Open Data Initiative:
Decision Optimization through Predictive Analytics

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54% of professionals surveyed felt their companies would be more competitive if they used analytics to make decisions – Boston University CIS

- Data Decisions: impact...Impact...IMPACT
- Decision Support
- Current & Future TLDs
- Existing and Future Technologies
- Data Protection Directive (95/46/EC) – May 2018

Providing reliable, open, clean datasets are beneficial to all stakeholders both internally and externally to the industry
Predictive Analytics

• Branch of advanced analytics that is used to make predictions about unknown future events

• Techniques: Data mining, statistics, modelling, Machine Learning & Artificial Intelligence

• Instead of assumptions & hunches, it allows organizations to be proactive and anticipate outcomes based upon the data

• Marketers who use predictive analytics had revenue growth \textbf{2.9x} higher than the industry average

• \textbf{2.1x} commanded a leadership position across products and service categories (Forrester Research)
Retrospective vs Predictive

• Retrospective: Based on the past, characteristics and variables are used to recommend other products and services based on their propensity to buy these products
• But wait…
• Predictive: What if customer preferences change? PA can suggest ideas for new product lines…
• Or….
• Market segmentation: Recommend who to target and who to avoid…

Impacts: Operational efficiencies, Anticipate demand, Conversion rates, Customer relations, Pricing strategies
ICANN Data: Utilization

Business Intelligence:

• Products & Services: Whois, DNS, Renewals, Deletions, etc.

• Predict Customer Behavior: Predict registrants, length of registration, synergy of TLDs, products & services, geographic implications

• Efficiency of Operations: Performance, Tracking
ICANN Data: Utilization

- Customer Intelligence
- Marketing Activities: Segmentation
- Sentiment Analysis
- Text Analytics
- New Trends
- External Environment:
  - Privacy
Data is Your Company’s New ‘BEST’ Friend

• Use data to make impactful decisions
• Currently, less than 0.5% of all data is ever analysed and used
• 571 new websites are created every minute of the day - compete smarter!
• Poor data can cost businesses 20%–35% of their operating revenue
• Retailers who leverage the power of big data can improve their operating margins by as much as 60%
Data is Your Company’s New ‘BEST’ Friend

• Future & Existing: Domain Names, Technologies

• Small companies (<1,000 employees) are ~ 10% more likely to view data as a strategic differentiator than their counterparts at large enterprises

Big data analytics isn’t just for ‘big’ business. It applies equally to small businesses where a better business intelligence strategy will make your company more effective while reducing time and costs.
Questions

He uses statistics as a drunken man uses lamp posts – for support rather than for illumination

Andrew Lang, Scottish Writer