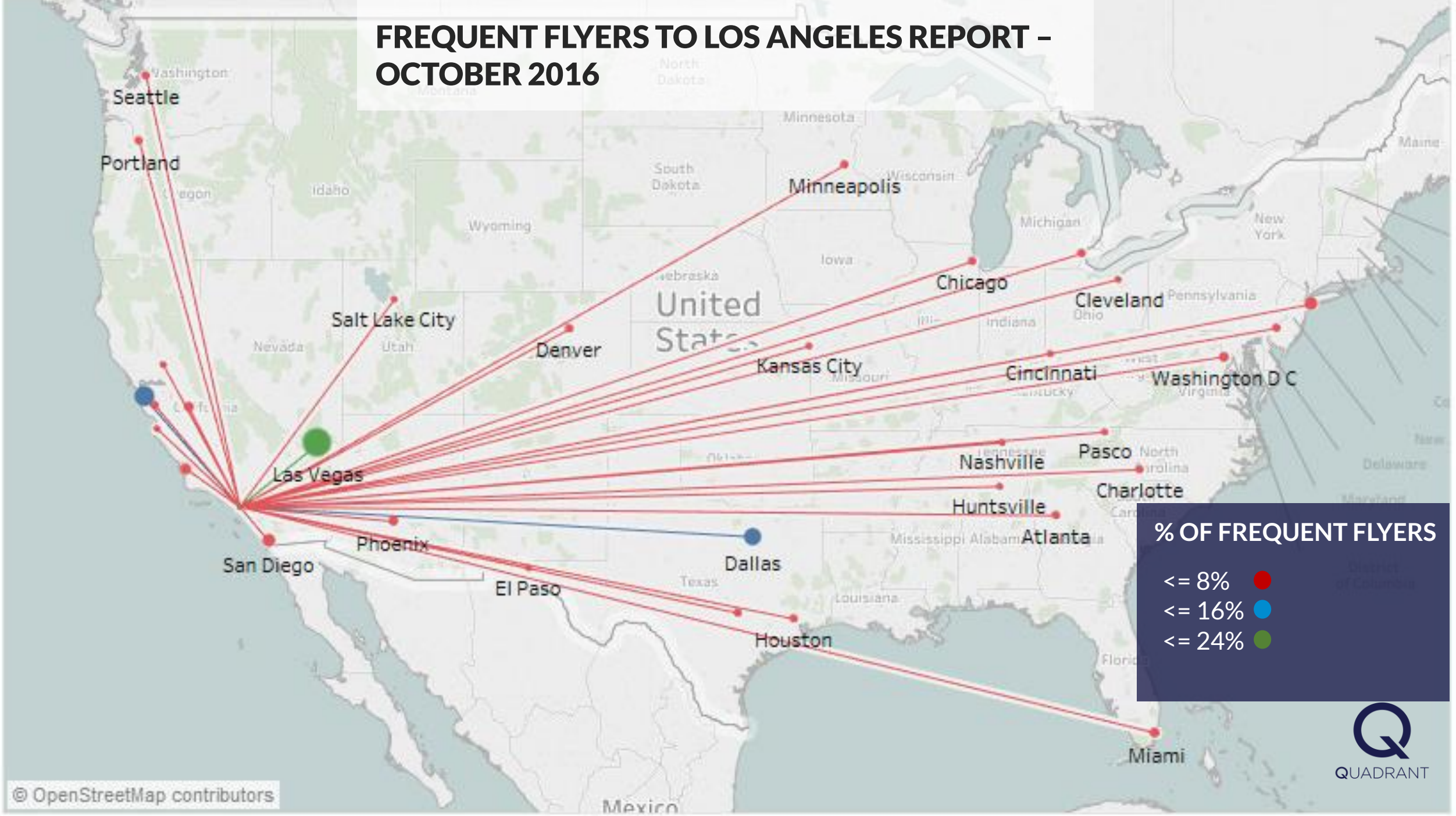
FREQUENT FLYERS TO LOS ANGELES REPORT – OCTOBER 2016



FREQUENT FLYERS TO LOS ANGELES REPORT – OCTOBER 2016

% OF FREQUENT FLYERS FROM LAS VEGAS

<= 24%

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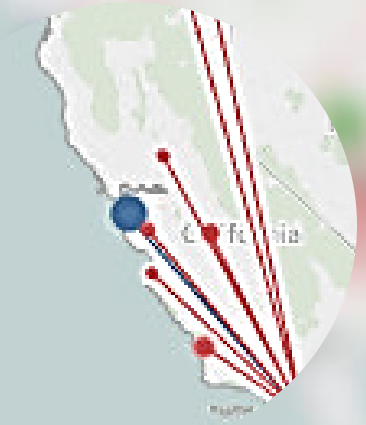
FREQUENT FLYERS TO LOS ANGELES REPORT – OCTOBER 2016



