

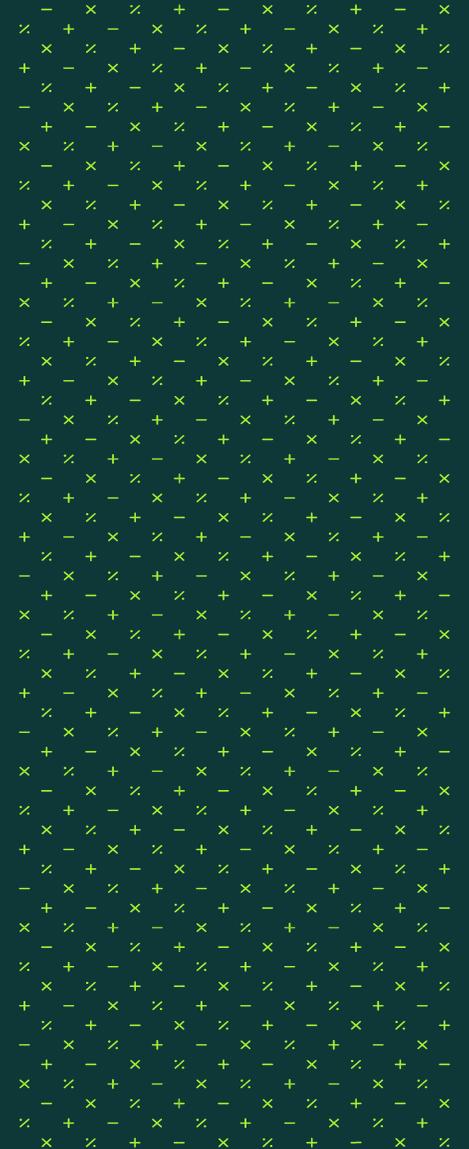


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