



Power BI vs. B2Metric

This document prepared based on B2Metric and Mixpanel latest updates and product adjustments according to October 2024.



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1. Project / Solution Overview

This project and solution are prepared to compare the capabilities of B2Metric and Power BI, focusing on their strengths in customer segmentation, predictive analytics, real-time monitoring, and other critical features.

2. Introduction to B2Metric

2.1. Who is B2Metric?

B2Metric is an advanced AI/ML-powered data analytics platform that empowers businesses to transform data into actionable insights. Our focus is on delivering AI-driven solutions to enhance marketing, customer success, and CRM teams' ability to analyze customer behaviors and trends across multiple channels.

2.2. Example Brands Using B2Metric

B2Metric partners with over 400 companies globally, including industry leaders such as:

- Turk Telekom
- Turkcell
- Gain Media
- BKT Bank
- Aktif Bank
- AVIS
- Allianz
- Media Markt
- MetLife
- Zurich

2.3. Focus Areas

For AzerConnect, our solutions focus on the following key areas:

- **Churn Prediction:** Proactively identify customers likely to churn and implement targeted retention strategies. These strategies can be implemented by our platform B2Metric IQ Analytics.
 - **Customer Lifetime Value (CLTV):** Understand and analyze the long-term value rate of each customer.
 - **Risk Scoring:** Assess and mitigate potential risks to improve decision-making processes.
 - **Customer Micro-Segmentation:** The micro-segments improve the decision-making processes of your marketing and growth teams.
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3. Solutions

3.1. Product Details and Descriptions

Content will be provided here.

3.2. B2Metric's Solutions for Companies

3.2.1. Customer Churn Prediction

- **Overview:** Advanced algorithms to identify at-risk customers.
- **Benefits:** Reduce churn rates, increase customer retention, and improve customer satisfaction.
- **Technology:** Incorporates machine learning models, such as classification algorithms and survival analysis, data integration tools, and predictive analytics for identifying at-risk customers.

3.2.2. Customer Lifetime Value (CLTV) Enhancement

- **Overview:** Strategies to analyze and improve the lifetime value of each customer.

- **Benefits:** Drive higher revenue per customer and improve customer loyalty.
- **Technology:** Utilizes data integration platforms, predictive analytics models, machine learning for forecasting, customer segmentation tools, and personalized recommendation systems.

3.2.3. Customer Propensity Prediction

- **Overview:** Tools to assess and manage risks effectively.
- **Benefits:** Enhances decision-making by identifying and prioritizing risks, enabling proactive mitigation strategies, and improving overall risk management.
- **Technology:** Utilizes risk assessment algorithms, data integration platforms, machine learning models for predictive analytics, and visualization tools to evaluate and manage risks systematically.

3.2.4. RFM and Deep Segmentation

- **Overview:** Tools and strategies to analyze network usage, report anomalies, and forecast future usage for optimization.
- **Benefits:** Enhances network performance, improves service reliability, and enables efficient resource allocation by identifying usage patterns and potential issues.
- **Technology:** Includes dashboards for monitoring network usage, anomaly detection algorithms for reporting irregularities, and predictive analytics for forecasting and optimizing future network performance.

3.2.5. Site Profitability

- **Overview:** Techniques for analyzing and reporting on the profitability of individual sites using micro-clustering and detailed KPI analysis.

- **Benefits:** Increases profitability by identifying high-performing and underperforming sites, enabling targeted improvements and strategic decision-making.
- **Technology:** Employs micro-clustering algorithms to group sites based on profitability metrics, and advanced KPI analysis and reporting tools to provide detailed insights and performance evaluations.

Ecommerce:

Customer Data Platform (CDP): Centralizes customer data from multiple sources, enabling e-commerce businesses to create detailed customer profiles and deliver personalized shopping experiences.

Churn Prediction: Helps online retailers identify at-risk customers by analyzing behavior patterns and purchase history, allowing for timely retention strategies.

Cohort Analysis: Groups customers based on similar behavior (e.g., first purchase date) to track retention over time, enabling personalized marketing and promotions.

Funnel Analysis: Tracks customer journey through the sales funnel, identifying points of friction such as cart abandonment, and optimizing conversion paths.

Retention Analysis: Monitors the lifetime value of customers, highlighting effective strategies for keeping shoppers engaged and loyal.

AutoML Studio: Automates the process of building predictive models, allowing e-commerce platforms to quickly deploy personalized recommendations and dynamic pricing algorithms.

Anomaly Detection: Detects unusual activity, such as fraudulent transactions or website performance issues, ensuring smooth operations.

Embedded Analytics: Provides real-time insights and reports on sales, customer behavior, and marketing performance directly within e-commerce platforms for improved decision-making.

