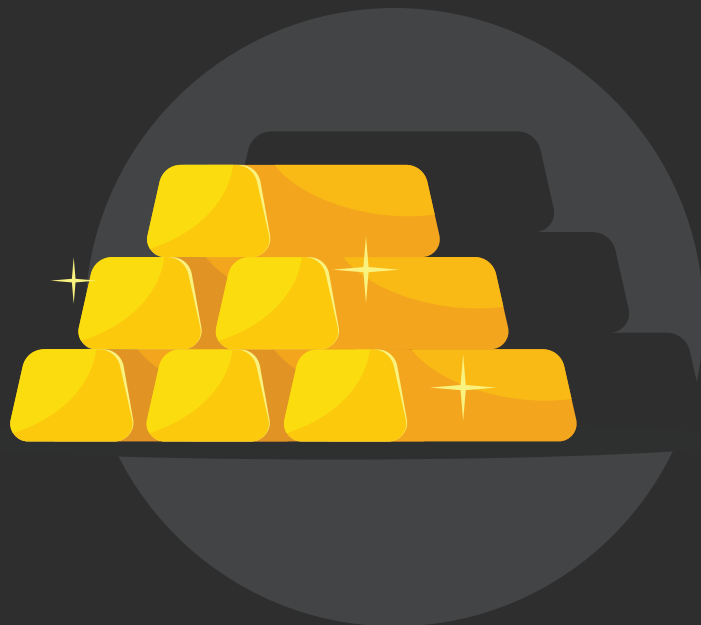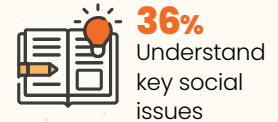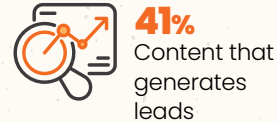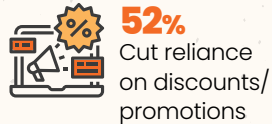# DATA ANALYTICS

WHY DO BRANDS STRUGGLE TO USE DATA AS A VITAL BUSINESS ASSET?

Muhimma Digital Platform Co.

KEY BRAND CHALLENGES IN 2024

According to a year-end Muhimma survey of 300 brand executives, the top business objectives they want to achieve in 2024 are:

68% Enhance customer loyalty

57% Gain market share

52% Cut reliance on discounts/promotions

41% Content that generates leads

36% Understand key social issues

The solution to these and other tough business challenges lies in data.

However, most businesses are unable to derive value from data because of the following reasons:

1 DATA MANAGEMENT

There is a significant gap in advanced analytics and artificial intelligence skills within many organizations. This hinders the ability to leverage data fully for business decisions.

2 DATA SKILLSET

Businesses lack the ability to efficiently collect, cleanse, and prepare data for analysis. This provides a strong foundation of analysis-ready data.

3 BUDGETS

A large portion of the IT budget is allocated to maintain core infrastructure. As a result, IT teams are unable to fund necessary data analytics infrastructure and tools.

4 INFERRING INSIGHTS

Translating analyses into actionable business insights is an essential outcome. This requires an outside-in view of the business, something that most brands lack.

THIS IS WHERE WE COME IN...

SOME OF OUR DATA SERVICES

We collect data from various sources, apply AI, ML, and NLP tools to contextualize and derive insights, and deliver them as actionable business recommendations. Here are the key data analytics we offer:

1. CUSTOMER PROFILING

Combine transaction and research data to enhance segmentation and targeting. Use advance AI/ML-modeling to make customers buy more and more often.

2. eCOMMERCE INTELLIGENCE

As more consumers buy more online, success pivots on determining which products to sell online and the pricing strategy to follow.

3. BASKET ANALYSIS

Combine transaction and research data to enhance segmentation and targeting. Use advance AI/ML-modeling to make customers buy more and more often.

4. LOYALTY ANALYTICS

Understand your loyal customers. Reward them right. Derive more value from your loyalty program amid reducing profitability.

5. SOCIAL PULSE

Use social media conversations and engagements to shape how your brand resonates with the needs and interests of your audience. Spot trends that matter.

6. SHOPPER REVIEW ANALYSIS

Use customer reviews of your stores to analyze store KPI achievement. Gather insights and recommendations for improving store performance.

OUR VALUED CUSTOMERS

ALTAWKILAT · التوكيلات · ASTRA FARMS · alkhafeef Freshly Oven Baked · Baker's Choice · Barakat · BURGERIZZR · CARSWITCH · CHANGAN · Diet Center · ETHAN ALLEN · DUBI CARS

Gandour · Golden Chicken · HOUSE of Pops · KITCO · KUDU · INFINITI · LACTALIS · Lomar · MHP · modern electronics · MODERN MILLS COMPANY

nadec · naïs · nutella · Othaim · Panda · Panasonic · Qualiko · service market · shawarmer · sinora

SONY · SUNBULAH GROUP · suntop · تمكين · tamimi markets · TOMTOM · telp · THE POINTE · UNBOX · United Foods · YELO

Muhimma Digital Platform Co.

Every day, we collect data from multiple sources, analyze it, and present insights in an easy-to-understand business context so that you can grow your customers, fight competition, launch new products, price them right, market them effectively, and identify growth opportunities.

MUHIMMA
Insights from the Street

www.muhimmaapp.com