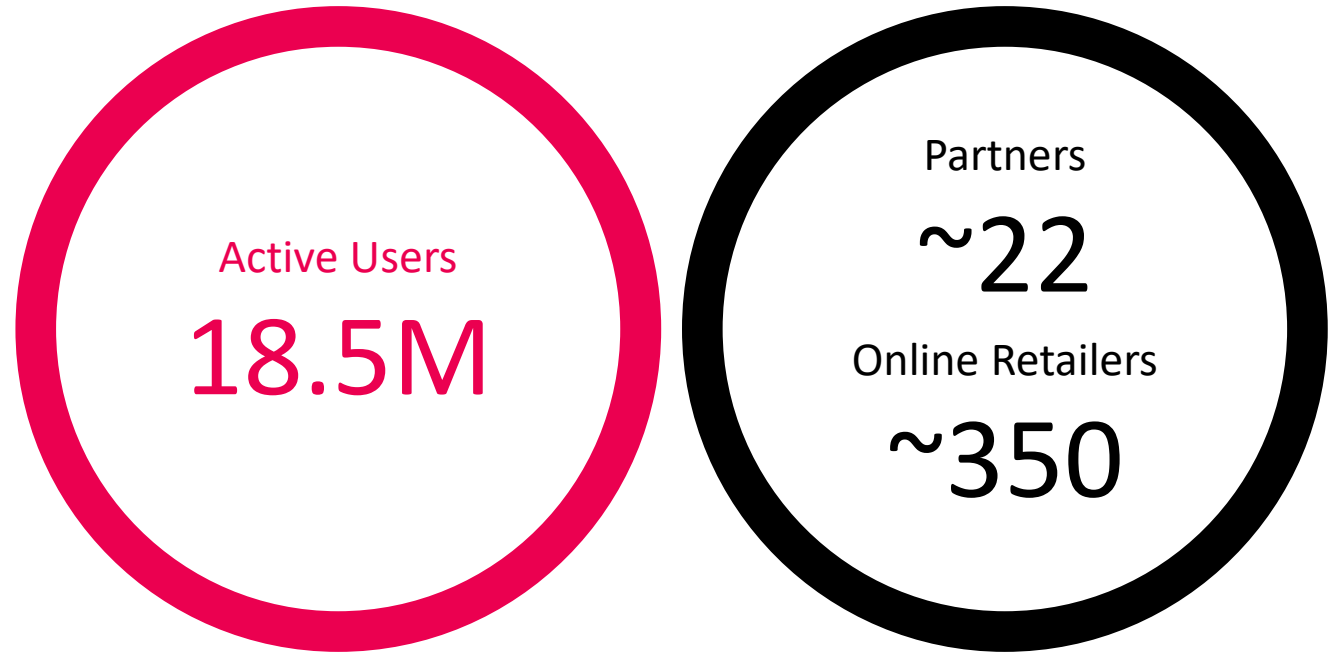


# Nectar Loyalty Scheme

# Nectar Loyalty Scheme

Since 2002



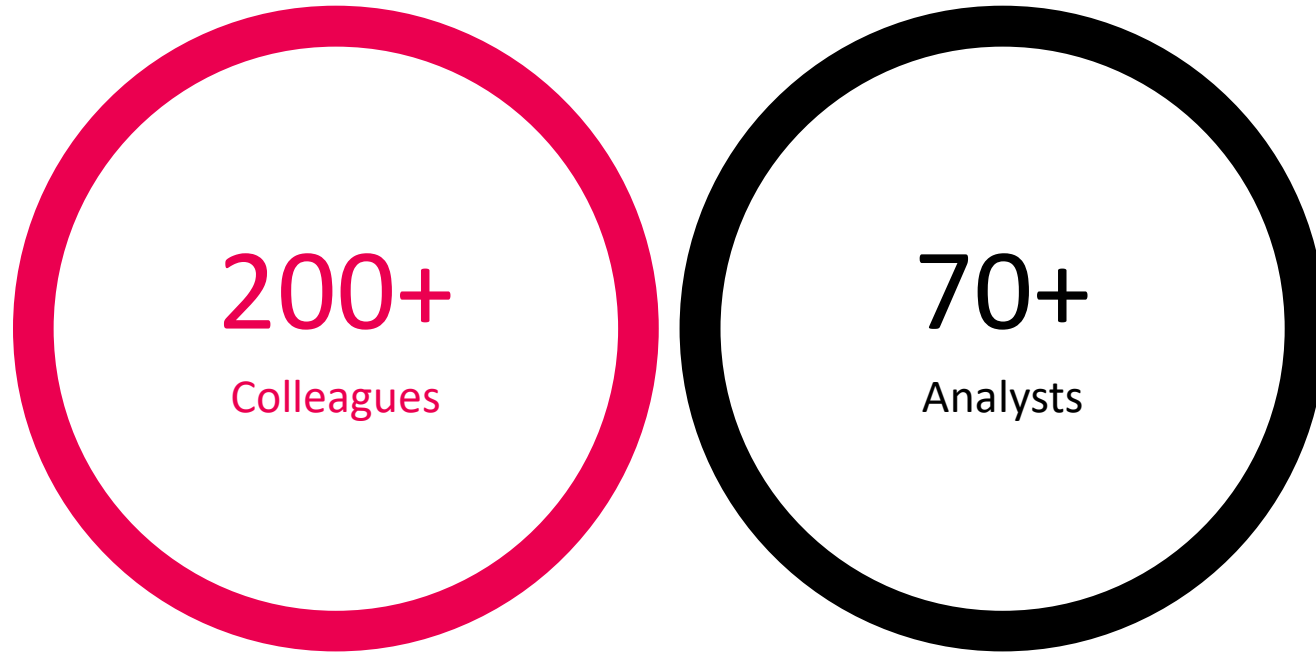
**Loyalty Scheme**

**Data and Insights**

**Digital**

**Advertising**

# Nectar360



# How to set up an impactful team



# Let's start a discussion

#SetupTeamAiBigData

@moronalgo

#dataconferencegreece

# Define value

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece



# Define value

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

Creating new products

# Define value

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

Creating new products

Optimising outcomes

# Define value

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

Creating new products

Optimising outcomes

Optimising processes

# Define value

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

Creating new products

Optimising outcomes

Optimising processes

Keep up to date

# Data Science at Nectar360

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

# How to find opportunities

Optimising processes

Optimising outcomes

Creating new products

Keep up to date



# How to find opportunities

Optimising processes

Optimising outcomes