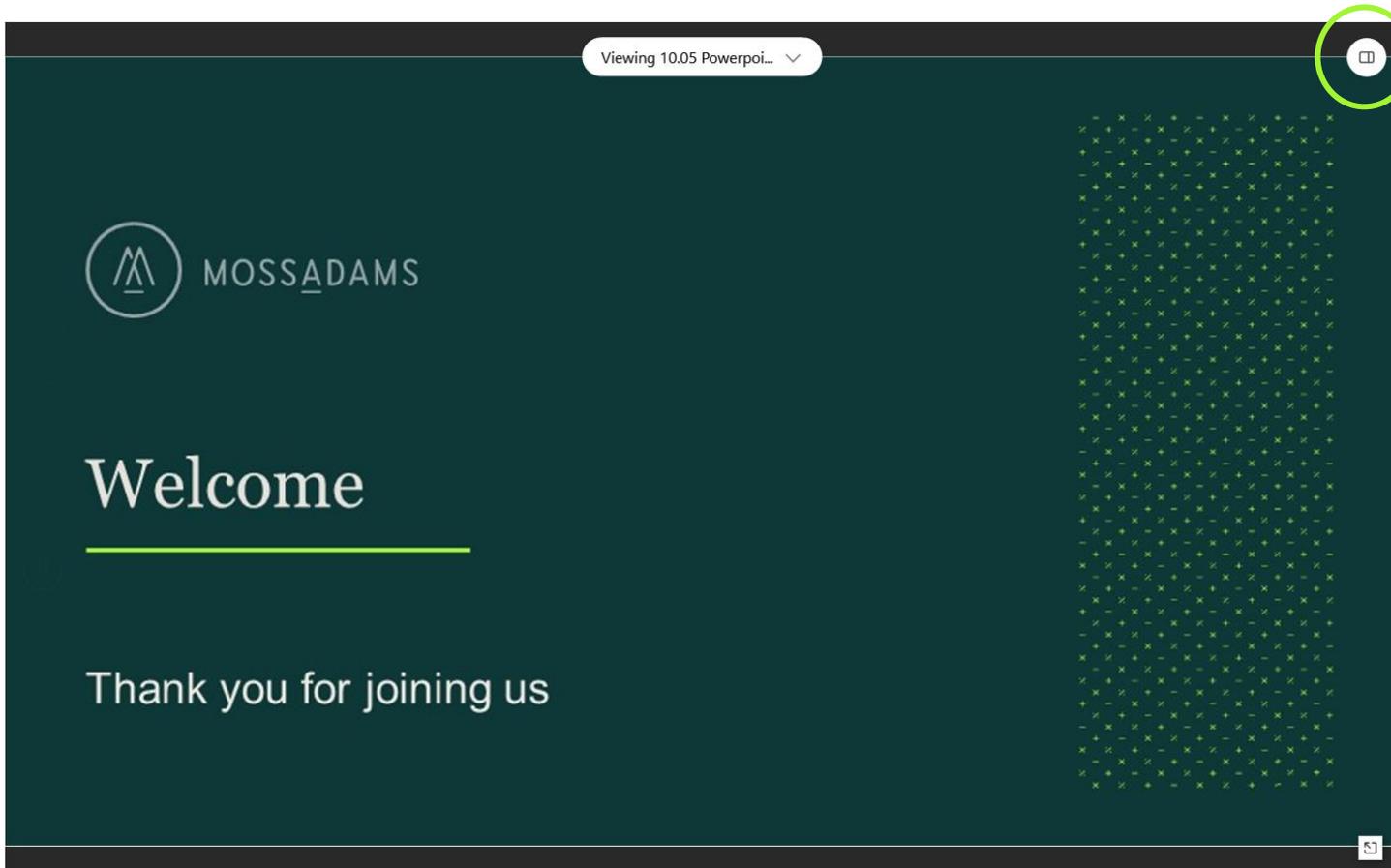
# Welcome