Car Market:

Customer Data Platform (CDP): Aggregates customer and vehicle data, offering a unified view for dealerships and manufacturers to track buyer preferences and improve the sales experience.

Churn Prediction: Identifies customers likely to switch to competing brands or services, enabling targeted offers and service improvements.

Cohort Analysis: Analyzes groups of car buyers based on purchase cycles or service visits, helping dealerships target the right customers with maintenance offers or new vehicle promotions.

Funnel Analysis: Tracks the buyer's journey from online research to dealership visits, identifying key drop-off points and improving lead-to-sale conversion rates.

Retention Analysis: Helps automotive companies monitor post-purchase service engagement, identifying opportunities for upselling or increasing customer loyalty.

AutoML Studio: Automates predictive analytics for vehicle demand forecasting, maintenance scheduling, and personalized vehicle recommendations.

Anomaly Detection: Identifies irregularities in vehicle performance data, helping manufacturers address potential defects or maintenance needs proactively.

Embedded Analytics: Delivers insights directly to car dealerships and manufacturers, improving decision-making on inventory, pricing, and customer service strategies.

Human Resources (HR):

Customer Data Platform (CDP): Centralizes employee data, offering HR teams a comprehensive view of employee engagement, performance, and career development.

Churn Prediction: Predicts employee turnover by analyzing engagement, performance, and satisfaction data, allowing HR to proactively address retention risks.

Cohort Analysis: Groups employees based on factors like tenure or performance ratings, helping HR track how specific cohorts progress and where interventions are needed.

Funnel Analysis: Tracks the recruitment funnel, from application to onboarding, to identify bottlenecks and optimize the hiring process.

Retention Analysis: Monitors employee retention and career progression, helping HR teams develop strategies for improving employee satisfaction and reducing turnover.

AutoML Studio: Automates predictive models for workforce planning, such as talent acquisition forecasts and skill gap analysis.

Anomaly Detection: Detects anomalies in workforce data, such as sudden changes in performance or attendance, enabling early intervention.

Embedded Analytics: Embeds key HR metrics and insights directly into HR management systems for real-time analysis and decision-making.

Sales:

Customer Data Platform (CDP): Aggregates customer interaction data to create a comprehensive profile for each lead, helping sales teams personalize their pitches and communications.

Churn Prediction: Helps sales teams identify clients who may not renew or purchase again, allowing for early intervention to retain them.

Cohort Analysis: Segments customers by sales cycle stages, helping sales teams understand which strategies work best for certain cohorts (e.g., new customers vs. long-term clients).

Funnel Analysis: Provides insights into the sales pipeline, identifying where leads drop off and how to optimize the journey from lead to closed deal.

Retention Analysis: Tracks customer loyalty and repeat purchases, helping sales teams focus on nurturing long-term relationships.

AutoML Studio: Automates lead scoring and sales forecasting, allowing teams to prioritize high-value leads and optimize sales strategies.

Anomaly Detection: Identifies irregular patterns in sales data, such as sudden drops in conversions, helping sales teams respond quickly.

Embedded Analytics: Embeds real-time sales performance data directly into CRM tools, giving teams the insights they need to make data-driven decisions.

Finance:

Customer Data Platform (CDP): Unifies financial customer data, providing a single view of client interactions, transactions, and financial needs for personalized financial services.

Churn Prediction: Identifies clients at risk of closing accounts or switching to competitors, helping financial institutions implement retention strategies.

Cohort Analysis: Tracks customer segments based on financial products used or transaction behavior, helping tailor product offerings to specific client needs.

Funnel Analysis: Analyzes the customer journey for financial products, identifying points of friction in acquiring new clients or selling additional services.

Retention Analysis: Helps financial institutions understand which clients are the most valuable over time and what drives their loyalty.

AutoML Studio: Automates the creation of predictive models for credit risk assessment, fraud detection, and investment forecasting.

Anomaly Detection: Monitors transactions and financial data for unusual activity, providing an extra layer of security for detecting fraud and irregularities.

Embedded Analytics: Provides real-time insights on financial performance, customer engagement, and risk management directly within financial platforms.

Insurance:

Customer Data Platform (CDP): Consolidates policyholder data to create detailed profiles, enabling insurers to personalize offerings and better understand customer needs.



Churn Prediction: Helps insurers identify customers at risk of canceling policies, allowing them to offer personalized retention strategies.

Cohort Analysis: Segments policyholders based on factors like claim history or policy type, helping insurers identify patterns in customer behavior and improve services.

Funnel Analysis: Analyzes the customer acquisition funnel, pinpointing where potential policyholders drop off and how to improve conversion rates.

