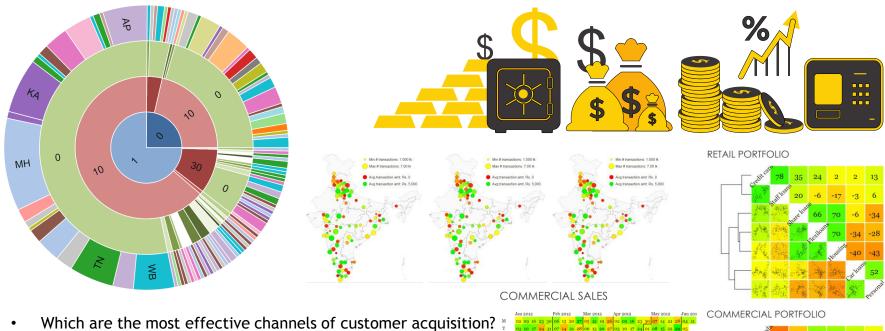
Gramener solutions for Banking & Finance



- How does credit risk correlate with customer profiles?
- Which geography and segments are most prone as NPA?
- What is the effectiveness of my employees, across functions?
- What are the cross selling opportunities?
- Are the penetration of ATMs enough and how is the demand?
- Which loan segments are most profitable and least risky?





Clinical Trials Management

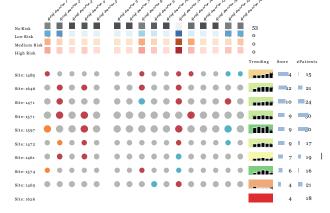
- How can we monitor the trials with high / low productivity?
- · What are the critical risks for each Site?

Research & Development

- Explore molecules and targets for drug discovery & drug repurposing
- Explore relationships between diseases-drugs-targets

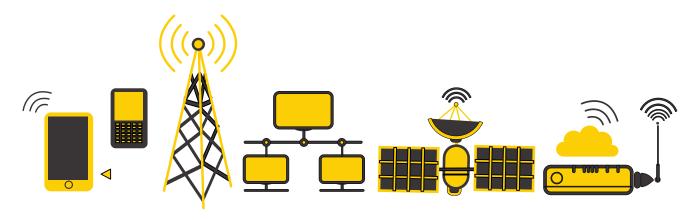
Commercial

- 360 degree view of the performance of a brand and its analysis
- Consumer Market Research and Penetration



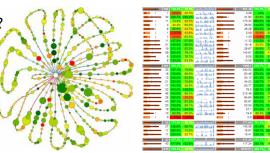
Gramener solutions for Telecom & Comms.



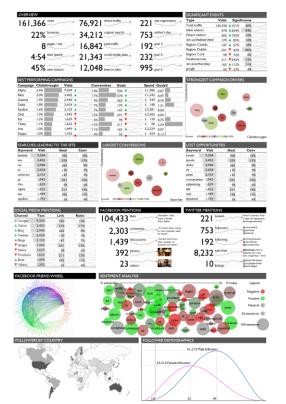


How to segment customers based on behaviour, rather than just region demographics?

- Does 99.98% uptime guarantee customer retention & revenue growth?
- How to predict & prevent customer churn?
- · How to counter daily changing marketing forays from the competition?
- · What actionable and tactics does the operations data convey to improve ARPU?
- · Which digital content should be marketed more to increase customer engagement?



Gramener solutions for Retail and FMCG



- How to compare performance retail products across multiple channels dynamically?
- How to optimize store layouts to maximize shopping delight for retail outlet visitors?
- How to visually represent inventory management for quick actions across stores?
- How to identify incremental sales as a result of focused campaigns?
- Where is the bottleneck in supply chain network that minimizes inefficiencies?
- How to dynamically compare store performance in order to prioritize action where needed?