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Thank you for joining us



# Viewing Options



For optimal viewing select “Side by Side” view from the top right-hand corner.

## FOR BETTER VIEWING

- Close all other applications
- Turn up your speaker volume



# WebEx Controls



Mute  
(not active)

Share  
(not active)

Leave

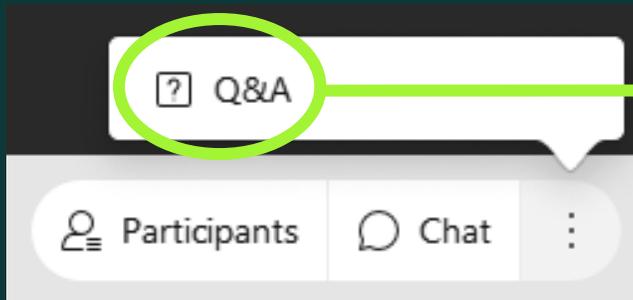
Participants

Message

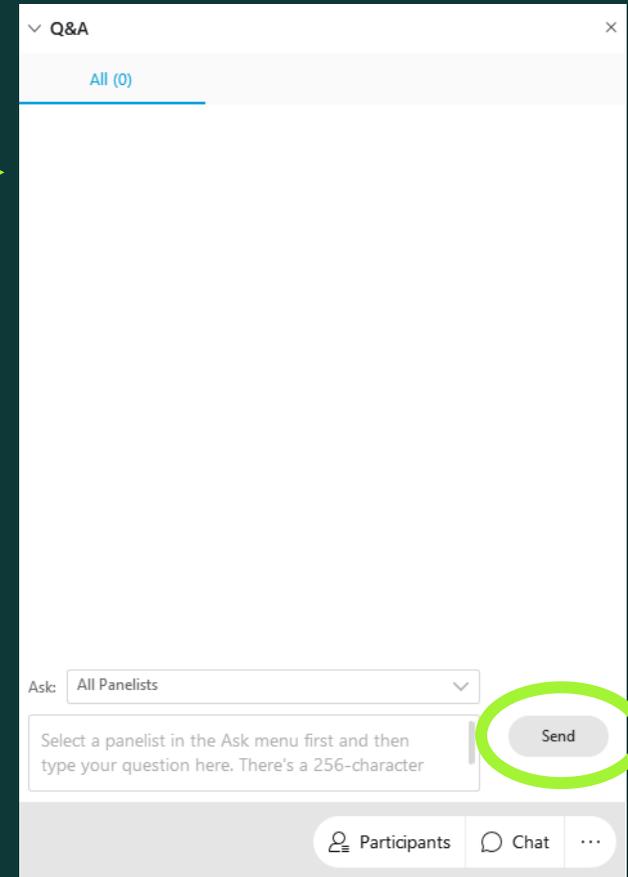
More  
options



# Questions?



- Under the “more options” button, select “Q&A”
- A new box will open on the right-hand side to type your question to the speakers or host



# Technical Difficulties?

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**REFRESH YOUR BROWSER BY CLICKING F5.**

If you are still experiencing issues, please feel free to use the question box and direct your question to the “host”

OR

email [meetings@mossadams.com](mailto:meetings@mossadams.com)



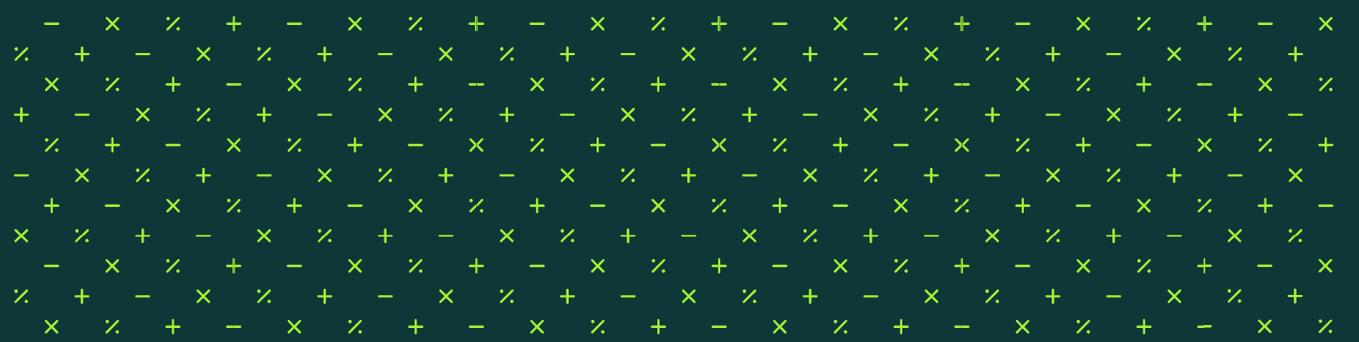
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# E-Commerce Companies: Leverage Prediction Technologies

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February 3, 2022

# Series Leader

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# With You Today

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# Agenda

**01** PERSPECTIVES

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**02** FINANCIAL PREDICTIVE MODELING

