

# Data Science



Our expert data scientists can support you in developing deeper insights from existing data using AI and sophisticated statistical techniques.



In an ever-more competitive marketplace, being reactive isn't enough to thrive. Amadeus' data science enables **proactive decisioning**.

## MARKETING

Identifying customer purchasing patterns to reduce customer churn

Identifying new, valuable marketing channels to target new customers

Product recommendation engine and basket analysis to maximise individual customer value

Customer segmentation

## FINANCE

Pricing optimisation to maximise profit without losing custom

Predicting future sales revenue

Driving better sales or donations strategies

Paywall modelling to enable dynamic access to paid and free online content to maximise profitability

## RISK

Credit scorecards to identify those who are most likely to default on debts

Predicting fraudulent activity

Bad debt modelling to identify those who may struggle with regular payments

Identifying customers who offer greatest customer lifetime value (CLV)

## OPERATIONS

Forecasting future demand for products or services

Optimising stock holding of perishable and non-perishable goods

Improving back office efficiency

Predicting footfall for retail locations

Three steps to empowering your business with data science...



1. Meet with Amadeus and pose your questions



2. Share the data sources you have available



3. Work together to identify and generate the best methods to inform essential decisioning

[www.amadeus.co.uk/data-science](http://www.amadeus.co.uk/data-science)

## Improved email marketing RoI with propensity modelling

Our customer is a global mass media entertainment brand. An unclear interdepartmental strategy regarding prioritisation of customer emails meant many messages were not being effectively targeted, whilst little email customisation lowered perceived content value.

Amadeus introduced sophisticated propensity modelling techniques. This insight enabled an effective email targeting strategy, ensuring only the most relevant messages were shared with each individual, increasing profitability of its email campaigns. In turn, this boosted value generated from individual campaigns and even increased ticket sales for one of its key business areas. By reducing the recipient list to only those most likely to react or respond, the cost of individual marketing campaigns fell.

**Targeted messaging | Sales uplift | Profit maximisation | Reduced cost of email marketing**

## Keeping the streets safer with forecasting

Our customer, a UK police force, works 24/7 to keep the streets safe. Data has played a pivotal role, informing analysis of historic trends. However, there was no capability to produce forward-looking insight. With ever-evolving crime behaviours and changing crime types, coupled with funding challenges, it was increasingly essential that resources were fully utilised.

An Amadeus-led forecasting initiative provided the customer with the insight needed to make proactive decisions to ensure the right officers are in the right place at the right time to tackle crime. This was achieved by insight and predictions into crime levels and types.

**Prediction of future crimes by type & rate | Proactive decisioning | Improved resource allocation**

## Want to understand more about how Amadeus' data science expertise could transform your business?



Call us on +44(0)1993 848010



Discover more online



Email [info@amadeus.co.uk](mailto:info@amadeus.co.uk)

### About Amadeus Software – trusted analytics experts

Founded in 1989, Amadeus has an impressive history of supporting its customers in maximising their Return on Investment from data through the application of data analytics and data science across its key business services. It supports its customers across the main programming softwares and languages, with expertise to support environments in the cloud or on-premise.

**SAS Software | Consultancy | SAS Training | Managed Services | Graduate Placement**



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