



Lippo Group **BIG DATA**

How to Develop a Deep Understanding of Your Customers by Connecting
All of Your Data Sources

Benny Riadi
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Our touch points are serving Indonesian consumers



Wholesale store



Supermarket



Pharmacy Store

Loyalty, Payment, Finance



Convenient store



Hospital



Coffee Shop



Department Store



E-commerce



Wireless Broadband



Book Store



Hotels



Cable TV



Satellite TV



Housing & Office



Cinema



TV Media



News



Malls



Data Center



System Integrator



Parking system



EDC Operator



Bank



Insurance



Education



Entertainment



Asset Management



Venture Capital

We bring technology and new experience to customer lifestyle and influence their behavior, and tune with customer mind to meet their expectation and improving their Life

OVO is a digital lifestyle concierge platform

An ecosystem that allowing customer to have single loyalty conversion across brands, do payment and financial services

Lippo Group Assets



OVO Merchant Partners

Partner

Partner

Partner

Partner

OVO connects customer transactions across

merchants. When we transform data as **360 degree** customer profile and actionable insights thus we can engage with Customer with new and better experience



Slice and dice customer profile per individual or as aggregated insight:

Gender	Loyalty Segment
Age	Churn Score
Age Group	Product Tendency
Loyalty Segment	Total Purchase Value
SES (Social Economic Status)	Brand Tendency
Spending Class	Most Visited Merchant

360 degree of Customer Profile

a multi dimensions of customer attributes to describe their behavior



Face Recognition :

The same person appear in many of our premises

Customer Profile :

- Age 27
- Single
- Young Professional
- Medium Income
- High Spender
- Promo Seeker

Purchase Behaviour

- Buy milk 2x per week
- Has cat as pets
- Favorite product is instant noodle

Visit Behaviour

- Visit 7 times this month.
- Favorite time of visit: 3-8 PM
- Parking time avg: 1 hrs 30 min
- Likelihood to visit in next 7 days: 45%

Merchants visited at this location:

- Dailybread – spend IDR 50000
- Ace Hardware – spend IDR 270000
- Maxx Coffee – spend IDR 19000

