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Prescriptive Analytics for the Non-Data Scientist

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\$1.88B

within just 3 years.



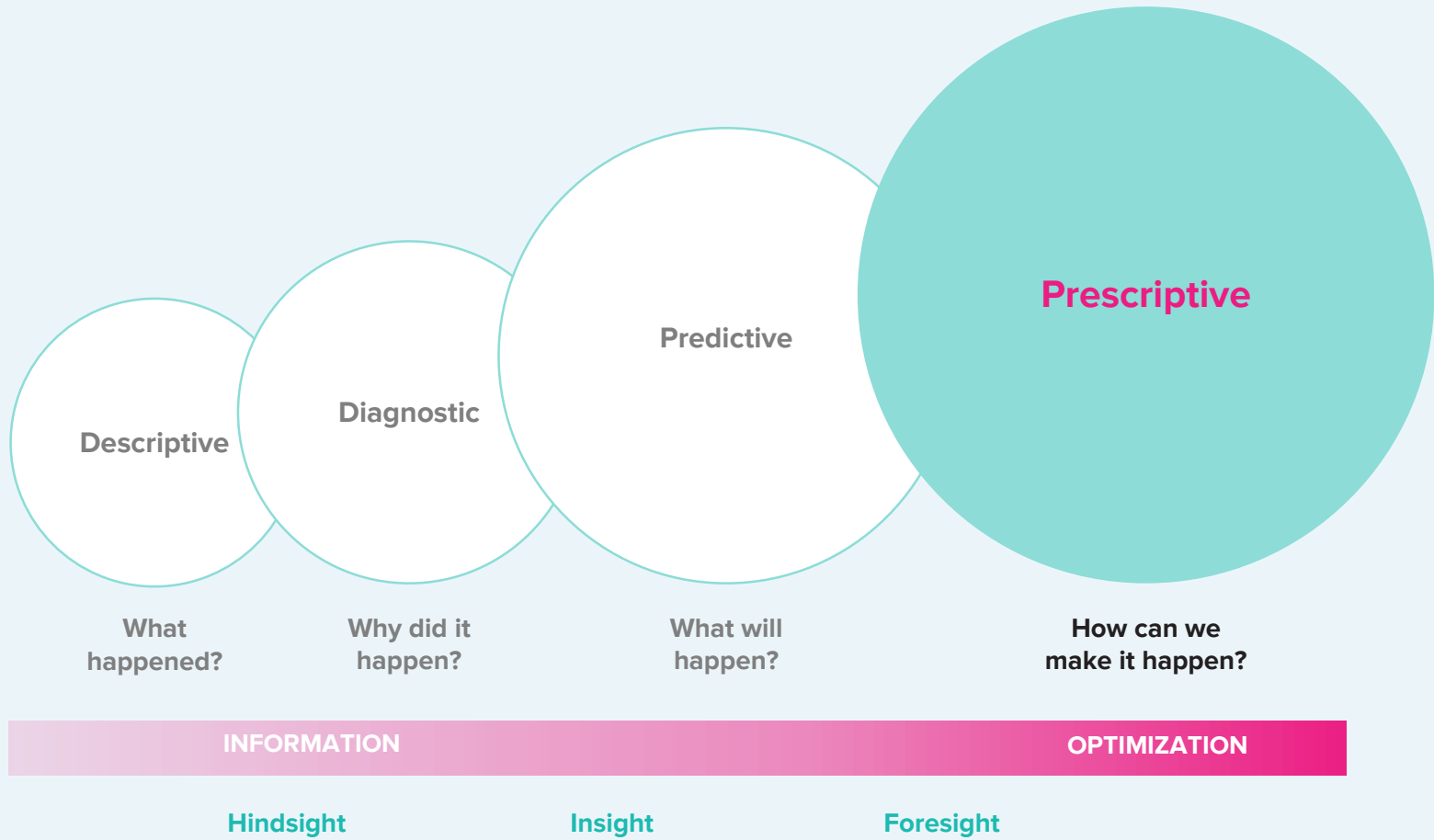


A close-up photograph of a Black woman with voluminous, dark, curly hair. She is smiling broadly, showing her teeth, and has her eyes squinted in a joyful expression. She is wearing a light pink, short-sleeved top. Her right arm is wrapped around another person's shoulder, and her hand is visible, showing a ring on her ring finger. The background is a soft-focus green, suggesting an outdoor setting with trees or bushes. A large, light blue circle is overlaid on the left side of the image, containing text.

