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3 Use Cases Data Leaders Must Implement Today

Times of crisis demand answers from those leading, as well as forward thinking organizations. For data and analytics leaders, this means having the right information and tools to ask relevant questions, but that is often easier said than done in uncertain times. As it stands, our machine learning and analytics tools have become commoditized, their effectiveness plateaued. Without improvements elsewhere, the ability of data leaders to answer their organizations' pressing questions is hampered.

But, how can data teams access better data if they're constrained to their own internal datasets? And, if they use external data, how can they get around the time- and resource-intensive process of finding the most relevant and useful data sources?

It's not really feasible to examine every single source of external data on the market in a short enough time to respond to crises. Testing, analyzing, cleaning, and integrating even a single data set takes anywhere from weeks to months and can impact a data leader's ability to guide their organization through a turbulent period. When answers are necessary now, the complexity of seeking out data sources manually makes little sense.

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Faster access to data with Explorium

Built to help shorten your data acquisition and discovery cycle, Explorium is designed to get you answers as soon as you need them. Explorium lets you connect your company's internal datasets to thousands of external data signals to give you greater visibility, better context, and more relevant answers to any questions your organization may have.

Instead of wasting precious time thinking about the best way to look at your data, give your organization the agility to get answers as soon as they need them, based on better data and smarter models. giving you the answers you need to chart a new course and maximize your marketing ROI.

Data discovery made easy

Focus on getting the answers you need, not the data required for it. Explorium automatically connects your data to thousands of external data signals, extracts the most relevant data points, and blends them with your data in real-time to help you give your organization the answers and insights they need to navigate this crisis.

Some data sources Explorium connects you to:

- Company data
- Social and web analytics
- Geospatial and census data
- Alternative risk and financial data
- Economic data
- News and weather data

Focus on answers, not processes

A crisis is not the moment to spend worrying about building the right models and processes — it's a time to focus on getting the most out of your data. Explorium distills the top features from all external data sources to help you answer your organization's questions as they come up. More importantly, it does so in real-time, enabling you to provide guidance through uncertain times.

Deployment-ready models

Even if you already have machine learning and analytics models ready to use, Explorium can make them better. Let your data team focus on the important parts — driving ROI — and let Explorium worry about finding the right data to give you greater context and clarity. More importantly, Explorium gives you models that are ready to deploy to production across your business.

From data-driven to data science-driven

The time for prescriptive analytics is gone; organizations need better ways to fight the building unpredictability. Explorium can help your data teams improve their models and offer more actionable insights that provide the real impact your organization needs from its data.

Productivity overdrive

Stop wasting precious days and months scouring the web for the right dataset. Explorium can remove the need to search for, clean, test, and integrate data by not only giving you ready-to-use data sources immediately, but also automatically telling you which datasets have the biggest impact on your model. Cut down on the process of data discovery and start focusing on the task of offering insights.

Impact in seconds

Our rapidly shifting landscape demands fast answers and faster action, so you need your data teams to be agile. Explorium's end-to-end solution lets you deliver results in minutes by condensing the data discovery, preparation, and integration process. Deliver ROI uplift and smarter solutions to your organization's problems now, and not in a week, by integrating with Explorium.

Fast, unlimited scale

Your data is ever-growing, and your uses for it should follow suit. Find new use cases with better data, and deploy them across your organization in seconds. Explorium lets you connect to new data sources and scale your use cases on demand.

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Explorium in action

Machine learning and data science are no longer optional for organizations looking to stay relevant in a rapidly shifting landscape.

From understanding their own business to better predicting uncertain conditions around them, these are just a few ways our customers are improving their models using Explorium.

Ready to see what Explorium can do for you? Schedule a call with one of our solution experts.

Demand forecasting

A global retailer has seen slumping sales in some regions due to a poor blend of products at store locations. Its CDO was tasked with finding smarter ways to predict where to best place their products. By combining historic sales data with seasonal and event data, weather trends, social media activity, and purchase data by region, the company improved its revenues per store by 5%, reduced inventory costs by 17%, and managed to expand its demand significantly in just a few months.

Procurement

A global CPG manufacturer was overspending on its procurement, impacting its entire supply chain and its bottom line. Its inability to predict changing trends accurately meant it often overspent on supplies or made purchases at the wrong time for market prices. By connecting its internal datasets with commodities market signals, weather and seasonal data, company and business data, and comparative pricing information, the company managed to reduce purchasing costs by 5% on average, and its overall production costs by a total of 4%.

Predictive revenue modeling

An international company was preparing for a potential financial winter and needed to understand how changing factors could impact its revenues, and thus its operations. However, its internal data was largely collected during an extended growth cycle. The organization's CDO used Explorium to connect its data with news events, weather patterns, economic indicators, stock prices, and more to create a model that more accurately reflects future earnings. The company managed to reduce overheads by 8% and cut down on unnecessary spending significantly by better predicting financial trouble in the near future.

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