

From zero to nothing special ... but delivering huge value

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Afinita

Atribuce

Modelování

Confusion matrix

Propensita

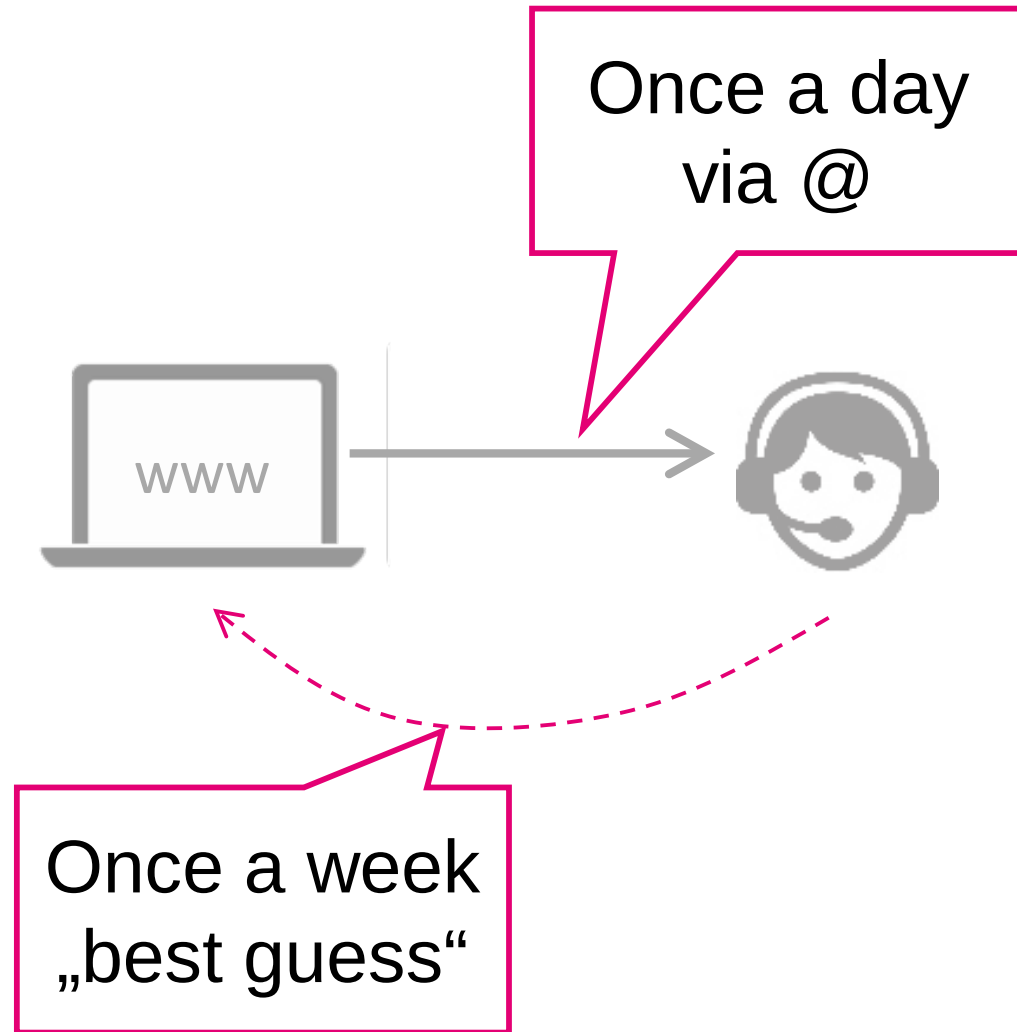
Průkaznost

Real-time-decisioning

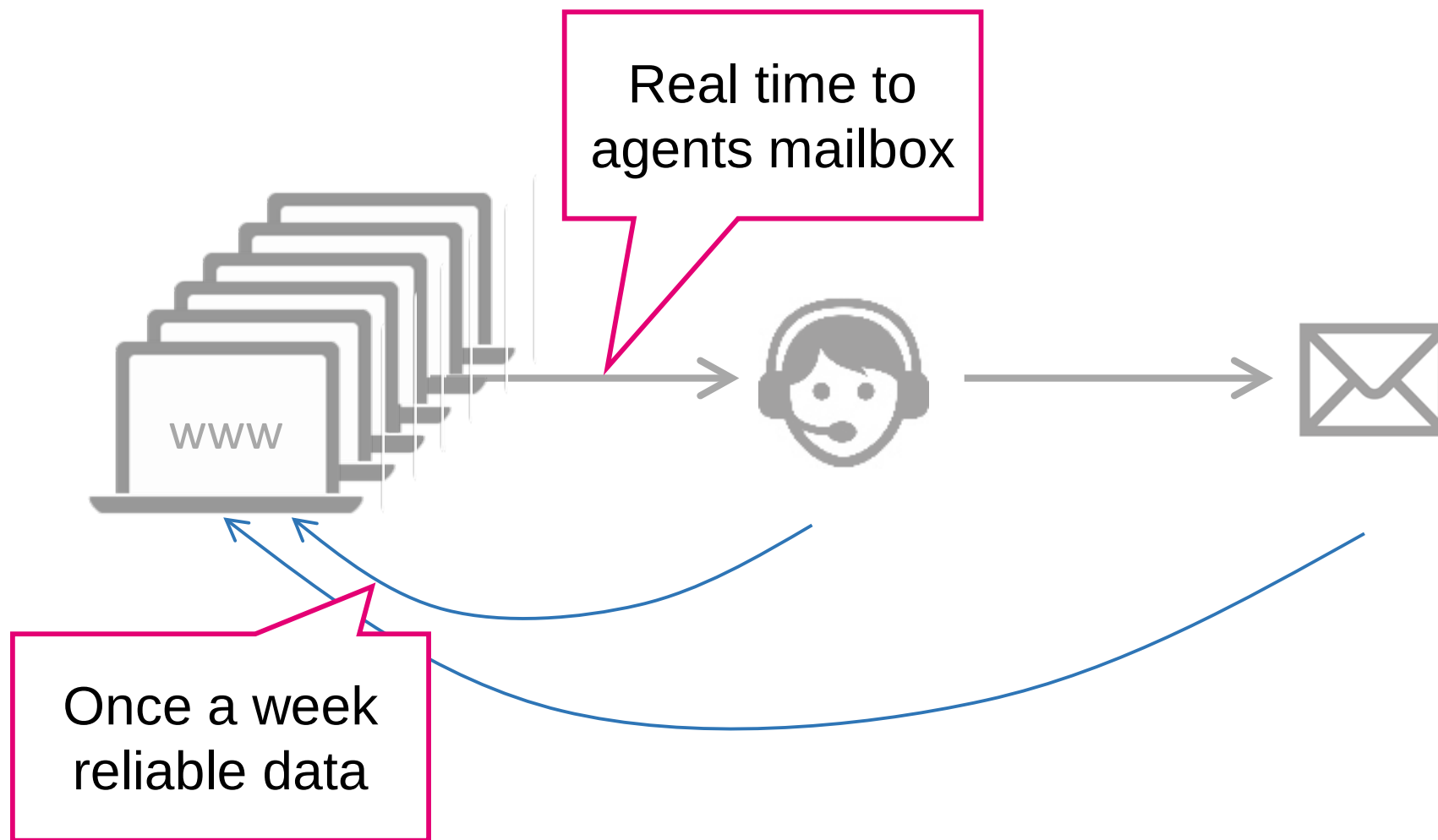
Contextual campaign

Atd...