Creating new products

Keep up to date



- **Manual processes**
- **Complex decisions**
- **Current usage of data**
- **Unprocessed data**
- **Research the industry**

# Data Science at Nectar360

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

New Tools



Scheme personalisation





# Data Science at Nectar360

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

New Tools

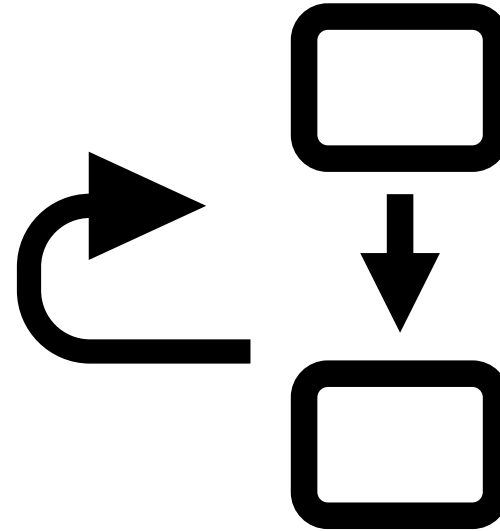


**Automate processes for  
analysts**

# Data Science at Nectar360

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

## Tools for Analysts



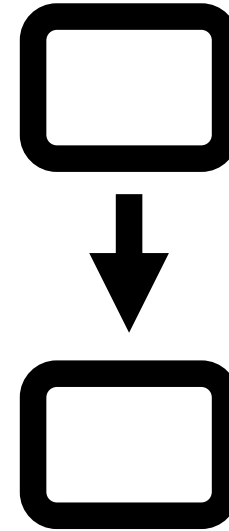
**Clustering for  
Segmentation**

**Check results**

# Data Science at Nectar360

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

## Tools for Analysts



**Run multiple  
clustering**

**Rank results**

# Who do you need?

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

# Who do you need?



**Data Engineers**



**Data Scientists**



**Data Analysts**



**Machine Learning  
Engineers**

# Who do you need?



**Data Engineers**



**Data Scientists**



**Data Analysts**



**Machine Learning  
Engineers**

Managing expectations:

What to expect from the team?

