Scaling Explorium's Go-to-Market Strategy

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Project objectives

1. What top five industry use cases should the company pursue over the next 12-36 months that are consistent with the firm's strategy and stakeholders' expectations?
2. Who are the key providers of data that Explorium should seek to partner with in order to execute these use cases?

Methodology

Interviews:

Internal:
Interviews with CEO, CTO, COO, Head of Data Partnership, Head of Customer Success, VP of Data Science, Head of Product, Data Enrichment Manager, Head of Marketing, Sales Forces.

External:
Contacted with 217 data scientists all over the world from MIT alumni network, got 12 effective responses;
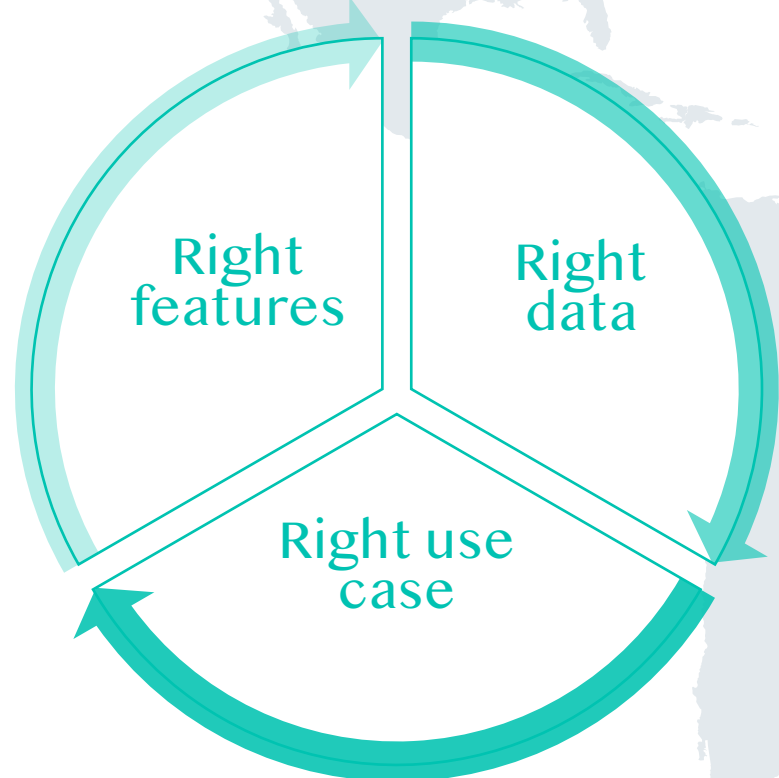Interviewed with 2 MIT professors; Interviewed with 5 MBAns in MIT Sloan

Desktop research:
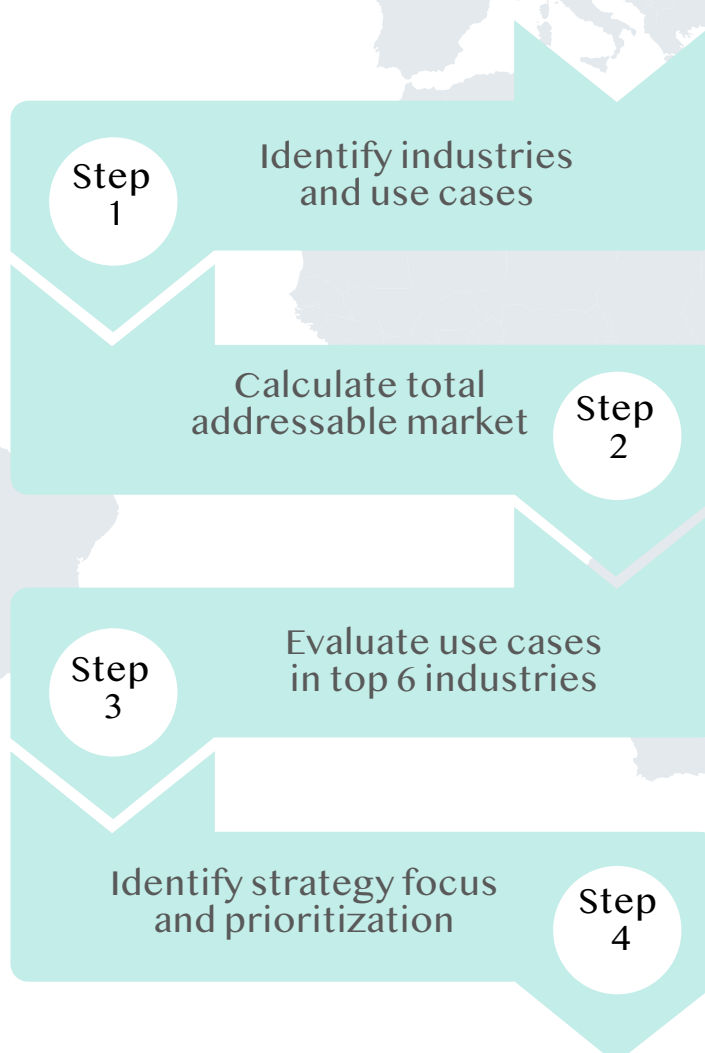Government resources; Academic resources; Media resources.

Findings and Analysis

'Flywheel effect'

Right features

Right data

Right use case

Evaluation Flow

Step 1 — Identify industries and use cases

Step 2 — Calculate total addressable market

Step 3 — Evaluate use cases in top 6 industries

Step 4 — Identify strategy focus and prioritization

We put together a 14 (use cases) x 16 (industries) matrix listing out major use case and industry combinations leveraging the North American Industry Classification System (NAICS) and data science publications.

We identified the total addressable market (TAM) for each industry using the formula *TAM = # of companies X % of medium sized companies X % of companies adopted big data X # of use cases X revenue/company*

We leveraged qualitative measures including
1. Repeatable: if data assets including learnings can be applied across industries
2. Scalable: if data assets including learnings can be applied across countries
3. Feasible: if the data is highly regulated
4. Valuable: if the prediction can be improved using external data

We detailed existing data, potential features to be added and mapped data providers for top use cases identified which should be prioritized strategically.

Use case heat map

Legend:
Top quintile
2nd quintile
3rd quintile
Not applicable
Regulated
External data not needed

Use Cases	Manufacturing	Wholesale trade	Retail trade	Finance and insurance	Professional, scientific, and technical services	Health care and social assistance
Customer Lifetime Value						
Customer Segmentation						
Leads Generation						
Product/Service Propensity						
Price Optimization						
Risk Modeling and Management						
Targeted Marketing						
Recommender System						
Upselling and Cross-selling						
Customer Churn Prevention						
Demand Forecast						
Operation Optimization						
Quality Assurance						
Employee Retention						

Top 5 use cases

Use case 1: Repetitive purchase prediction in retail industry

Use case 2: Employee retention rate analysis in professional services industry

Use case 3: Re-admission rate of patients in healthcare industry

Use case 4: Rent price prediction in real estate industry

Use case 5: Customers' engagement with advertisement in information industry