% OF FREQUENT FLYERS FROM SAN FRANCISCO

<= 16%

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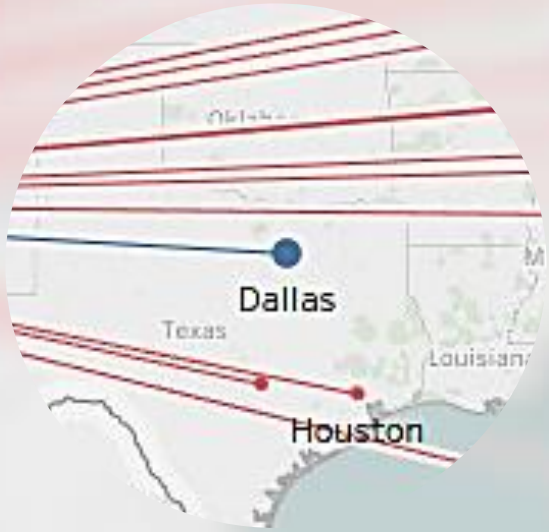
FREQUENT FLYERS TO LOS ANGELES REPORT – OCTOBER 2016



% OF FREQUENT FLYERS FROM DALLAS

<= 8.5%

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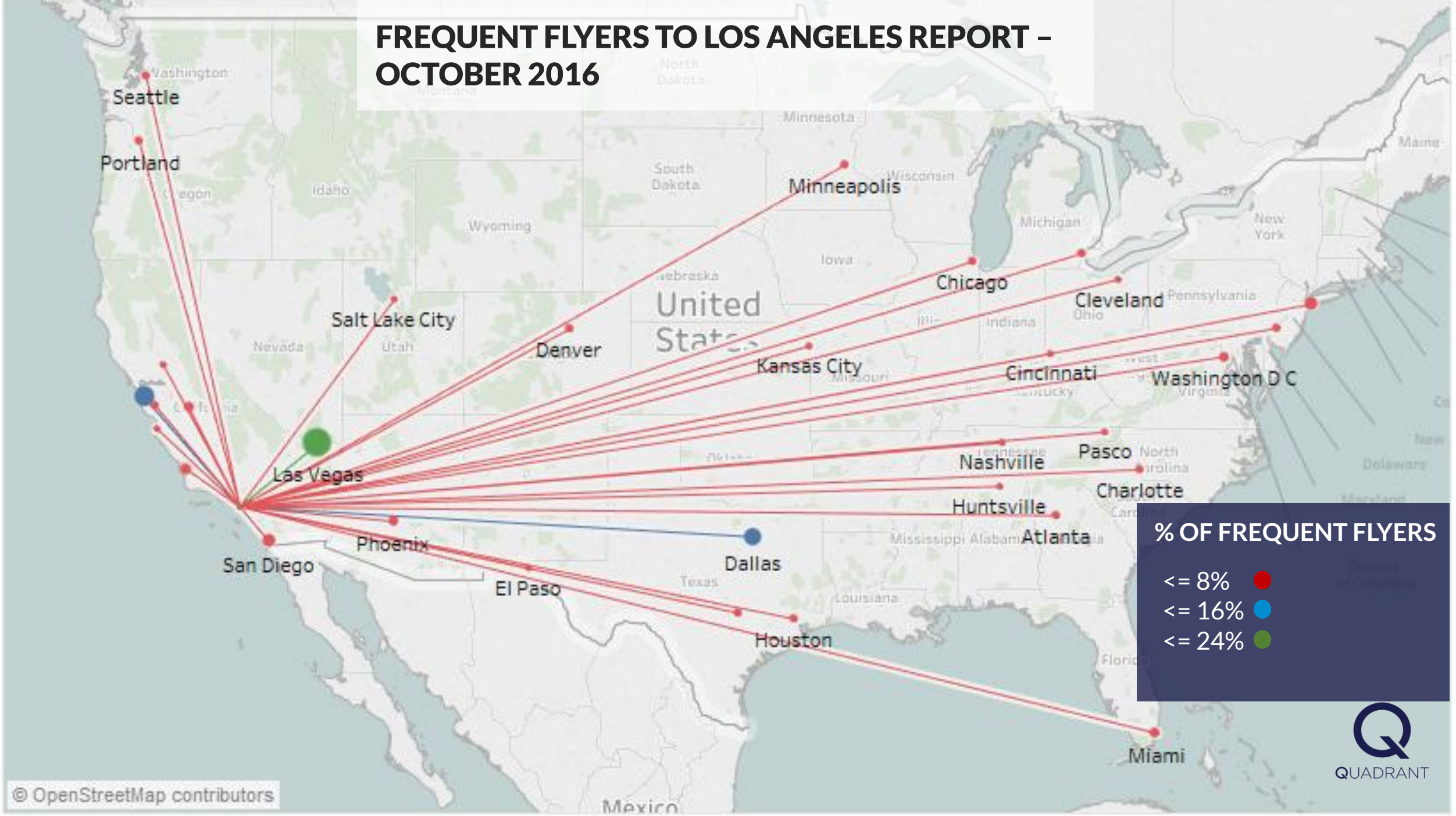
FREQUENT FLYERS TO LOS ANGELES REPORT – OCTOBER 2016



