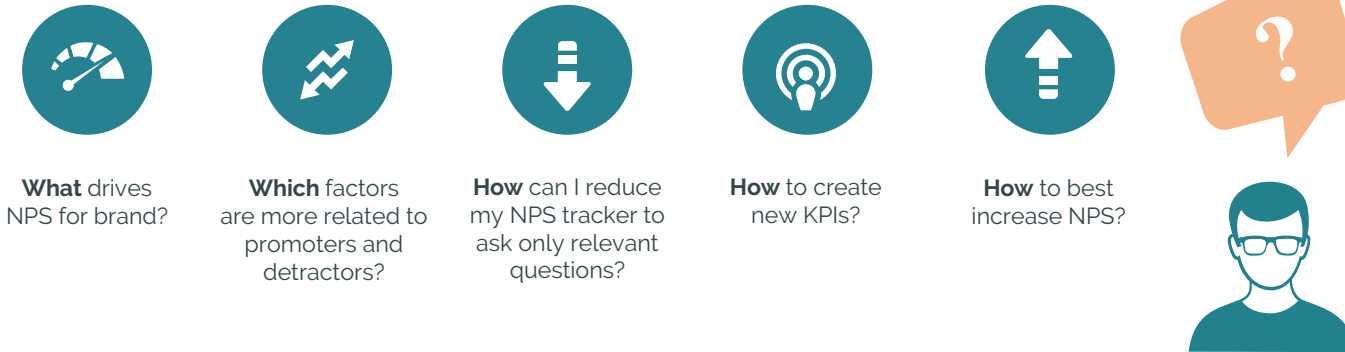
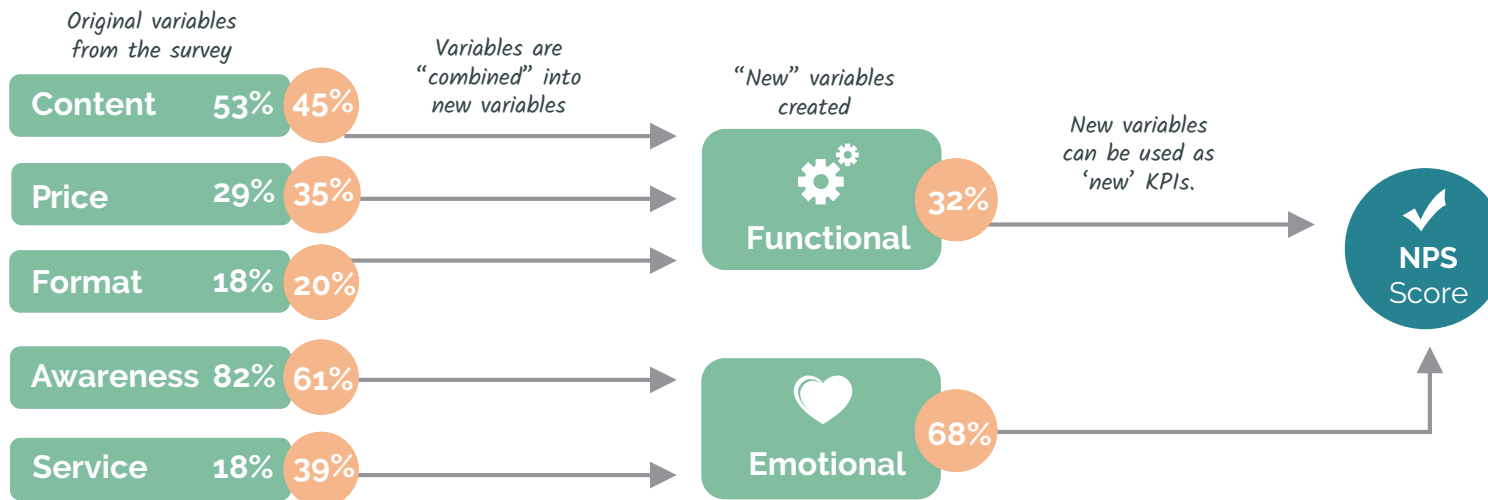


Driver Analysis to understand what influences NPS

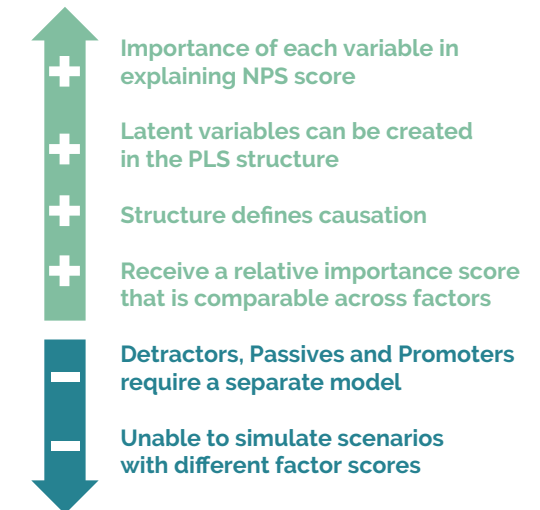
1. What question does it answer?