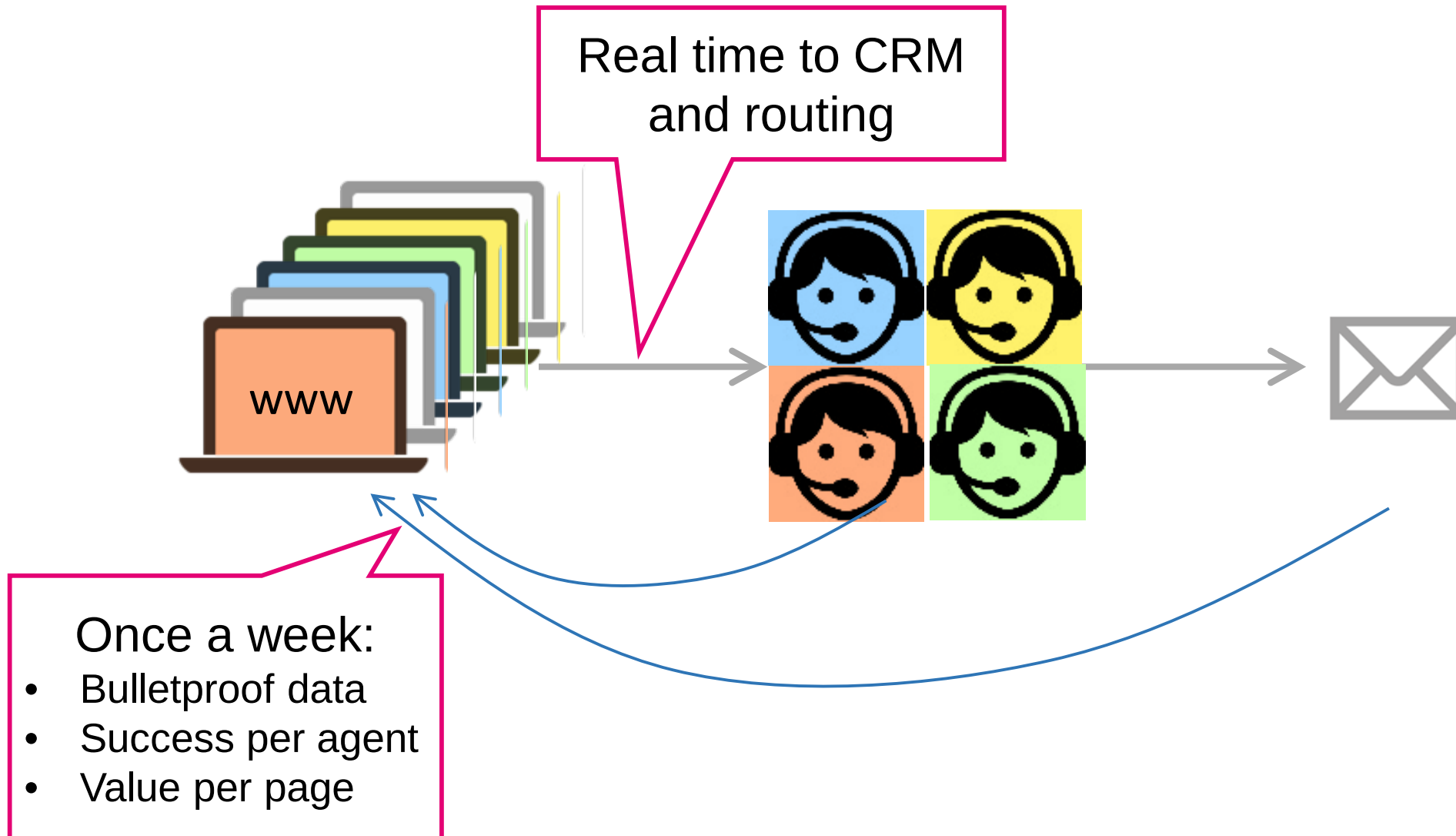
**Five
Years
ago**



Getting smarter and bigger



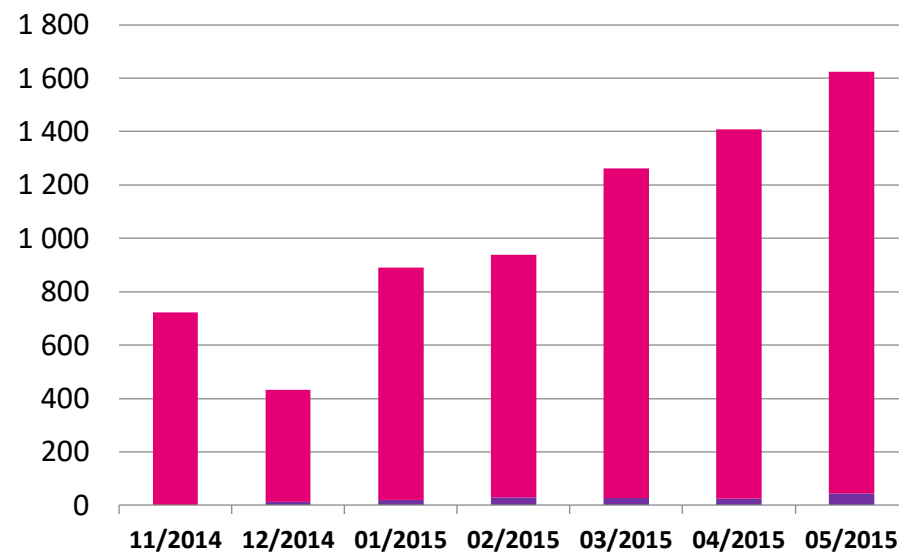
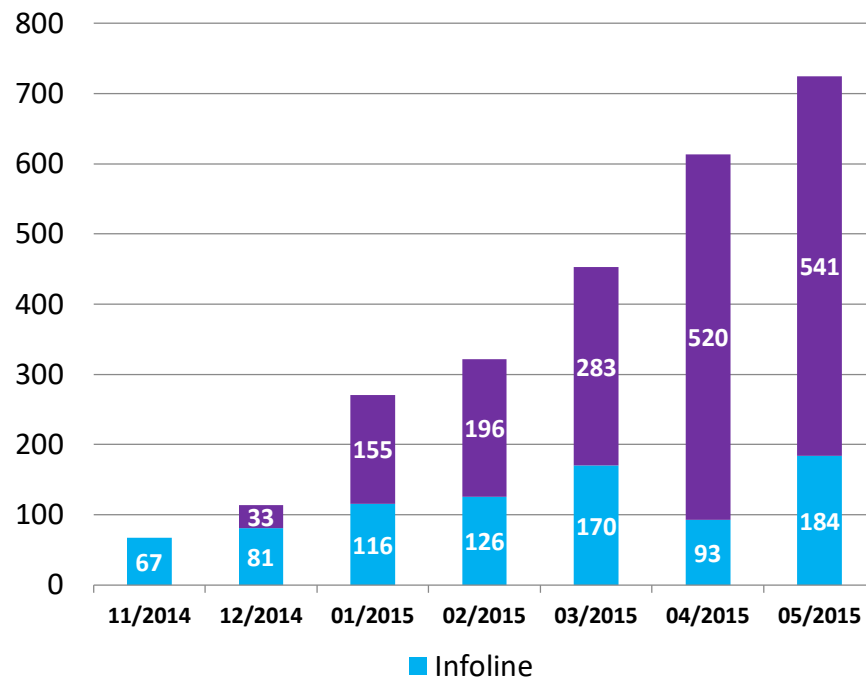
2015: T-Mobile from zero



MFF_C1	Total	Activations	Prolongations	Migrations	SR Act	SR Prol	SR Total	Prolongation VBI
Datove tarify	107	7	11	1	6,5%	10,3%	17,8%	1,036
Hlasove tarify	993	4	267	13	0,4%	26,9%	28,6%	1,144
Hlasove tarify rozcestnik	144	0	36	3	0,0%	25,0%	27,1%	1,032
Pevny internet	163	25	7	0	15,3%	4,3%	19,6%	0,997
Portace k T-Mobilu	92	1	9	0	1,1%	9,8%	10,9%	1,119
Prolongace	975	4	397	5	0,4%	40,7%	41,6%	1,034
Sdileny-internet	33	0	3	0	0,0%	9,1%	9,1%	1,061
Sdileny-tarif	138	3	24	7	2,2%	17,4%	24,6%	1,010
Tablet pro nase	22	2	3	0	9,1%	13,6%	22,7%	0,957
Tarify a zarizeni	154	0	21	1	0,0%	13,6%	14,3%	1,089
Zarizeni rozcestnik	19	0	1	0	0,0%	5,3%	5,3%	0,884
(blank)	2	0	0	0	0,0%	0,0%	0,0%	
Test	8	0	0	0	0,0%	0,0%	0,0%	
Tablet kampan	50	8	2	0	16,0%	4,0%	20,0%	0,913
Pre-post migrace	9	0	0	1	0,0%	0,0%	11,1%	
Huawei tablet sleva 2300	2	0	0	0	0,0%	0,0%	0,0%	
Sdileny-tarif-hlavni stranka	915	9	99	9	1,0%	10,8%	12,8%	0,998
Tarif pro mlade	668	3	316	21	0,4%	47,3%	50,9%	1,180
Test Q2	10	0	0	0	0,0%	0,0%	0,0%	
Test Q2 2	3	0	0	0	0,0%	0,0%	0,0%	
Total	4507	66	1197	61	1,5%	26,6%	29,4%	1,087

