Using Big Data to Derive Insights on Customers

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VISION

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Domino’s Anyware = Data Everywhere

Text, Twitter, Pebble, Android Wear, Smart TV, Ford Sync, Voice, Apple Watch, Amazon Echo
Customer Data Integration (CDI)

Data Quality

- **Parse and Standardize**: Decomposition of data sets into distinct elements; standardization of customer records to regionally accepted formats for name, address, phone, email, and other data elements.

- **Correct and Enrich**: Corrections and completions to contact information, including change of address, routing data, ZIP + 4°, Geo data, compliance and preferences, etc.

- **Match and De-Duplicate**: Identification of duplicate records within or across disparate source files and assignment of non-consistent identification keys; optional merge / purge of duplicate records.

Mastering the Data (MDM)

- **Consistent**: Ability to accurately recognize customers over time, across multiple channels and data sources using all available identifying information.

- **Manage and Integrate**: Capabilities that enable the mastering of customer data across an enterprise; results in a unified customer view to ensure availability of consistent information for operational and analytical systems.
Where we started out...

- 802M Orders
  Orders from 2012 through P10W3 2015

- 389M Sources
  De-dup, Cleanse, Match, UCD

- 202M Individuals

- * Legacy data matching

- * Opportunities

- * Lack of MDM - Never used this data

- Individuals sitting in unmatched state
  (aka no Household)

- No reverse phone lookup

- No reverse email lookup

- Not applying 3rd party enrichment data

- Not a huge lift with just address
What innovation can feel like:

First they ignore you, then they laugh at you, then they fight you, then you win.

Mahatma Gandhi
Changing your Mindset

I skate to where the puck is going to be, not where it has been.

Wayne Gretzky
You have to get comfortable taking some risks

“YOU MISS 100 PERCENT OF THE SHOTS YOU DON’T TAKE.”

WAYNE GRETZKY
Data can unlock innovation

1. The amount of data generated in two days is as much as all data generated in human history before 2003.

2. Improved use of data could generate $3 trillion in additional value each year in seven industries.

3. The Big Data analytics and services industry is worth $3 billion and is expected to hit $20 billion in the next five years.

4. Harnessing Big Data could reduce health care costs by 8%.

5. The data-driven marketing industry was worth $156 billion in 2012 and created 676,000 jobs.

6. In 1985, it cost $100,000 to store a gigabyte of data. It cost 5 cents in 2013.

7. Data is a resource, much like water or energy, and like any resource, data does nothing on its own. Rather, it is world-changing in how it is employed in human decision making.
The 3 V’s of Big Data:

Big Data: Expanding on 3 fronts at an increasing rate.

Data Volume

Data Velocity

Data Variety

- Real Time
- Near Real Time
- Periodic
- Batch
- Table
- MB
- GB
- TB
- PB

- Social
- Photo
- Data Base
- Video
- Web
- Audio
- Unstructured
- Mobile
A cautionary suggestion:

Don’t stockpile data “just in case”
Strive to be Nimble!
Domino’s can now identify unique customers from millions of order transactions, and ensure that we have complete, accurate information. Masters of our Domain..

Talend Data Fabric Underpinnings
Mastering Digital Marketing at a Household Level

- eCommerce Platforms
- Push Notifications
- Email Service Providers
- Store Assignment
- Text Message Providers
- Digital Signage Processors
- Social
- Paid Search
- Customer Loyalty

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Questions?