Data Monetization

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During my long-standing career, I have contributed to numerous projects leading to the enabling of data monetization.

During my tenure at RTI International, the most important project under my leadership was the Municipal Solid Waste Management Decision Support Tool (MSW-DST), that had as one of its main objectives the use of large amounts of municipal data to select optimized selections of waste handling technologies and processes and to generate new revenue from recycling materials, waste-to-energy and other municipal by-products like compost, while at the same the promoting sustainability and environmental protection. The analysis of data provided insights into the location, seasonality, volumes, physical-chemical properties and value of disposed municipal materials that could be collected and processed to recover their intrinsic value or to generate energy from them.

As a data scientist at Point Inside, I used vast amounts of streaming data from Bluetooth-powered beacons to build models to help brick and mortar retail stores (e.g. Lowe's) increase revenue using strategies ranging from marketing to upsell and cross-sell. We used signals from beacons to determine the location of customers in a store. I used these beacons to help our brick-and-mortar customers use proximity marketing to improve shopping experiences and increase sales. I also used the data collected by the beacons to create user to point of sales (POS) receipt association. The models I developed created a relationship between the click events and the actual purchases. The impact was a set of improved algorithms to guide searches on the Point Inside app in the store and increased sales conversions based on those searches. I also built Item-to-item based recommender systems using thousands of store items and millions of possible item-to-item combinations.

At Continental, a very important data monetization project I led was the Truck Tire Competitor Pricing project. Vast amounts of competitor's data on pricing together with Continental sales data are currently analyzed consistently to help generate insights about our own pricing strategies. These strategies continuously help Continental scan the current market and take informed decisions about Premium Pricing for our top-tier products.

I have participated in other data monetization efforts at Continental.