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**03** ALL IN ACTION



# Perspectives

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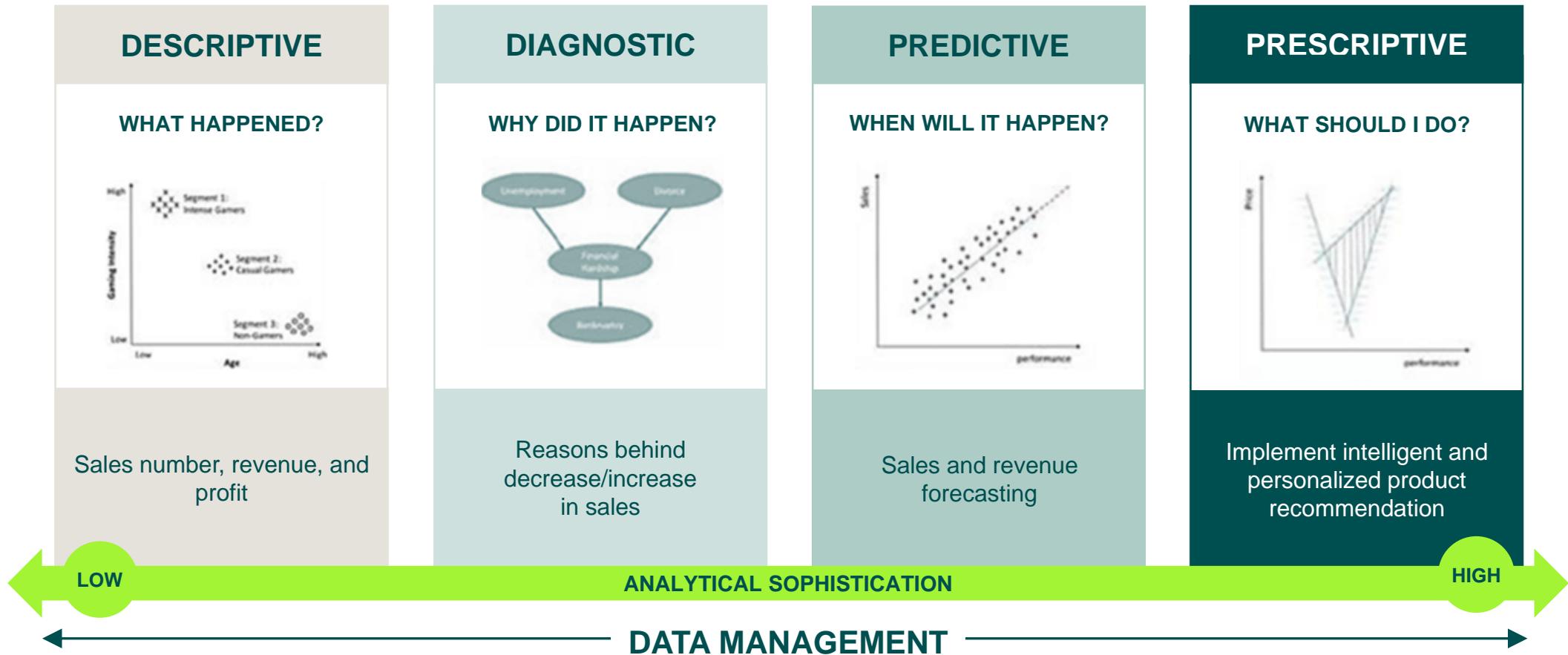


# Become a Data-Driven Organization: Stages

	HEAVY LIFTING STAGE	EMERGENT STAGE	OPTIMIZED STAGE
State	<ul style="list-style-type: none"> <li>Independent platforms supporting the business function</li> <li>Heavy reliance on spreadsheets</li> </ul>	<ul style="list-style-type: none"> <li>Compiling multiple information sources to powerful analytic dashboards</li> <li>Data warehouse</li> <li>Optimized spreadsheets</li> <li>Automated reports</li> </ul>	<ul style="list-style-type: none"> <li>Self service analytics</li> <li>Predictive analytics</li> <li>Forecasting</li> <li>Augmented forecast modelling</li> </ul>
Impact/Result	<ul style="list-style-type: none"> <li>Inefficient</li> <li>Error prone</li> <li>Opportunity cost</li> <li>High risk</li> </ul>	<ul style="list-style-type: none"> <li>Expanding data culture</li> <li>Defining data collection</li> <li>Quality criteria</li> <li>Enable data-driven decisions</li> </ul>	<ul style="list-style-type: none"> <li>What-if scenarios</li> <li>People management</li> <li>Resource management</li> <li>Enhanced return on investment</li> </ul>
Steps Forward	<p><i>Organization Assessment:</i></p> <ul style="list-style-type: none"> <li>Data culture</li> <li>Data infrastructure</li> <li>High value opportunities</li> </ul>	<p><i>Implementation:</i></p> <ul style="list-style-type: none"> <li>Cloud data solutions and tools</li> <li>Mobile email/report availability</li> <li>Dashboard</li> <li>Self-serve analytics</li> </ul>	<p><i>Continuous Improvement:</i></p> <ul style="list-style-type: none"> <li>Iterative update loops</li> <li>Ability to exclude noise</li> </ul>



