Making Better Decisions Faster
by
Turning Every Employee into an Analyst
90% of the world data created in last 2 years

- Data to analyze
- Can we Analyze?
Previous Generation Solutions

Granular insights

Complex / Centralized

Humans training AI

Focus Groups

Simple / Individual use

Shallow insights

AI + Bag of words

Surveys

AI + Bag of words?
Brands get to < 20% of the insights that are available to them

Where Does it Leave US?
Can all this data help make a consumer brand agile?
“When asked where their companies apply agile ways of working, [Executives] most often pointed to areas that are CUSTOMER FOCUSED such as innovation, customer experience, sales and servicing, and product management.”

McKinsey Survey, Organizational Agility
Empowering lots of customer-focused roles to respond faster requires a deep understanding of the customers:

- **C level VP's**
- **Directors**
- **Managers / Employees**

Granular data to drive faster decisions with higher confidence.

Granular data to drive teamwork.
The Modern Agile Consumer Brand

Making granular data:
- Easily / quickly accessible
- Easily personalized
- Easily shareable
In the paper care industry, spanning paper towels, toilet paper etc. consumers care about the following 41 topics as part of their buying and usage experience:

1. Overall Satisfaction  
2. Price/Value For Money  
3. Softness  
4. Loyalty  
5. Durability  
6. Cleanliness  
7. Size  
8. Economical  
9. Quality  
10. Tensile Strength  
11. Absorbance  
12. Thickness  
13. Texture  
14. Functionality  
15. Is It Recommended?  
16. Returning Customer  
17. Free Samples & Coupons  
18. Damaged  
19. Looks & Design  
20. Ease Of Use  
21. Perforations  
22. Packaging  
23. Features  
24. Residue  
25. Flushable  
26. Smell  
27. Meets Expectations  
28. Cardboard Tubes  
29. Time/Frequency Of Use  
30. Cold & Allergy  
31. Lint  
32. Comfortable  
33. Skin Sensitivity  
34. Shipping  
35. Item Availability  
36. Efficiency  
37. Convenience  
38. Environmental  
39. Moisture  
40. Ingredients  
41. Fragrance Sensitivity

What Is Granular Data?
• Americans returned **$260 billion!!!** in merchandise to retailers last year, or 8% of all purchases

• On average 10% of consumer feedbacks are about returns

• How do you know the reasons? How can you fight returns?
Sample Use Case - Product Returns (Furniture)

- Product defect
- Missing parts
- Arrived damaged
- Wrong product delivered
List of products which arrived damaged and were returned

Sample Use Case - Product Returns Due to Damage

- **Product Returns Due to Damage**

- **List of products which arrived damaged and were returned**

<table>
<thead>
<tr>
<th>BRAND NAME</th>
<th>VOLUME</th>
<th>SENTIMENT</th>
<th>SENTIMENT TREND</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.45K</td>
<td>120%</td>
<td>0.5%</td>
<td>+120%</td>
</tr>
<tr>
<td>1.05K</td>
<td>10%</td>
<td>0.3%</td>
<td>+10%</td>
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</tr>
<tr>
<td>23</td>
<td>65%</td>
<td>no data</td>
<td>no data</td>
</tr>
</tbody>
</table>

**REVIEWS**

- **Text**: Apparently the set was send to the store but arrived broken or damaged and were returned to supplier.

- **Text**: I was happy that all the pieces and parts were accounted for, but the table arrived scratched, and one of the chairs had a big dent in the arm.

- **Text**: Unfortunately the delivery service left the boxes on our porch when we were gone and the table was damaged on the edge which we did not find until opened several weeks later.

- **Text**: The product was received damaged but since they do not carry this product anymore and there is no replacement, we fixed it ourselves.

- **Text**: The heater was placed in two boxes taped together with no padding and damaged.

- **Text**: The terms was delivered damaged and was missing parts.

- **Text**: It was also packaged very well to avoid damage during shipping.

- **Text**: The first set arrived damaged.

- **Text**: First and second order arrived broken.

- **Text**: Had difficulties with original order as the shipping container arrived very broken, smashed and taped, worked out an exchange which was handled efficiently and to our satisfaction.

- **Text**: After waiting 10 days this fire column it arrived with the top corner broken off.

- **Text**: It was beautiful but I returned it because it was broken I think ups and fedex delivering people have to be more careful...

**PRODUCT** | **STARS**  
--- | ---  
5-Piece Pasta Dining Set | ![](star_icon.png)  
Oak Heights 7 Pc Dining Set | ![](star_icon.png)  
Statesville 9Pc Outdoor Dining Set | ![](star_icon.png)  
Stainless Steel Pyramid Heater | ![](star_icon.png)  
5-Piece Pasta Dining Set | ![](star_icon.png)  
5-Piece Pasta Dining Set | ![](star_icon.png)  
Sonoma 36'' Gas Fire Table | ![](star_icon.png)  
5-Piece Pasta Dining Set | ![](star_icon.png)  
5-Piece Pasta Dining Set | ![](star_icon.png)
Sample Use Case - Competitive Analysis (Skin Care)

How do you know why Brand A gets 4.5 stars vs Brand B that gets 4.2 stars?

How do you know why a specific product stalls at 4.0 stars or at 11% market share?
<table>
<thead>
<tr>
<th>Category</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>Smell</td>
<td></td>
</tr>
<tr>
<td>Viscosity</td>
<td></td>
</tr>
<tr>
<td>Skin sensitivity</td>
<td></td>
</tr>
</tbody>
</table>
According to Harvard Business School 95% of new consumer products fail.

To make things worse there is a hype cycle with launches – fueled by samples, early adopters & early reviews.

How early can you know you have a problem?
Sample Use Case – Product Launch Sentiment
Modern consumers = Lots of insights = Slow decision making

Unless

You can timely acquire, personalize & circulate granular data across a wide range of roles
Revuze – Market research for EVERYONE

- SaaS solution
- Zero setup
- Uncovers 90% of all insights
- Anyone can use
- Built in historical data + data updates
Breakthrough Technology

Self training
Machine creates training sets for machines

Learning per vertical
Solution creates models for each market

Minimal recall
Discovers every variation of the same topic

AI
Self Learning

Granular consumer interests

Online reviews, emails, call transcripts ...

Identify discussion topics