RECOMMENDATIONS

Carry Out Targeted advertising campaigns at LA Airport to engage with frequent flyers from Las Vegas, San Francisco and Dallas

Carry Out Point of Sale Promotions at identified airports check-in gates to have direct engagement with the frequent flyers

Target Marketing Communications and increase level of engagement with targeted audience

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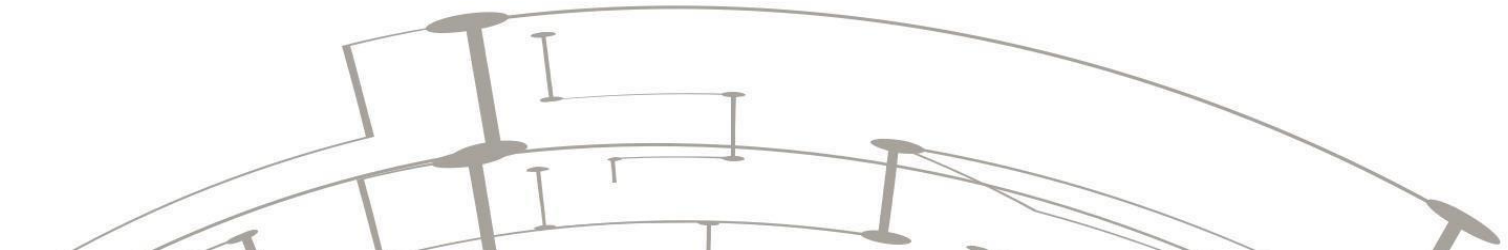
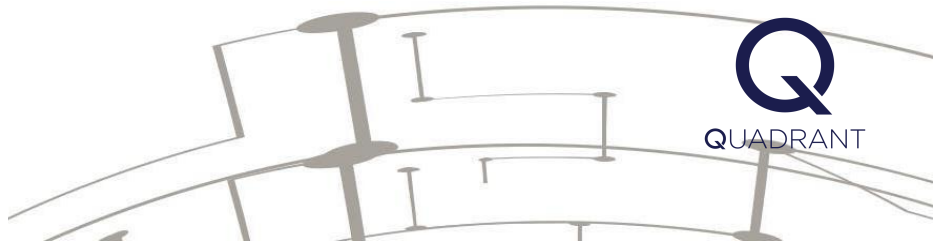
RECOMMENDATIONS

Improves relevance of ad messages

Increase level of engagement with targeted audience

Communicate efficiently and effectively with end user through targeted ad campaigns instead of investing on common ads across multiple airports





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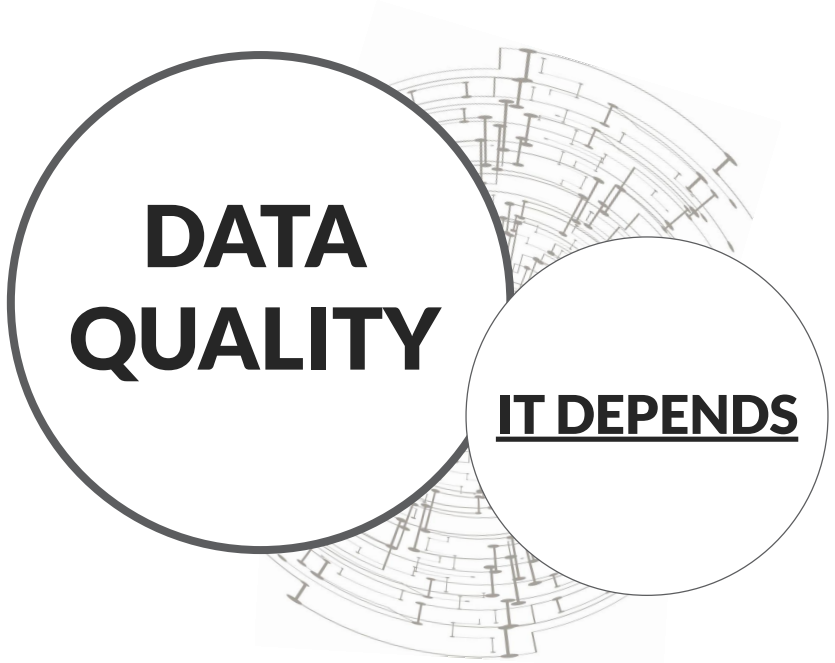
MAKING RIGHT DECISIONS WITH THE RIGHT DATA

For businesses, location data is the key to success. In the desert there is a saying: water is life. For many enterprise businesses, the saying should be that data is life. Data is essential to helping organizations identify the habits, needs, and wants of their customers and potential customers.