# Analytics Spectrum



# Deep Expertise in Predictive and Prescriptive Analytics

- Founded by the team that created BeyondCore (acquired by Salesforce to become Einstein Discovery)
- Cofounders taught *AI in Market Facing Functions (AIM)* at the Harvard Business School MBA program
- Ranked #1 in AutoML Use Case – 2021 Gartner Critical Capabilities for Cloud AI Developer Services
- Founding team led ~2000 real-world AI/ML projects
- Two patents granted, two more approved, dozen+ patents pending



# POLLING QUESTION #1

Where are you using or planning to use predictive analytics?

Select all that apply

- A. Sales and marketing
- B. Supply chain
- C. Financial (e.g., budgeting and forecast)
- D. Other



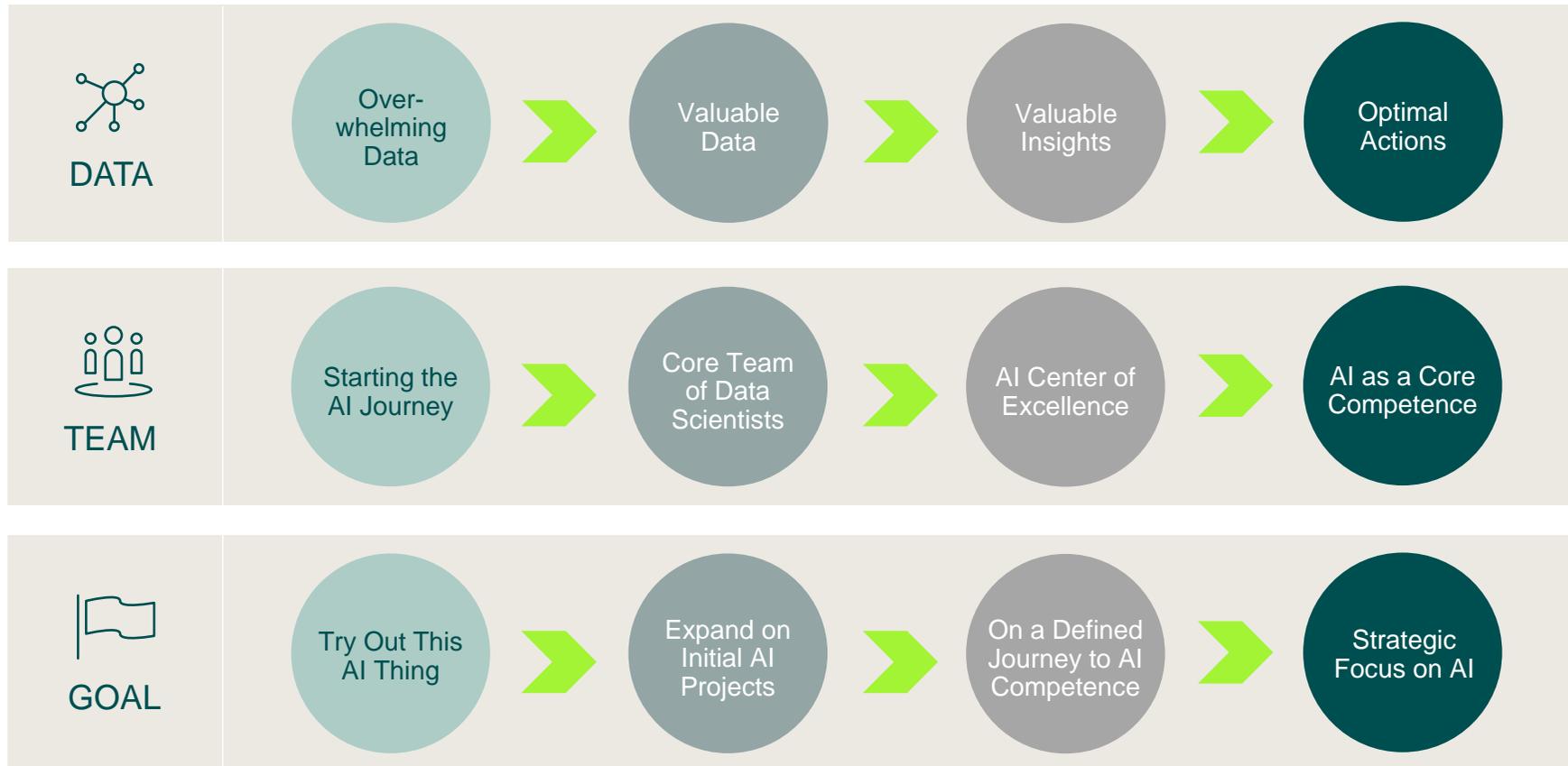
# Predictive Analytics in E-Commerce

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- Sales and marketing
- Demand forecasting
- Customer targeting on site
- Churn and return prediction
- Fraudulent transaction flagging and resolution



# Approaches for where you are in the AI journey



# Financial Perspective Modeling

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# Show Trends and Predict Expected Results

- Provide forward looking predictions of expected results
- Compare the change in predicted results over time
- Results are a set of behaviors: management, staff, marketing, customers, etc.
