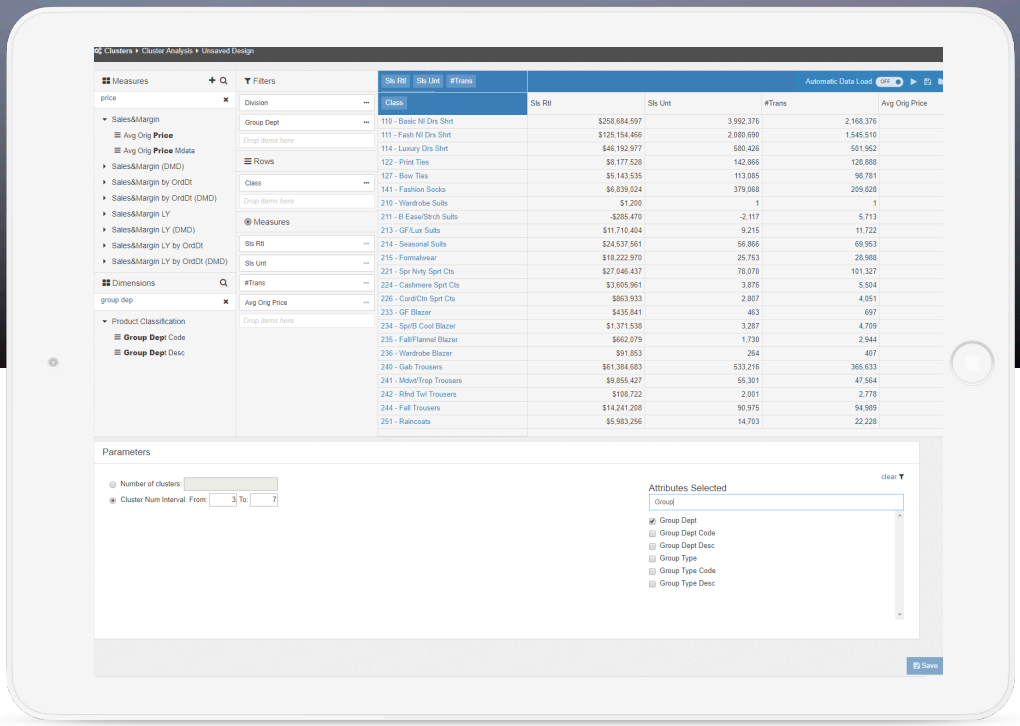
ORS RETa.i.L

Cluster Analytics 4.0

Analyze at speed

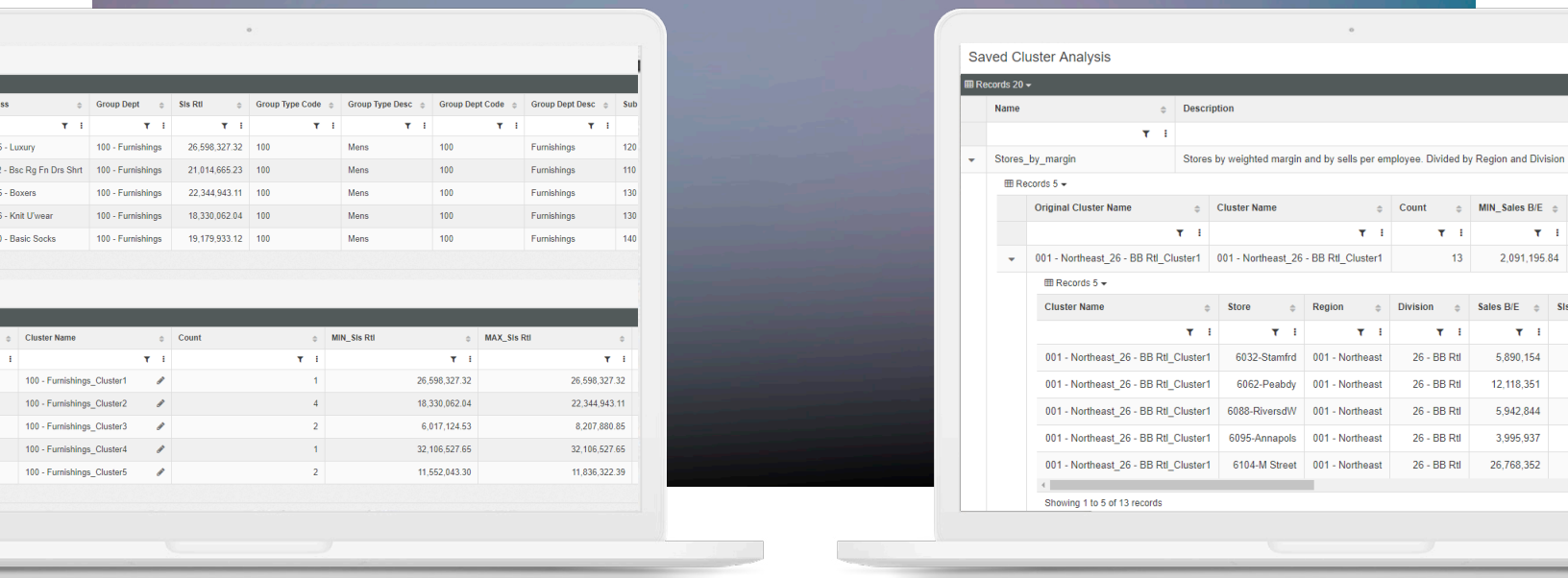
Build common strategies for clusters

Gain deeper insights rapidly



Even as businesses are presented with ever-growing data sets of numerous types, analyzing these large volumes becomes a tedious task. In markets like retail, Cluster Analytics 4.0 is a powerful tool to study clusters of data—by grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense or another) to each other than to those in other groups (clusters).

Retail stores, bank branches, hospital groups, and other enterprises that have more than one location of operation (nodes) can leverage cluster analytics to build relevant node segments that are homogenous in certain behavioral aspects and can be targeted using the same marketing strategy.



ORS Cluster Analytics 4.0 helps clients create a powerful visualization of their products' performance across nodes by:

- Assembling and integrating silo-ed enterprise data
- Applying deep math algorithms, statistical models, and econometrics to business processes
- Bring big data analytics to enrich enterprise data

Cluster Analysis

- Allows to group a list of entities (e.g. color ways, stores, class, customers and so on) along chosen qualitative and quantitative attributes
- The user can easily choose the entities using a BI-like entry view
- The platform allows pre-clustering a list of entities along chosen qualitative attributes, and then performing quantitative clustering based on quantitative attributes
- Using the Wald method, the quantitative clustering uses Hierarchical Clustering

> One salient feature of this segmentation is the size of data. While a retailer can have millions of customers, the number of stores is usually more limited (100 to 10000). ORS Cluster Analytics 4.0 leverages neural networks to study patterns, gain deeper insights, and build/test scenarios at rapid speed.

For more information, please contact sales@ors.group