# Data Science

# Data Science



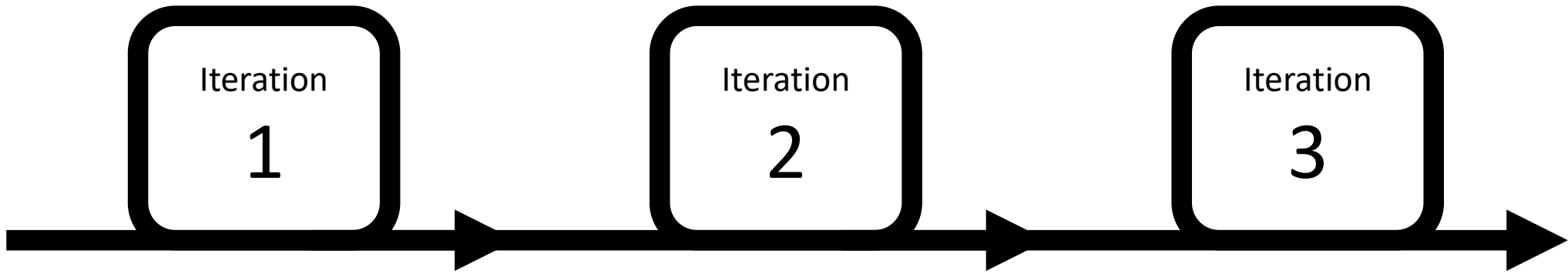
# Data Science

# Experiments

#SetupTeamAiBigData  
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#dataconferencegreece