Quality (and Value) is in the eye of the buyer

What one perceives as high-quality could be low when viewed by the other



It is not easy, nor feasible, for many companies to properly evaluate

Determine the key attributes and criteria for decision making

Test different combinations to assess optimal quality score

Provide buyer with the ability to select key attributes

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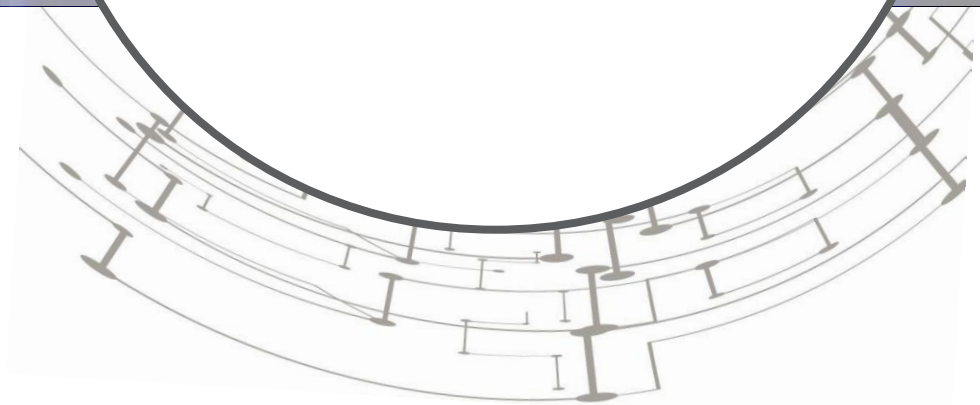
LOCATION MATTERS



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66% of enterprises rank Mobile Location Data as either critical or highly important to ongoing revenue growth strategies.
- **Forbes**

LOCATION MATTERS

Global location-based services market to grow at a compound annual growth rate (CAGR) of close to **40%** during the period 2017 – 2021.
- **Technavio**

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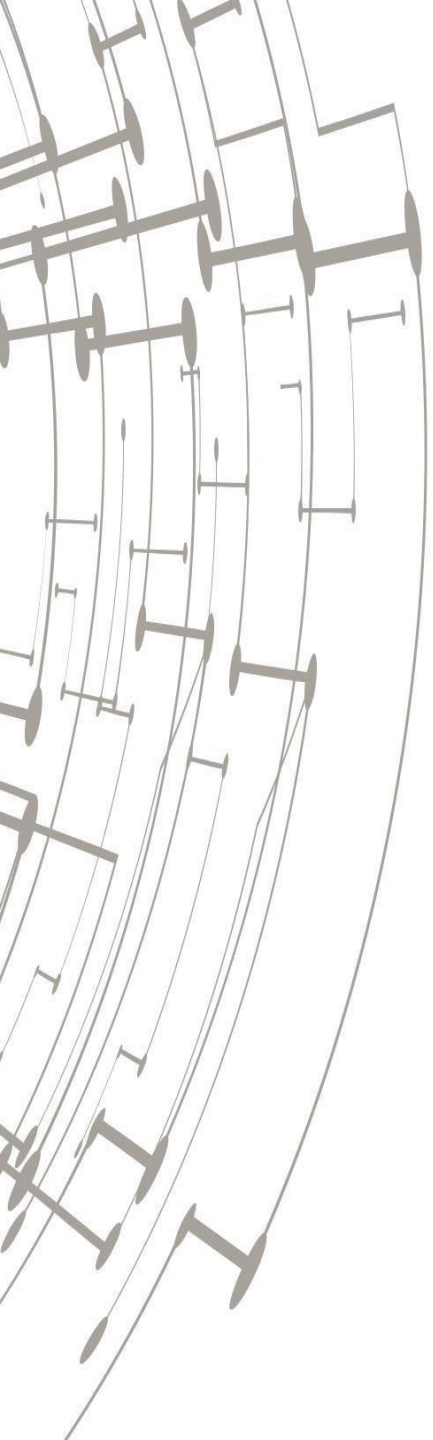
THANK YOU



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