Activity_User	Activity_Team	Activity_Team_Group	Cas	Aktiva	Migra	Porta	Prolongace	VBI	SR pro	SR act
STRELKOVAM	Internal Telesales 02	Telemarketing	344	8	3	1	84	1,01	24,4%	3,5%
LACHMANJ	Internal Telesales 03	Telemarketing	330	0	7	1	70	1,25	21,2%	2,4%
SVOBODOVARA	Internal Telesales 04	Telemarketing	309	2	9	0	81	1,14	26,2%	3,6%
KOMARKOVAK	Internal Telesales 04	Telemarketing	308	5	3	1	71	1,14	23,1%	2,9%
KANSKAB	Internal Telesales 02	Telemarketing	305	5	1	0	126	1,13	41,3%	2,0%
STODOLAK	Internal Telesales 04	Telemarketing	287	9	6	1	83	1,11	28,9%	5,6%
DANDOVAJ	Internal Telesales 02	Telemarketing	251	1	5	1	64	1,17	25,5%	2,8%
SULJAR	Internal Telesales 03	Telemarketing	203	2	2	0	72	1,06	35,5%	2,0%
PROGAB	Internal Telesales 03	Telemarketing	187	4	1	0	62	1,14	33,2%	2,7%
VAVROVAA	Internal Telesales 01	Telemarketing	181	1	0	0	54	1,01	29,8%	0,6%
SIDJAN	Internal Telesales 04	Telemarketing	163	5	5	0	63	1,05	38,7%	6,1%
VAGVIK	Internal Telesales 01	Telemarketing	155	3	3	0	40	1,06	25,8%	3,9%
STRNADPET	Internal Telesales 03	Telemarketing	139	3	2	0	55	1,15	39,6%	3,6%
BALIKM	IL 35 TOP Consumer LN	Front-Office	132	0	1	0	15	0,90	11,4%	0,8%

