



Open Data Initiative:

Decision Optimization  
through Predictive  
Analytics

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# Impacts of Data

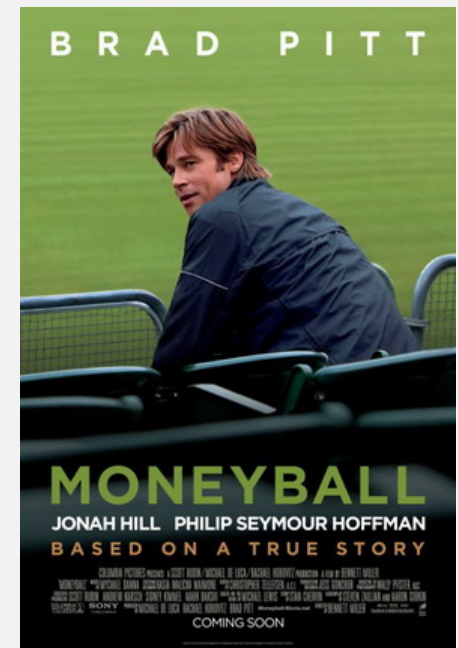
**54% of professionals** surveyed felt their companies would be more competitive if they used analytics to make decisions – Boston University CIS

- 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 **2.9x** higher than the industry average
- **2.1x** commanded a leadership position across products and service categories (Forrester Research)



# Retrospective vs Predictive

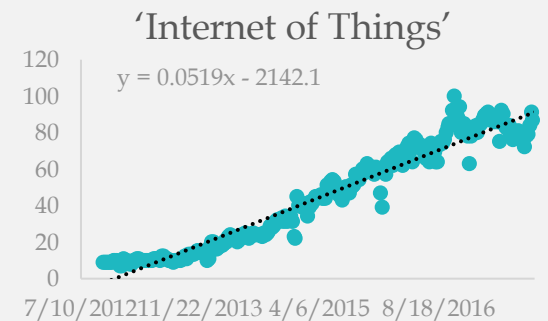
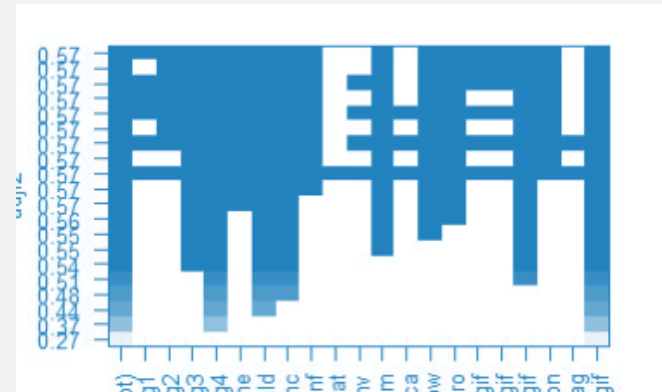
- Retrospective: Based on the past, characteristics and variables are used to recommend other products and services based on their propensity to buy these products
- But wait...
- Predictive: What if customer preferences change? PA can suggest ideas for new product lines...
- Or....
- Market segmentation: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

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

# ICANN Data: Utilization

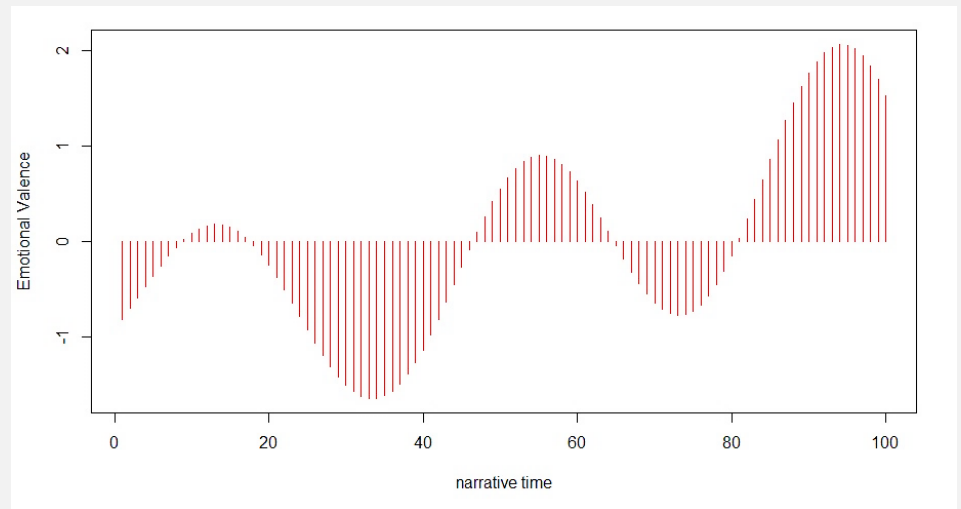
## Business Intelligence:

- 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

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- 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