Retention Analysis: Tracks the lifetime value of policyholders and helps identify factors that contribute to long-term loyalty and higher customer lifetime value.

AutoML Studio: Automates the development of predictive models for risk assessment, claim prediction, and premium pricing optimization.

Anomaly Detection: Identifies fraudulent claims or unusual policy activity, helping insurers reduce fraud and mitigate financial losses.

Embedded Analytics: Embeds actionable insights and reports on claims processing, customer engagement, and risk management into insurance platforms for real-time decision-making.

Ecommerce Analytics

Overview: B2Metric helps e-commerce businesses enhance customer engagement, increase conversion rates, and tailor marketing efforts through advanced data analysis.

Benefits: Improves customer segmentation, anticipates potential customer churn, and supports dynamic pricing and inventory management with up-to-date insights.

Technology: Utilizes machine learning algorithms, such as clustering and classification, to analyze customer behavior and sales data. Applies real-time data processing techniques to support dynamic pricing and inventory management.

Car Market Analytics

Overview: B2Metric provides automotive companies with insights to manage vehicle life cycles, forecast maintenance needs, and refine customer targeting strategies.

Benefits: Enhances sales strategies, minimizes vehicle downtime through predictive maintenance, and offers personalized promotions to boost customer satisfaction.

Technology: Leverages predictive modeling techniques, including regression analysis and time-series forecasting, for managing vehicle maintenance and

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lifecycle. Analyzes extensive datasets to refine customer targeting and optimize strategies.

HR Analytics

Overview: B2Metric offers solutions to help organizations forecast employee behavior, streamline talent management, and refine workforce planning.

Benefits: Improves employee retention, enhances hiring practices, and boosts overall workforce productivity.

Technology: Applies machine learning models, such as decision trees and neural networks, to forecast employee performance and engagement. Integrates with analytics platforms for real-time data analysis and visualization.

Sales Analytics

Overview: B2Metric provides tools to forecast sales trends, optimize sales processes, and enhance customer targeting for companies.

Benefits: Refines sales forecasting, strengthens sales strategies, and increases customer lifetime value through tailored recommendations.

Technology: Employs predictive analytics and AI models, including deep learning and ensemble methods, to forecast sales trends and optimize sales processes. Utilizes real-time data integration and recommendation algorithms for enhanced customer engagement.

Finance Analytics

Overview: B2Metric supports financial institutions with analytics for managing risk, detecting fraud, and forecasting financial outcomes.

Benefits: Improves accuracy in risk assessment, reduces instances of fraud, and enhances financial planning and decision-making.

Technology: Uses AI-driven algorithms for risk assessment and fraud detection, including anomaly detection techniques. Employs time-series analysis and advanced statistical methods for financial forecasting and decision-making.

Insurance Analytics

Overview: B2Metric provides insurance companies with insights for underwriting, managing claims, and retaining customers.

Benefits: Enhances risk assessment, improves fraud detection, and optimizes engagement strategies with policyholders.

Technology: Applies machine learning models, such as logistic regression, for underwriting and risk assessment. Utilizes predictive analytics and data mining for fraud detection and claims management, with real-time insights into policyholder behavior.

4. Case Studies

4.1. Churn Prediction - BKT Bank

- **Challenge:** High customer churn rates impacting revenue.
- **Solution:** Implemented B2Metric's churn prediction algorithms.
- **Results:** 27% reduction in churn rates, preserving customer relationships.

4.2. CLTV Enhancement - Gain / Turk Telekom

- **Challenge:** Low customer lifetime value affecting growth metrics.
- **Solution:** Leveraged predictive analytics for personalized marketing.
- **Results:** 36% increase in user retention, driving higher lifetime value.

4.3. Risk Scoring - Ageas

- **Challenge:** Ineffective risk management strategies.
 - **Solution:** Integrated B2Metric's risk scoring tools.
 - **Results:** 60% improvement in operational efficiency, minimizing potential losses.
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5. Comparison

5.1. Comparative Analysis

Comparative analysis between Power BI and B2Metric is listed on the table.

5.2. Product Comparison Tables

Feature	B2Metric	Power BI
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AI-Powered Customer Segmentation	Advanced	Basic
Predictive Analytics	Advanced	Basic
Real-time Monitoring	Yes	No
Customizable Dashboard	Yes	Yes
Churn Prediction	Yes	No
Cohort Analysis	Yes	Yes
Data Modeling, Structuring, and Visualization	Yes	Yes
Integration Capabilities	Extensive	Limited
Platform Integration and APIs	100+ Plug and Play	Requires significant effort
Personalized Marketing Solutions Pricing	Yes Competitive	No Expensive
Easy access to data storage, analysis, CRM and business communication tools	Yes	No

6. Summary / Conclusion