3. What we deliver to clients: The Partial Least Squared Network with Shapley Values



2. Benefits and limitations



The PLS - PM (Partial Least Squared) is a statistical methodology that's used to calculate driving factors when the data has an underlying structure or multiple dependent variables

The underlying structure of the data is created by a depth study of the variables. The structure works in a hierarchical way following a bottom-up approach

Shapley Values of individual factors

The output is a table containing the factors included in the model and how much each of them are able to explain the variability of the NPS score. In other words how much a factor is driving the actual results of your NPS

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Driver Analysis to find out how to impact NPS

What question does it answer?

How can I increase the number of promoters I have?

How can I increase my NPS score?

How can I decrease my number of detractors?

Which touch points will best impact NPS?



Why do you need it?

- > Main interest in understanding how to affect the main factor
- > Complex structure
- > Main interest in understanding the relationship between the variables
- > No factor reduction needed, need of understanding the effect each factor



Benefits and limitations



Determine how the variable affects the probability of you being of a certain consumer profile

Consumer profiles are estimated conjointly

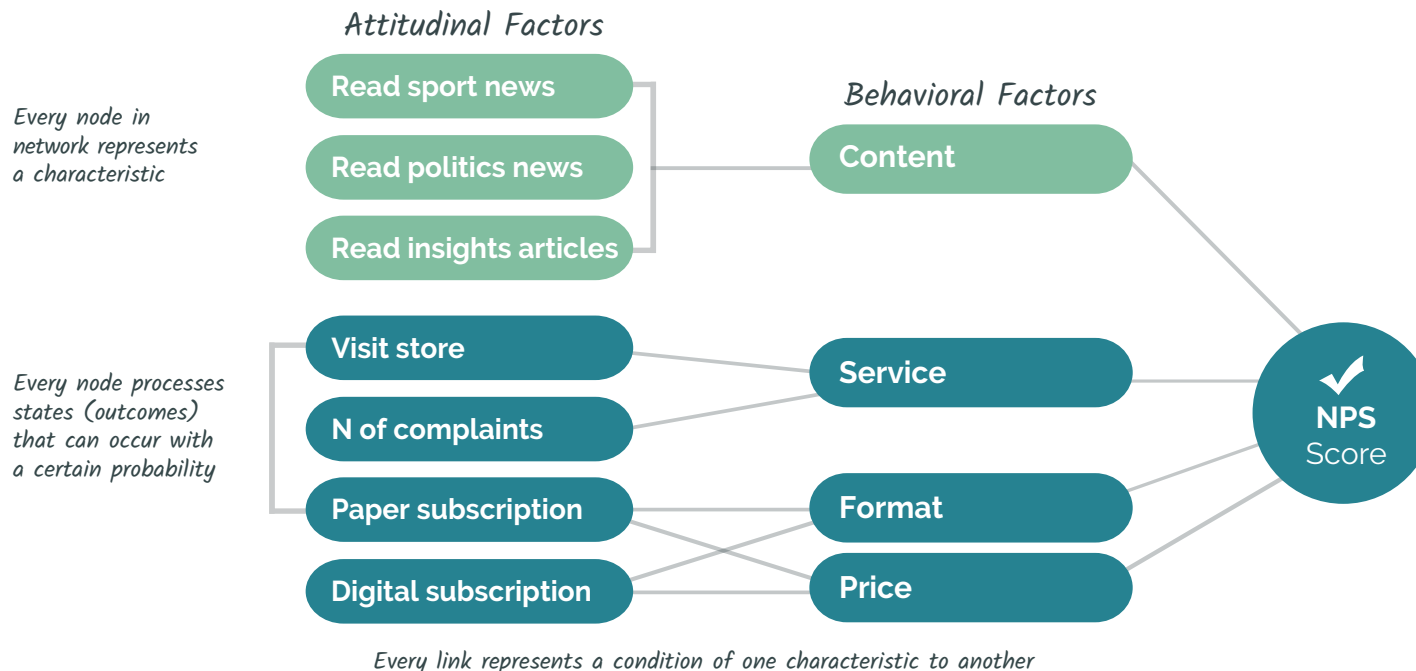
Possible to run scenarios

Structure is created based on data relationships without less human bias

Structure defines conditioning not causation

Gives you importance based on probability but is not comparable across factors

What we deliver to clients: The Bayesian Network



The Bayesian Network is the graphical representation of probabilities.

The Bayesian Network is a statistical methodology that's used to understand the relationship between different variables. Its main purpose is to calculate likelihood of events based on characteristics

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