Reaching
„TOP“

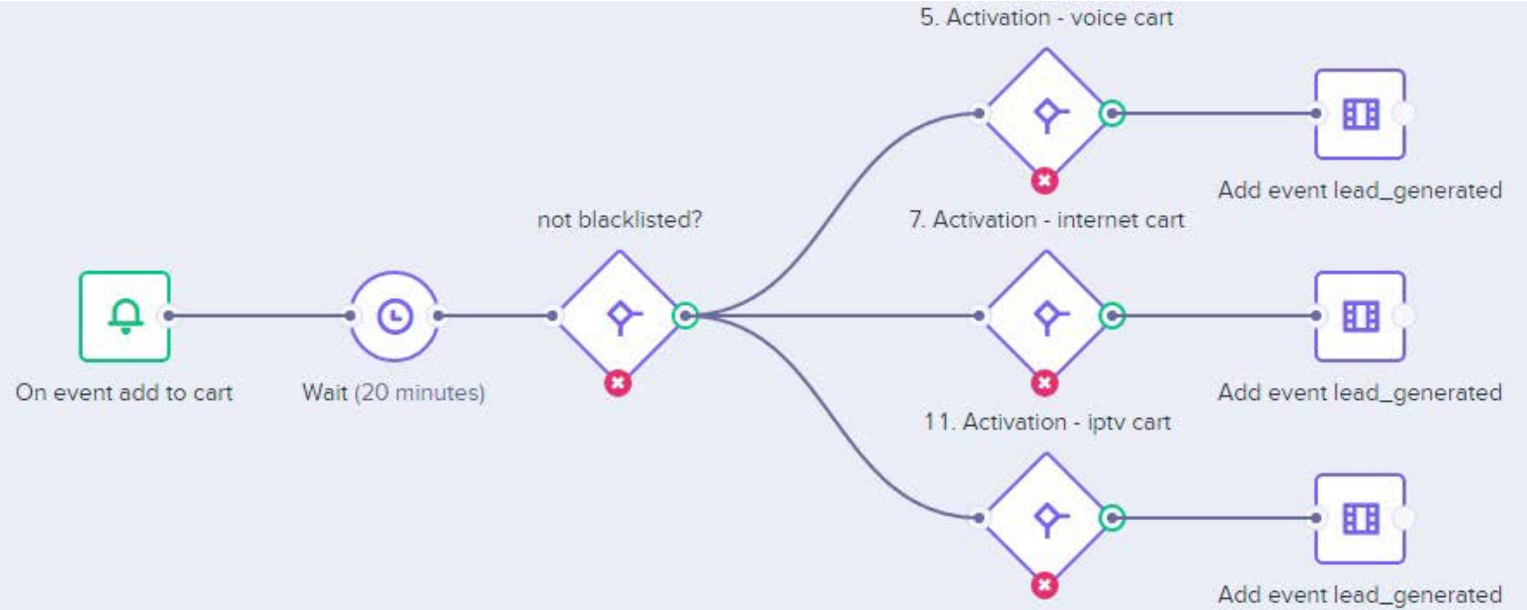


