

# Practitioner's view

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*Presenter's views are personal. Not of the company she works for.*

**“Data by itself is useless. Data is only useful if you apply it”**

*Todd Park, Advisor to Barrack Obama*

**“The goal is to turn data into information, and information into insight”**

*Carly Fiorina, Ex-CEO of Hewlett-Packard (HP)*

**“Numbers have an important story. They rely on you to give them a clear and convincing voice”**

*Stephen Few, Author - Signal Understanding What Matters in a World of Noise*

# CMO Organization

- Marketing is an Art and a Science and now it is also Data Science
- 'I am not good with numbers' does not count as an excuse to be a marketer

# Personalization v/s customization

# Data Science to Customization, How?

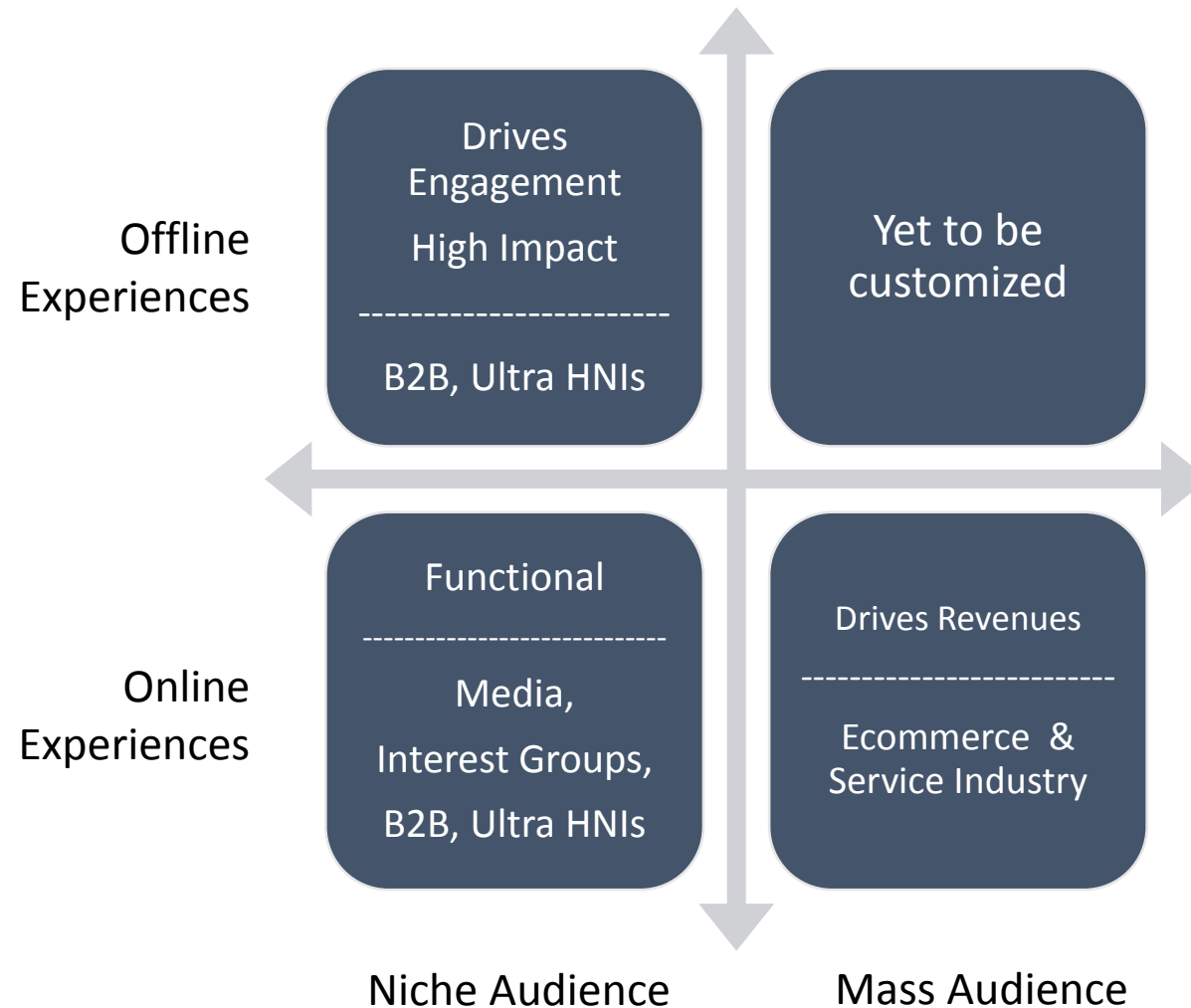
- Have the end game in mind, before you start collecting data

# Adoption of Data Science is a Transformation

- Institutionalizing usage of data, insights from analytics and actionable information from analytics - all this means managing change
- Enable team with right tools
- Enable team with right KPIs

Technology/Platform and Data will create  
co-relation and perform analytics  
however objective setting and driving KPIs is the  
function of a leader

# Personalization & Customization





Kindly keep the conversation on.

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Thank you