# Incrementally learn from Experiments

# Data Science at Nectar360



# Experiments

#SetupTeamAiBigData  
@moronalgo  
#dataconferencegreece

## Profiling

30K surveys



# Experiments

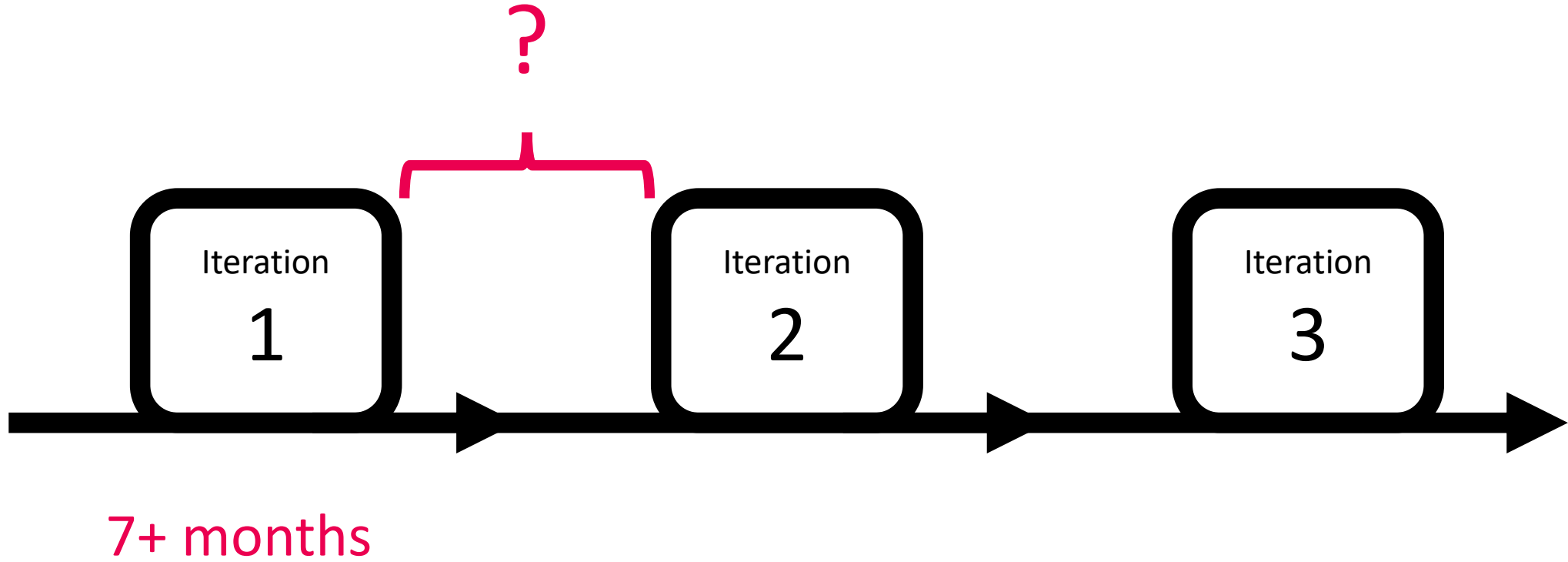
## Profiling

30K surveys



6 Profiles

# Experiments

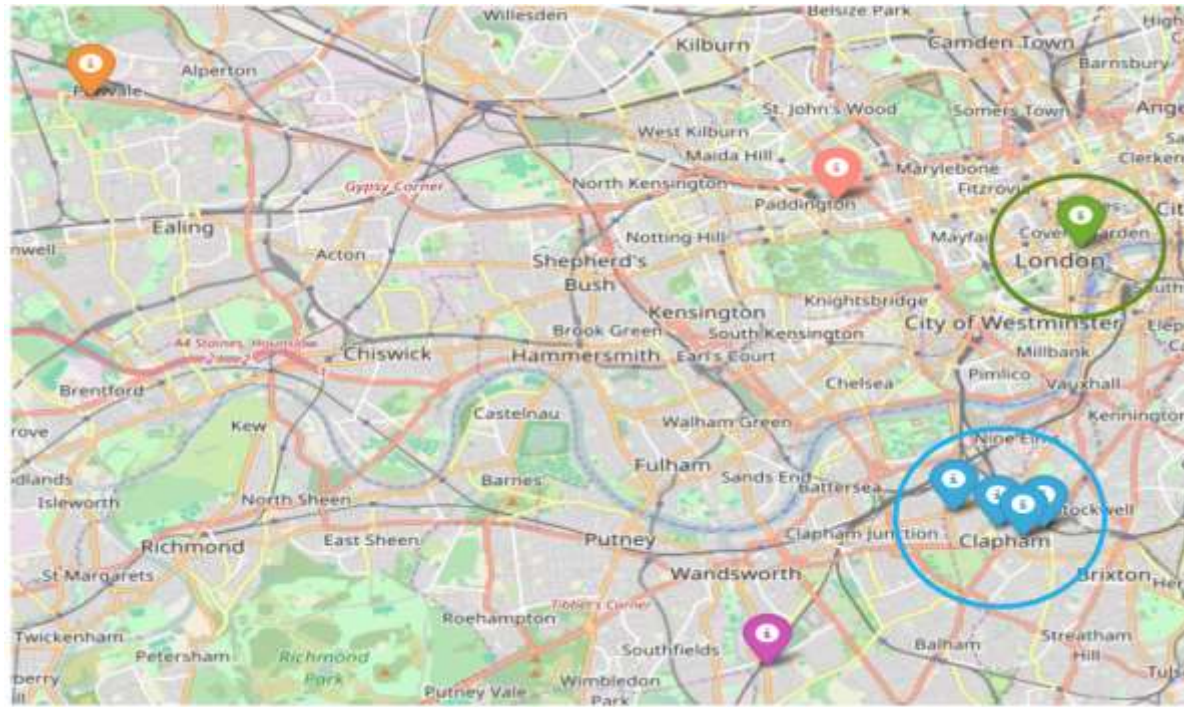


# Expectations

**What to expect from AI and/or Big Data?**

# Examples: Models in production

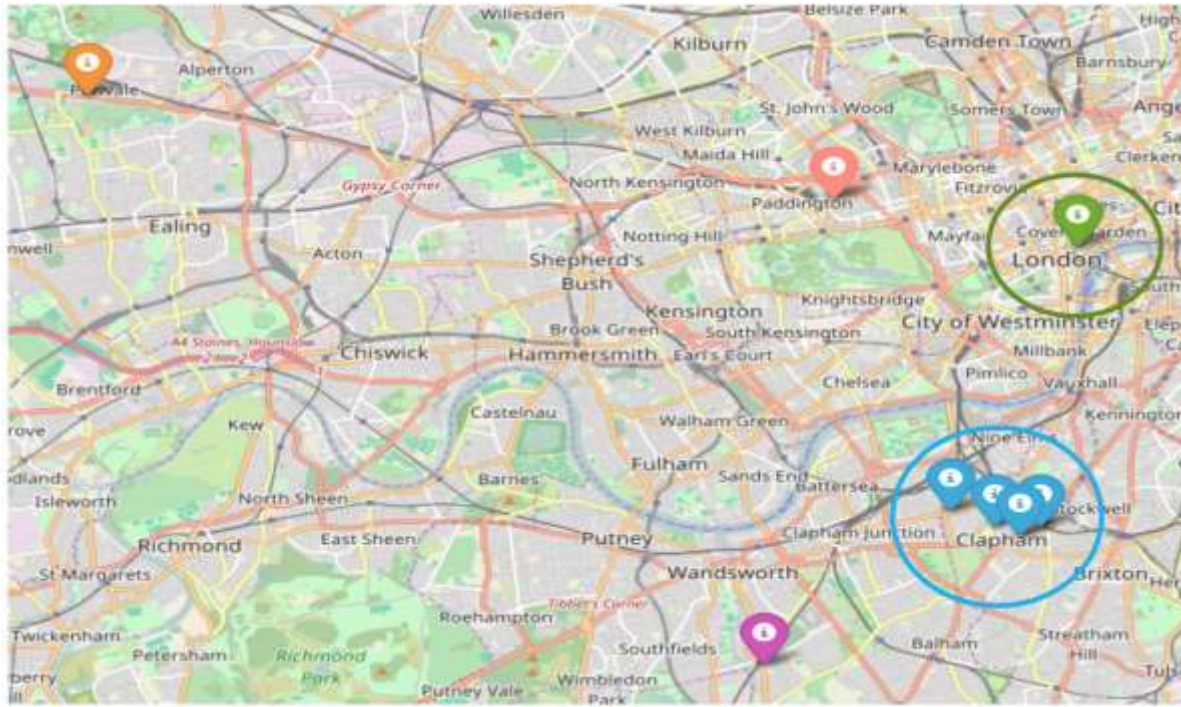
## Location Clusters





# Examples: Models in production

## Location Clusters

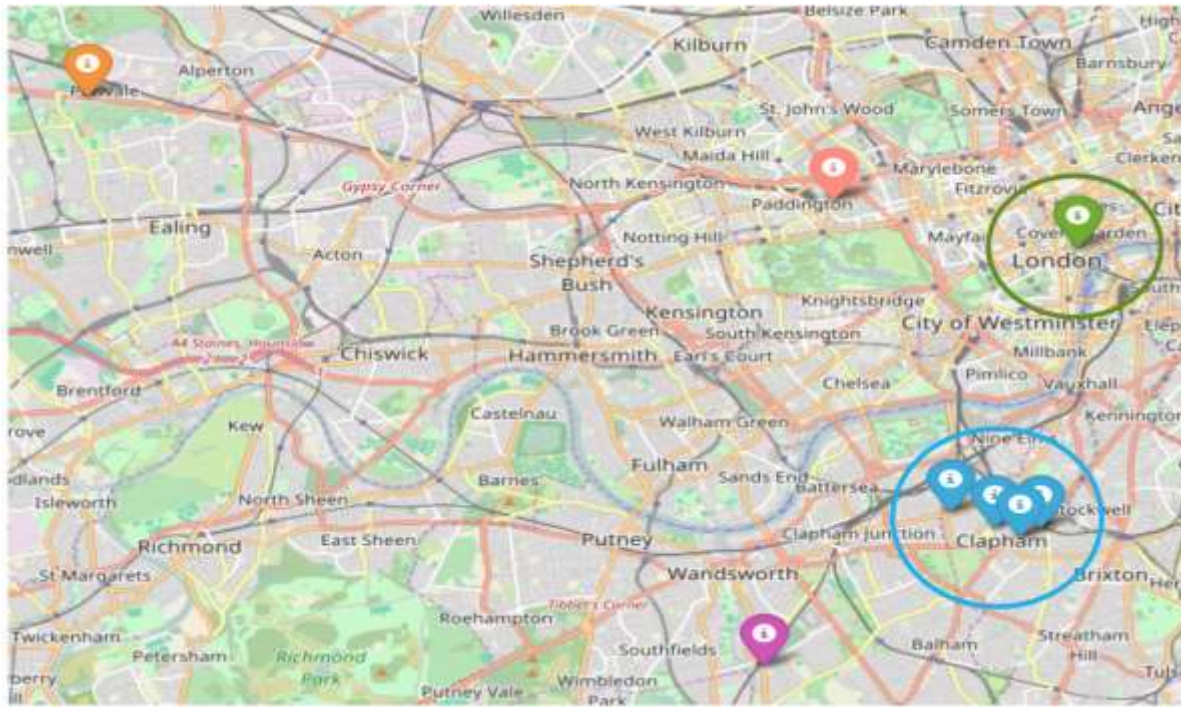


~16M customers

