



Sisu Case Study

Samsung

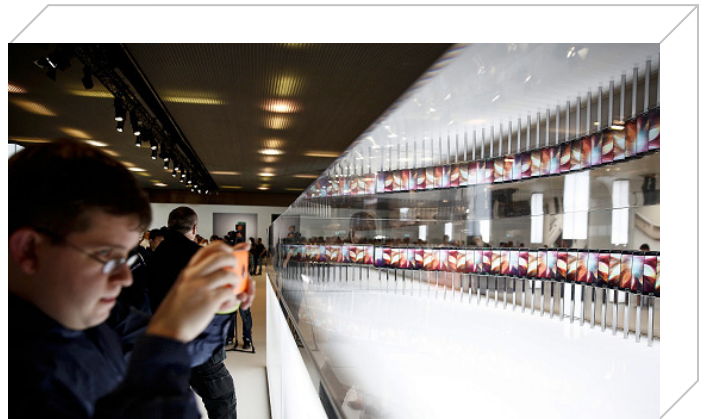
Finding upgrades in a galaxy of possibilities

It's not every day a company launches a billion-dollar product. Samsung's Mobile team does so at least twice a year. And with mounting pressure from lower-quality competitors and a rapidly changing global marketplace, it's critical to understand the complex galaxy of variables that can impact success.

The marketing and analytics teams at Samsung had access to a wealth of dashboards and market reports, but digging even one level deeper into the data could take weeks to answer a single question. When the team needed to understand upgrade preference across demographics, device profiles, carrier loyalty, and more, they needed answers, fast.

Key questions:

- Which customers are more likely to upgrade to a new device? Why?
- What factors influence a customer's upgrade decision?
- How can we better target customers for a successful launch?



Sisu is changing all this. Sisu's platform gives you the ability to answer the toughest question facing your business: "Why?" Unlike other data intelligence platforms that expect you do to all the detective work, Sisu quickly and automatically surfaces the facts driving your critical business metrics by testing and tuning tens of millions of hypotheses in a matter of seconds.

Never enough time, never enough analysts

Their biggest challenge was scale - Samsung sells around 80M new handsets every quarter. Over the last 10 years, that adds up to over 2 Billion Galaxy phones sold. To optimize this launch, Samsung's marketing and analytics experts wanted to know which customer segments were likely to upgrade, which were more interested in older models, and what factors most influenced that decision.

Traditional BI tools couldn't keep up with the volume and complexity of Samsung's data. Looking at these questions required investigating hundreds of variables, including customer demographics, location, device preferences, and past interactions with other Samsung products. There was no way the team could reliably check every possible factor in the data.

The Fastest Time to Why

To find answers fast, the analysts at Samsung turned to Sisu. “We couldn’t believe how quickly we found actionable facts in the data,” said Kal Raman, Chief Digital Officer at Samsung. “With Sisu we were able to get recommendations to our marketing leadership in hours that normally would have taken weeks. We changed the entire trajectory of the launch campaigns.”

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After this initial investigation, Samsung quickly realized that Sisu’s speed and ease of use made it possible for any vertical to get insights quickly. Millions of new records would be created on a daily basis as Samsung products were created, delivered, and sold. But the business value of the data never materialized.

Today, Sisu is deployed globally at Samsung, serving critical insights to every part of the business. They’re continuously tracking changes in key metrics like customer upsells, retail sales, and campaign performance. Alongside their rich dashboards, Sisu provides the answers to Samsung’s most important questions - “Why?” - on a daily basis. Even better, their analytics workflows are far more collaborative. Ad hoc questions are handled in real-time as analysts and their business partners use Sisu to test preliminary hypotheses and drill into the data together. “It’s saving us hundreds of hours of time every month,” says Raman. “We’re able to answer 10 times more questions than before. It’s awesome.”

About Samsung

One of the most valuable consumer brands in the world, Samsung is known around the globe for their innovative technologies, products and design. They inspire the world with breathtaking consumer electronics, mobile devices, and medical equipment that enrich people’s lives on a daily basis. As a company, they prize creativity and partnership as top values and their teams are constantly seeking innovative solutions to global problems.

About Sisu

Sisu is an operational analytics platform that helps businesses diagnose why their critical metrics are changing. Sisu’s ML-powered approach empowers anyone to get answers to their toughest business questions and makes complex analysis easy and accessible to everyone. Instead of relying on analysts playing detective with data, Sisu continuously monitors all an organization’s information, automatically recommends meaningful facts in seconds, and tracks changes to the data over time. To see Sisu in action, visit us at www.sisu.ai.

Get in touch

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