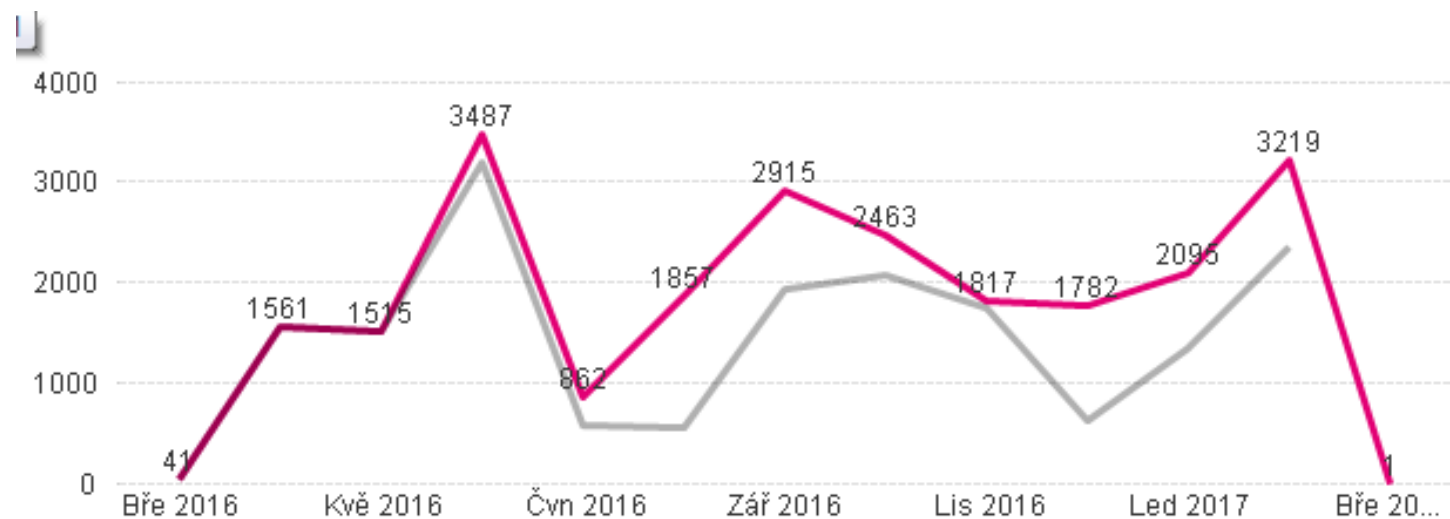
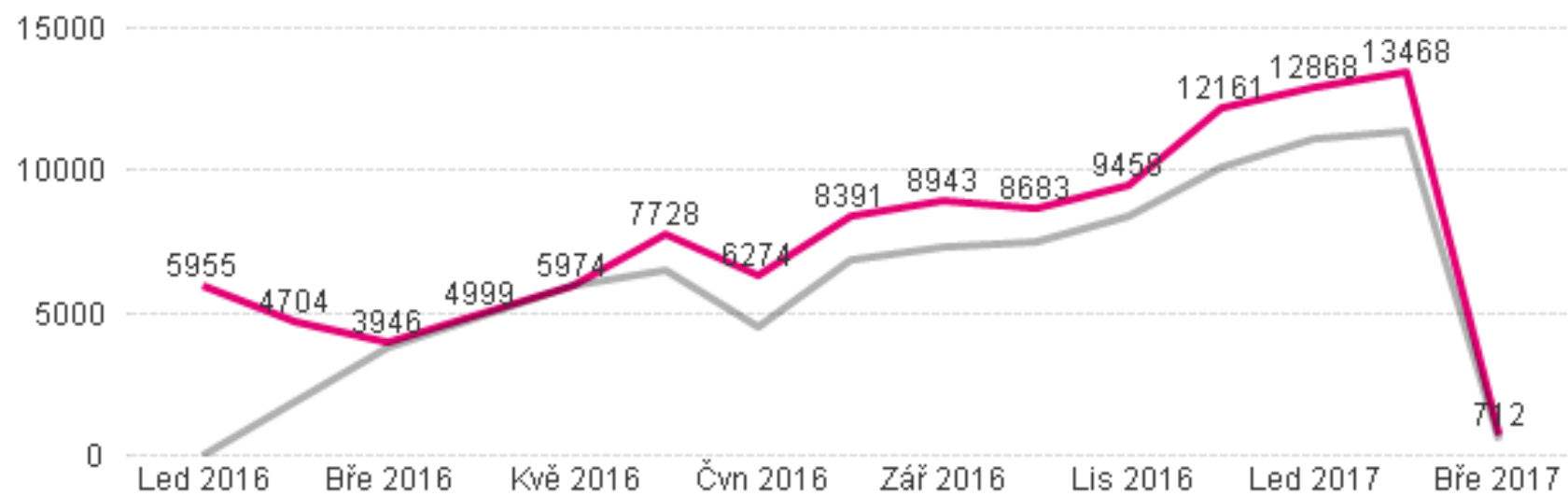
Reaching „TOP“