26

people a second

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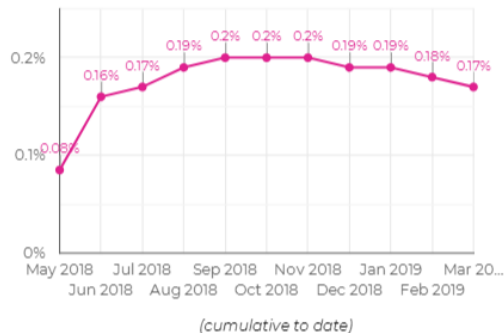
Descriptive Analytics

What happened?

KPI Trend

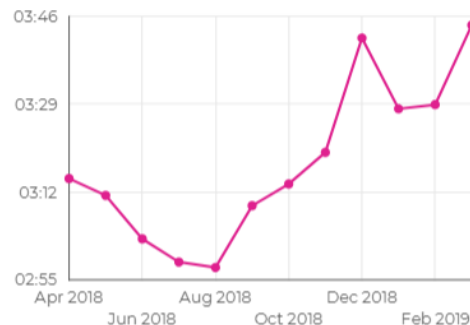
Mar 2019

Crossix Conversion to Brand 0.17%
(All Tactics - Cumulative thru Mar 31st)



Avg. Session Duration 03:44

Content Center Only



Monthly Overview Metrics

MONTHLY

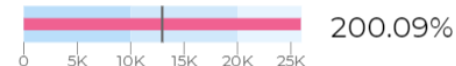
Unique Visitors

25,932

UV Goal

12,960

% to the UV Goal



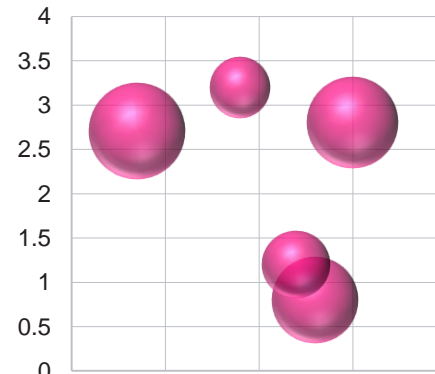
Pageviews

40.2K

Avg. Session Duration

03:44

Cross comp metrics

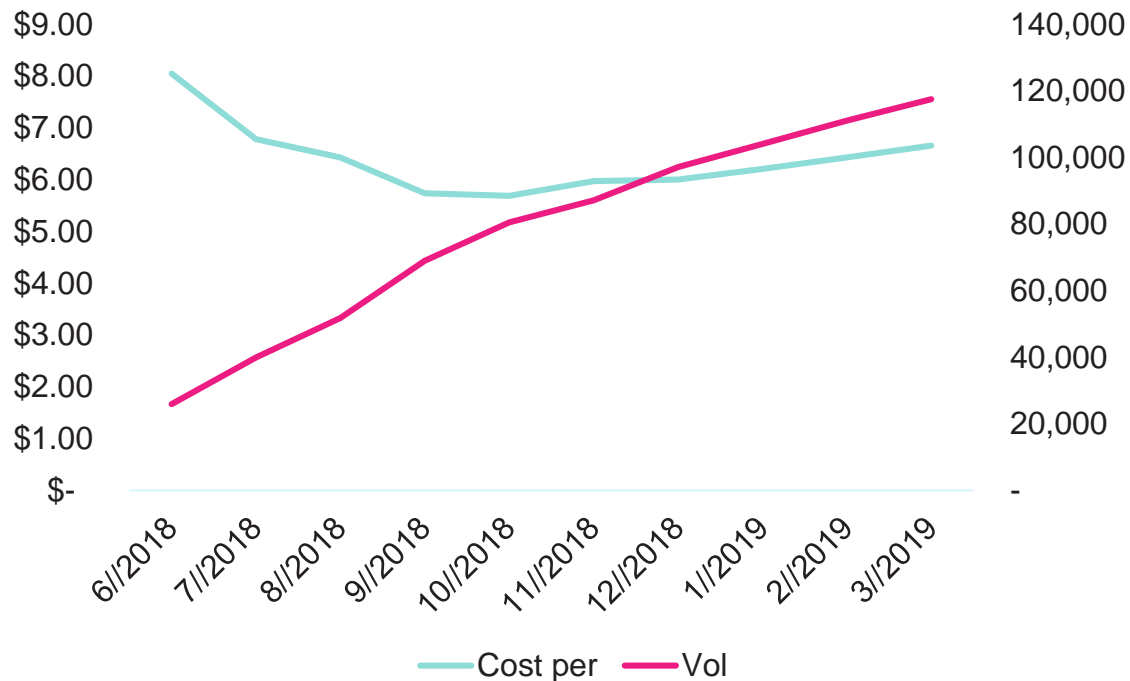


Diagnostic Analytics

Why did it happen?

