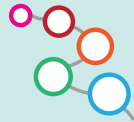
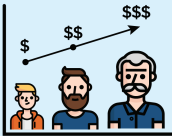


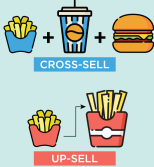









HKBN JOS Recommendation Engine

Provide objective hints to answer diverse business questions
Optimize impacts with data-driven decisioning



Recommendation Engine: Answer Your Business Questions

Product	Price	Promotion	Place
 <p>Identify & address customer needs for product line development</p>	 <p>Define customer's monetary value (revenue to generate) throughout lifespan</p>	 <p>Evaluate ROI of communication mix for replicated success</p>	 <p>Demographic data & location analytics help you pick your store location right</p>
 <p>Enable interactive cross-/up-selling with market-basket/correlation analysis</p>	 <p>Make possible value-based pricing to earn your product's differentiated worth compared to competitors</p>	 <p>Behavioral & predictive analytics help you refine promotion plan in response to customers' needs & pain points</p>	 <p>Exhibit at the right spot to maximize performance & cost efficiency for event marketing</p>
 <p>Get to know the most-wanted product features among real & potential users</p>	 <p>Wisely apply competitive pricing to optimize customer acquisition & conversion of prospects</p>	 <p>Observance of competitive strategies & market tactics help you stay with the latest trend & learn from others' mistakes</p>	 <p>Push notifications to reach the right audience concisely at relevant time with right content</p>

HKBN JOS Professional Team



Data Scientist

- Find out the best way to capture, store and process of all your data
- Answer your business questions by our consultants with domain knowledge and statistical analysis background



Big Data Architecture Expert

Provide professional advices and help to build your own big data solution



Business Analyst

Understand your need and share good practice across different industries and departments



Dashboard Design

Create user-friendly dashboard to give you meaningful insights and information on KPIs

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