Dream Big



Going behavioral - Abandoned carts

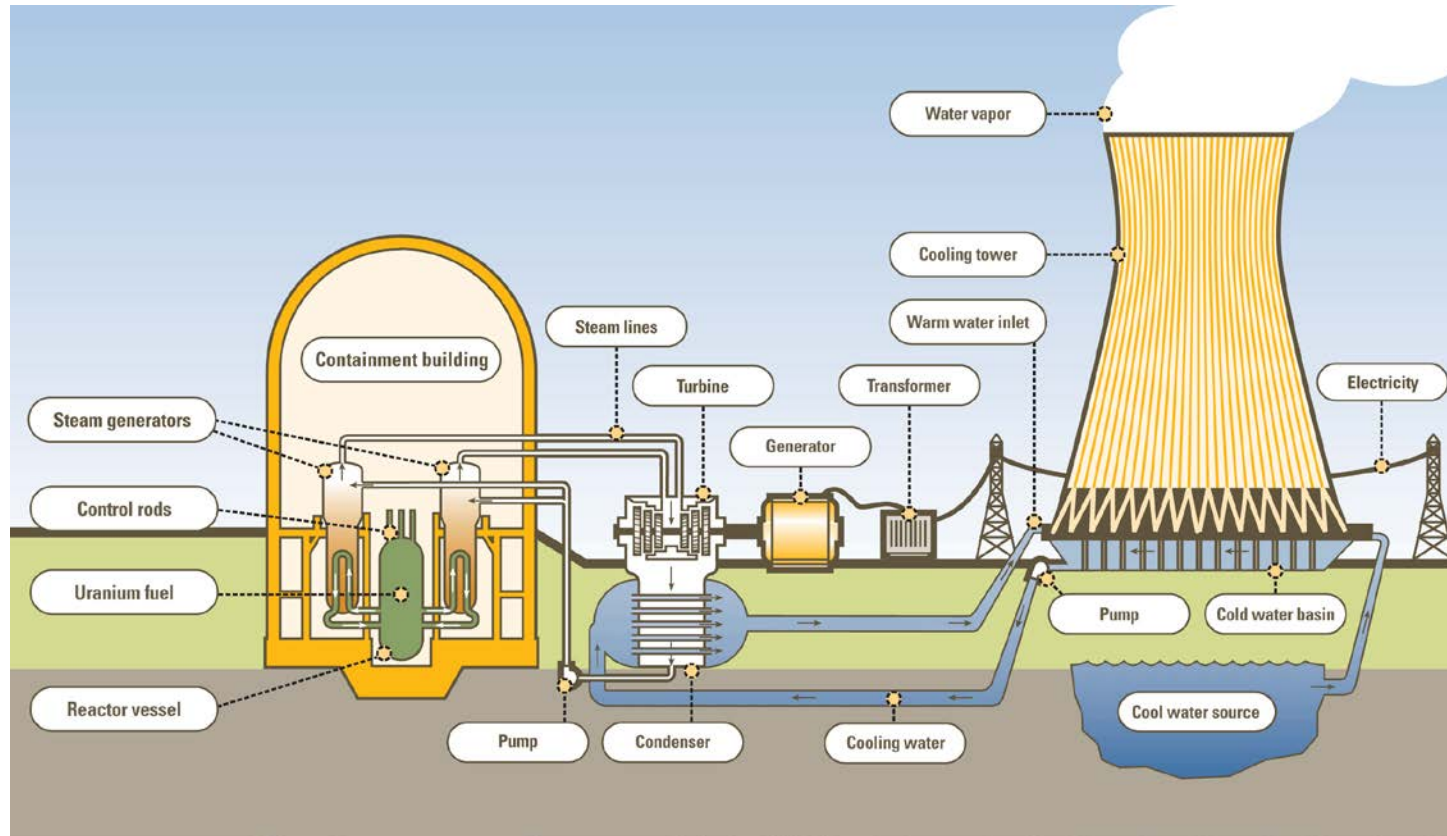




Reaching
„new TOP“

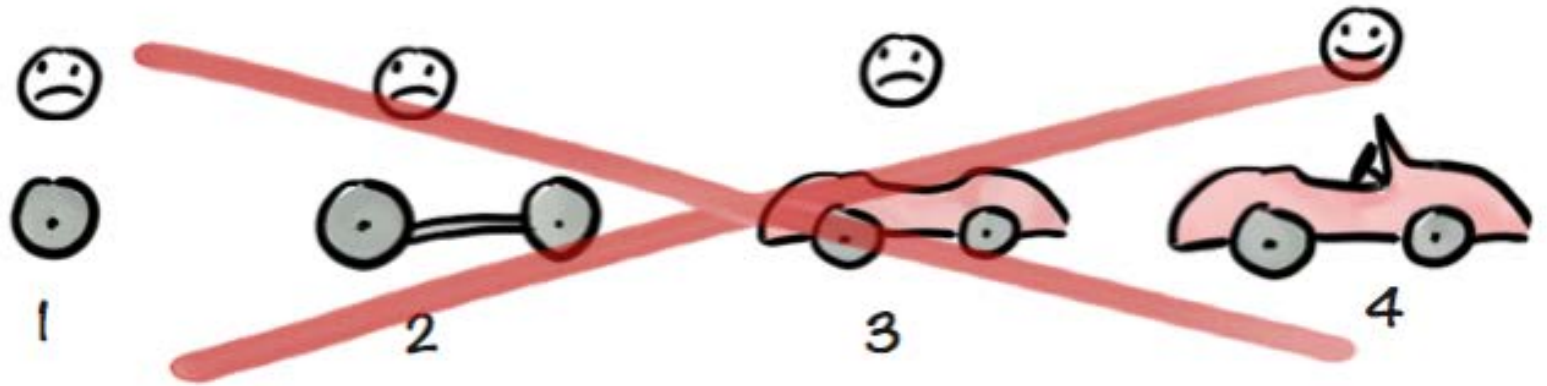


Two types of people in corporation

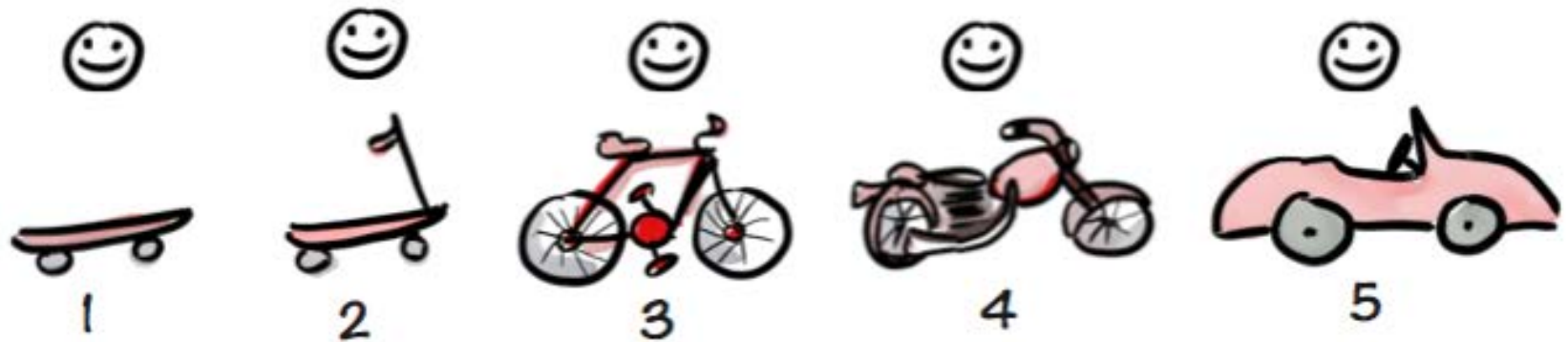


Minimum viable product

Not like this....



Like this!



The background is a solid pink color with a pattern of darker pink, irregular, cell-like shapes that resemble a honeycomb or biological tissue structure. These shapes are outlined in a slightly darker shade of pink, creating a textured effect.

Thank you