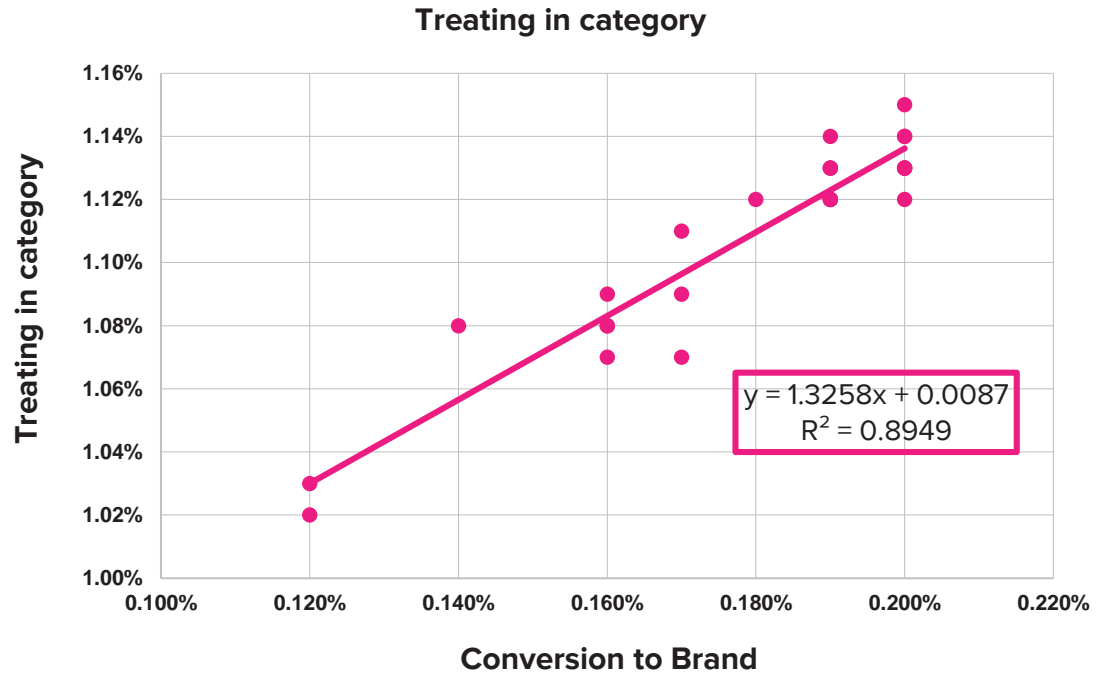
- Traffic increased
- Content program was added
- Launched a social program

Volume Vs. Cost Efficiency



Predictive Analytics

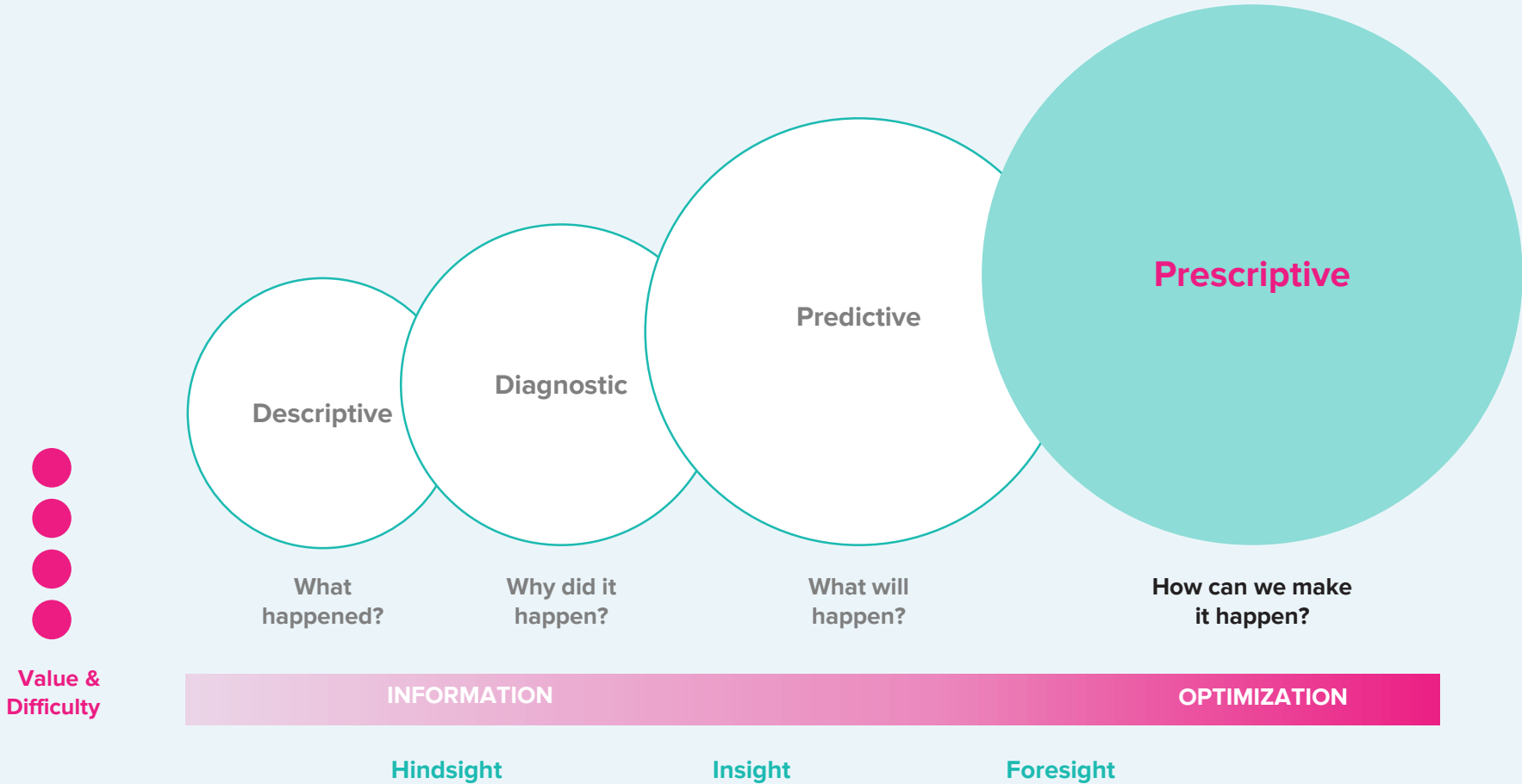
What will happen?