- Use a data study to clarify key drivers

Dashboards

Filter by name

Revenue Analytics

Income Analytics

Cash Analytics

Balance Sheet Analytics

Expense Analytics

Performance Ratios

GL Detail Explorer

Revenue Analytics

Demo Client 3

MOSSADAMS

Current Month R...



YTD Revenue



Actual Annualize...

22.6%

(3 Month Aug)

Actual YOY Reve...

32.4%

Forecast Annuali...

12.7%

(3 Month Aug)

Forecast YOY Rev...

28.6%

Chart Legend

Annualized Growth  
Three month average change of rolling annual revenue.

Revenue Forecast



Rolling 12 Month Revenue  
by Month



# Non-Technical Aspects Are Critically Important

- Crisply define business value: what really matters?
- Ask what people need to know to deliver value
- Keep the “K” in key performance indicators (KPI)
- Give immediate results with a scalable turn-key solution
- Focus on data credibility and timeliness
- Decide what should be a one-off data study versus operationalized ongoing process

**SUCCESSFUL DATA ANALYTICS REQUIRES GOOD COMMUNICATION**



# POLLING QUESTION #2

Are you confident that you can build or upskill your teams to use the ever-growing need for businesses to be data driven?

1. Yes, well on our way or done
2. Yes, but still in the early stages
3. I don't know
4. No, it doesn't seem possible
5. No, already tried and failed