~ 3K stores

























# Examples: Models in production

## Location Clusters



























# Examples: Models in production

## Collaborative Filtering

	A	B	C	D	E
					
					
					
					

# Examples: Models in production

























## Collaborative Filtering

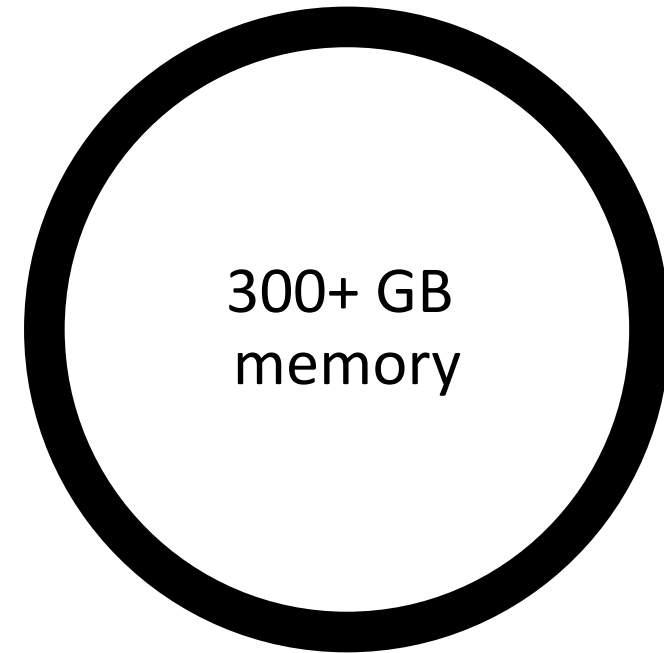
	A	B	C	D	E
					
					
					
					

~15M customer  
~ 5K products

# Examples: Models in production

## Collaborative Filtering

	A	B	C	D	E
					
					
					
					



# Examples: Models in production

Clusters

Hadoop clusters

Schedulers

Monitoring tools

File Storage

Databases

# Examples: Models in production

Clusters

Hadoop clusters

Schedulers

Monitoring tools

File Storage

Databases

Monitor algorithm performance

ETL pipelines

Update models

# Summary

- Define value and understand your needs



# Summary

- Define value and understand your needs
- Get the right team

# Summary

- Define value and understand your needs
- Get the right team
- Manage expectations and get ready for change

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#SetupTeamAiBigData  
@moronalgo  
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