Prescriptive Analytics

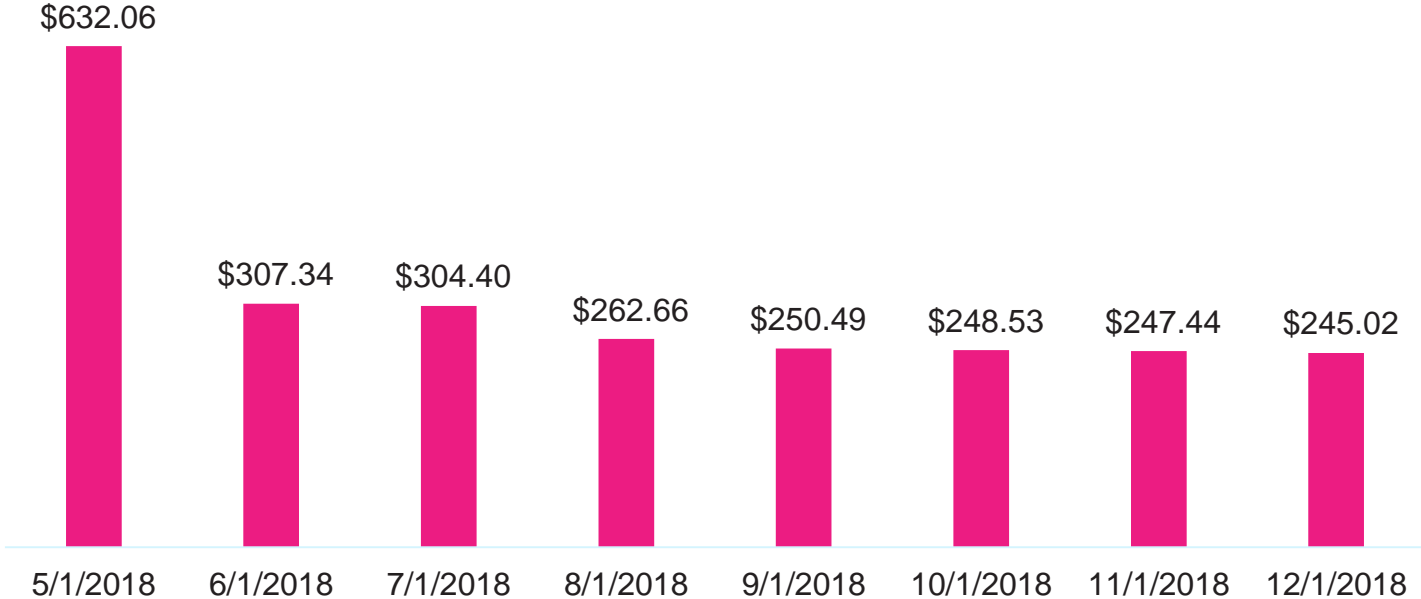
How can we make it happen?

- **Focus on seasonality**
- **Identify interim metrics to prove NRx**
- **Deliver real specificity**



Success!

Cost Per New Patient Start





Key Takeaways

- Test your hypothesis
- Data isn't fool proof
- Rely on internal expertise

Thank you

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