

Paper 359-2009

Translating DNA of Customers into Business Value through Analytics

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ABSTRACT

Understanding the dynamics of customers' behaviors is more vital today than in yesterday's world. Making smarter, precise, robust, and faster decisions to optimize risk-revenue trade-off under real business constraints is essential to create business value.

Although in a fast-paced, extremely competitive business environment, analytics promises to deliver sustainable profitability and growth, it also hides challenges in itself waiting to be discovered and to be conquered to unleash its potential.

No paper was submitted for publication.

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