

# Explore: Customer 360

Let Gemini Explore connect the dots between your organization's data.

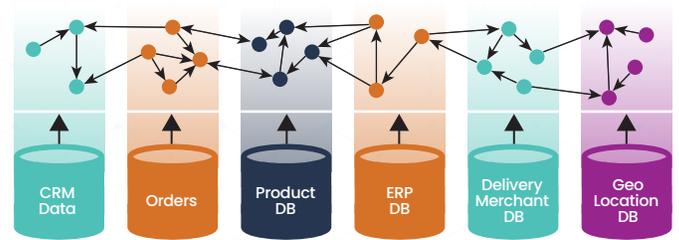
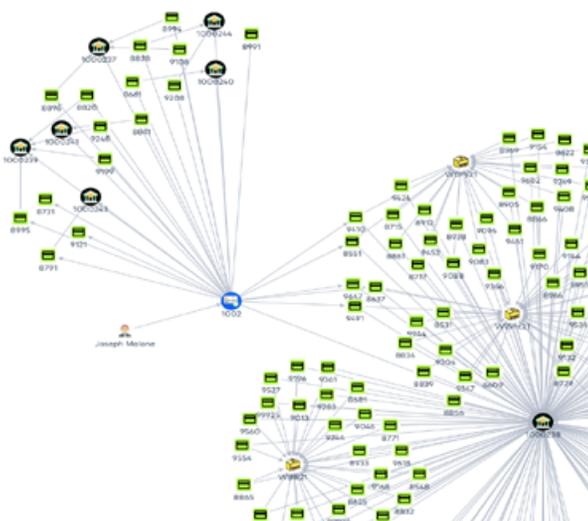
## Overview

Companies struggle to make sense of the huge amount of data collected, because data is siloed and much remains isolated from analysts that could benefit from it. Departments work with their own limited data to support decisions without realizing the benefit of cross-referencing with other datasets. The "big picture" remains hidden.

Currently businesses struggle with the inability to:

- Link work processes and department data together on one screen;
- Find the hidden stories and insights within ecommerce, CRM or other customer datasets;
- See patterns of customer or user behavior;
- Make connections between disparate data sets that could lead to a faster resolution, e.g. an anti-fraud investigation, or uncovering an upsell opportunity to a current customer.

## Understand the Customer Journey



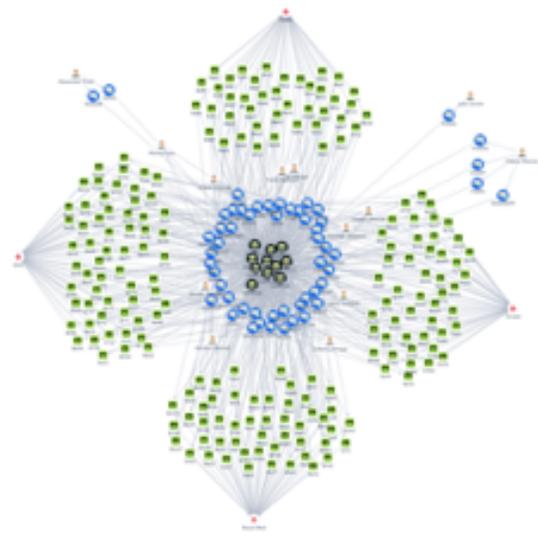
## Solution

Gemini Explore connects data stored in SQL, Splunk, JDBC or CSV sources and provides the contextualization that enables staff to make faster, better-informed decisions in near real-time.

Users find the visual experience of Explore both simple and intuitive. With Explore, a complex anti-fraud or customer journey investigation is visualized as a series of connected nodes, with relationships revealed by a simple click of the mouse.

This opens the door for greater insight into the context of the data, expanding the scope of what is possible by viewing it with several degrees of separation.

## Find an irregular purchase pattern



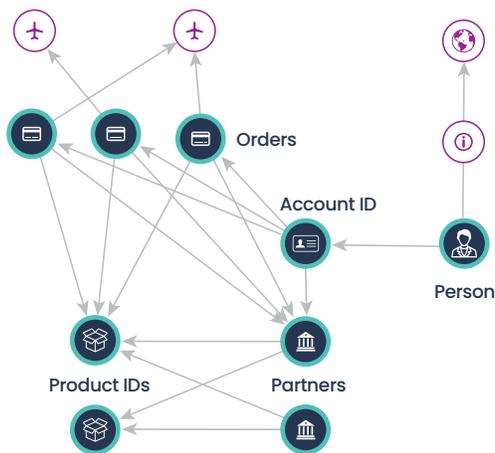
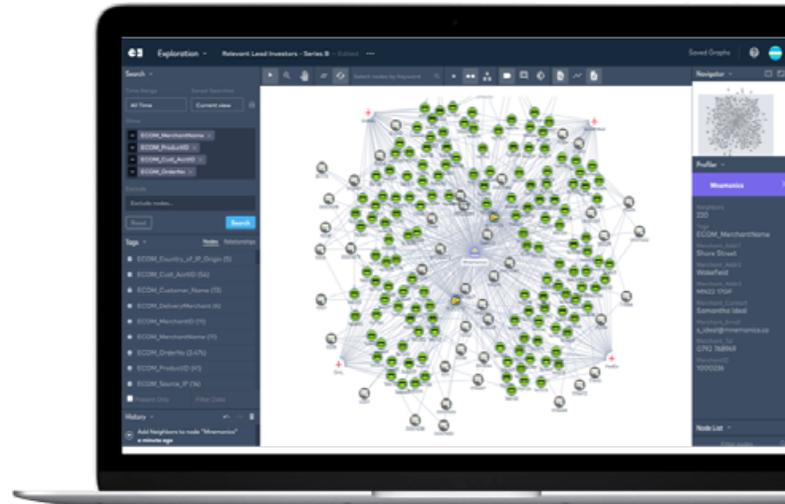
## Benefits of Using Gemini Explore

Data visualization with Gemini Explore can cut manual review time in half, allowing analysts to stop fraudulent transactions rapidly, saving both money and time in the process. In addition, with the ability to spot more compelling stories previously hidden within their data, analytics teams begin to see possibilities far beyond their typical investigation routine.

View information from disparate data sources, in-house departments and external sources all in one place.

Learn the hidden stories and reveal the context between multiple data sources.

Reveal patterns of customer behavior and use this to develop customer recommendation engine.



## How It Works

Gemini Explore creates an end-to-end solution that presents data as a set of nodes and edges instead of tables, rows and columns.

This enables insights from the relationships between data elements such as orders, people, places, distributors, partners, and locations across diverse e-commerce datasets.

## Why Gemini Explore for Customer 360 ?

- Contextualize data – add real meaning and unlock further insights**  
 Correlate and contextualize multiple datasets for rapid decision-making
- The ability to go from raw data to an 'aha!' moment in a few simple steps**  
 Ingest data from multiple sources, choose the significant fields/headers which will become nodes, create edges to show relationships between them, and view the results on the canvas
- The 'no-code' advantage**  
 Gemini Explore can be used by technical and non-technical users alike. No specialized skill or knowledge of query languages is required, removing the barriers to produce deeper insights.
- Removing Bad Actors**  
 Retailers with an online presence are constantly prone to bad actors. Explore's visualizations lead to faster discovery and counteraction.