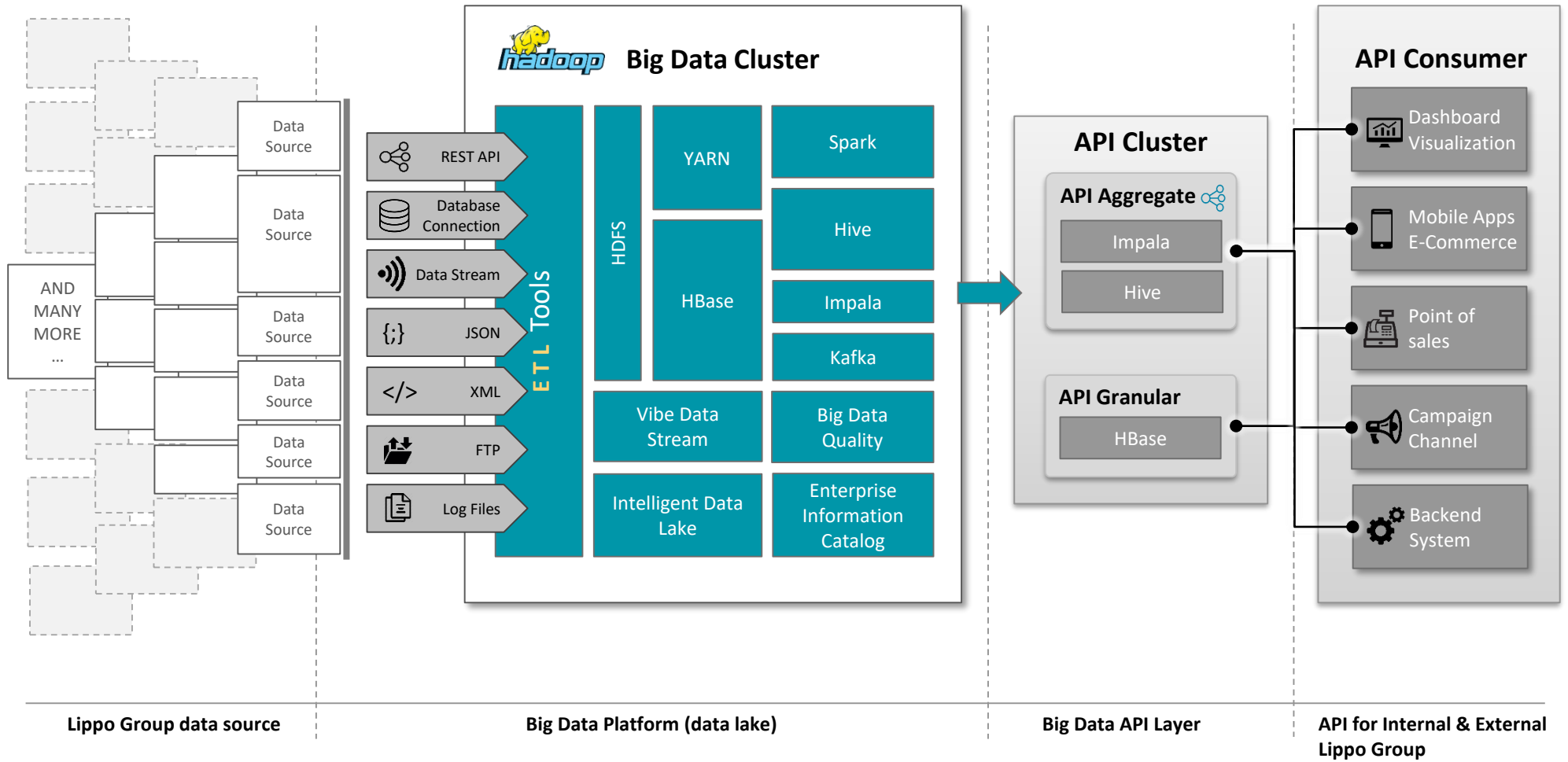
Lifestyle

- Sporty
- Healthy Lifestyle
- Brand-minded

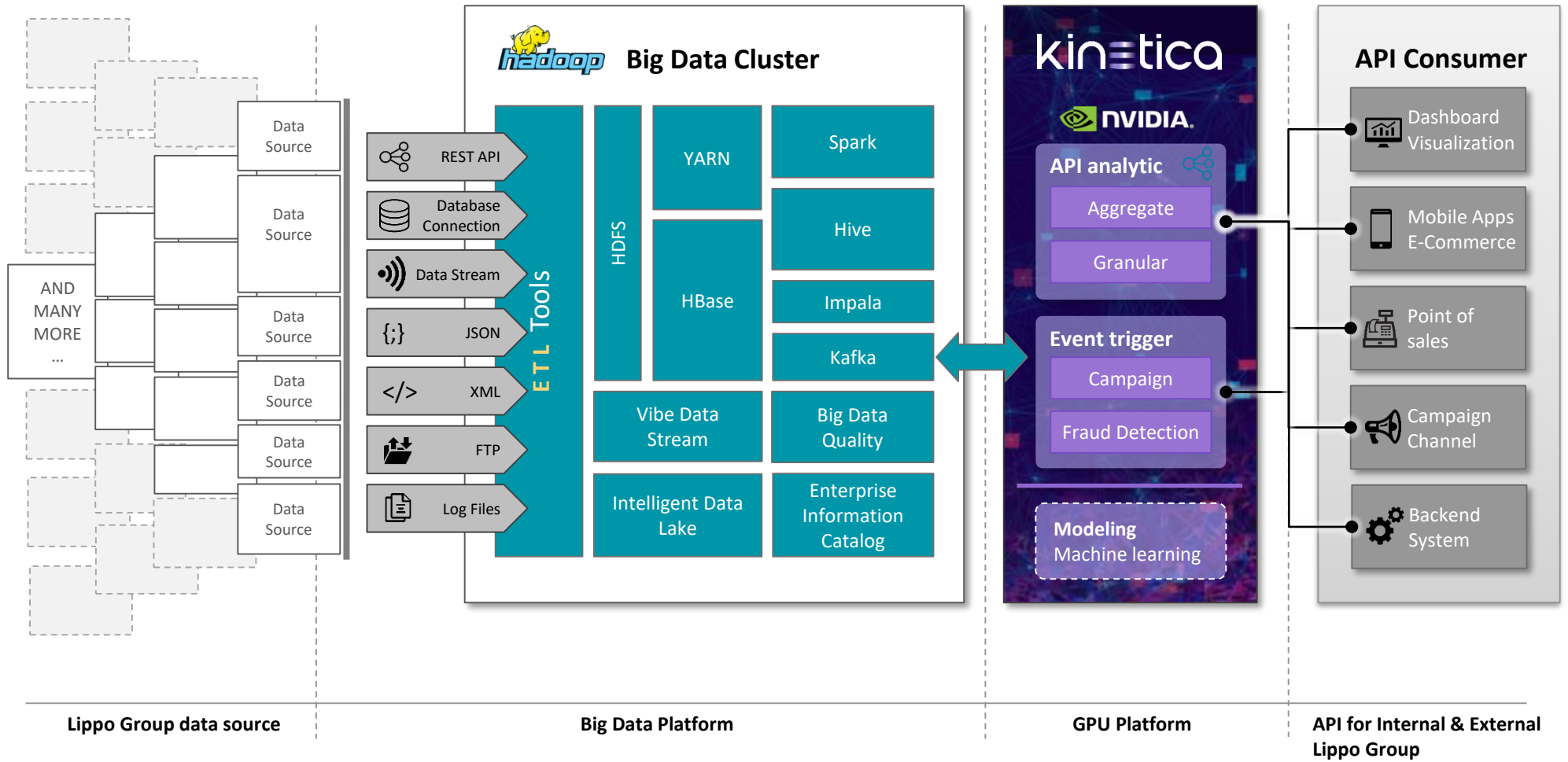
Face Recognition: Tensorflow, Keras
Basket Fingerprint: Clustering
Socio Economic Status: Clustering

Analytic API on top of Hadoop

(Initial plan)



Analytic API on top GPU and Kinetica



Thank you