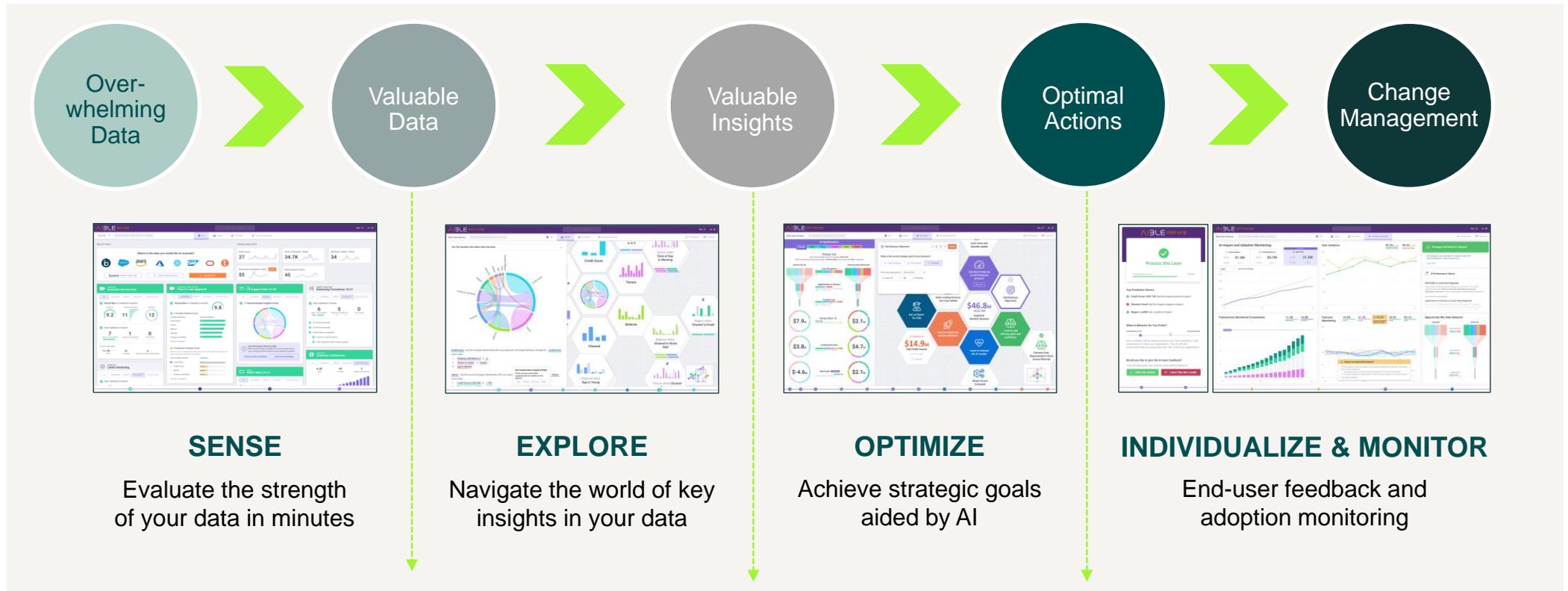
# AI in Action

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# ABLE AI Journey

Aible empowers your team wherever you are on your AI journey:



# Challenges and Opportunities in E-Commerce

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**<3%**

E-Commerce: average conversion rates globally are less than 3%, making driving relevant traffic to your site a sticking point.

Business News Daily

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**360 ≠ 1:1**

Having a 360-degree view of your customers does nothing for them unless you cultivate a 1:1 digital experience.

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**5% = >25%**

Increasing customer retention rates by just 5% can increase profits by over 25%

Bain & Company Prescription for Cutting Costs



# Solving The Toughest Challenges In E-Commerce



## PAID ADVERTISING CAMPAIGNS

Increase your return on ad spend by targeting prospects and customers who have the highest propensity to buy and avoid targeting ads to those who are unlikely to purchase.



## 1:1 PERSONALIZATION

Predict the likelihood a customer will engage with a particular channel, device, content, or campaign to create a personalized experience for each customer.



## CHURN REDUCTION

Lower churn by proactively identifying at-risk customers based on recent behaviors and automatically send messaging and promotional offers at the right moment and channel.

Request a custom demo at [aible.com/demo](https://aible.com/demo)

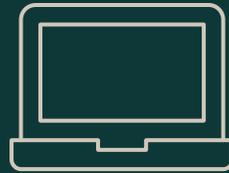


# Upcoming Webcast:

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## **2022 Annual Retail Outlook**

March 3, 2022 at 9AM-10AM PST



**Check out our On-Demand E-Commerce Webcast Library**

**[mossadams.com/industries/e-commerce](https://mossadams.com/industries/e-commerce)**

Learn about current issues impacting e-commerce businesses and key steps to help your company reach your market effectively and efficiently, while navigating operational challenges.



# ➤ QUESTIONS

Let's start a conversation.

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