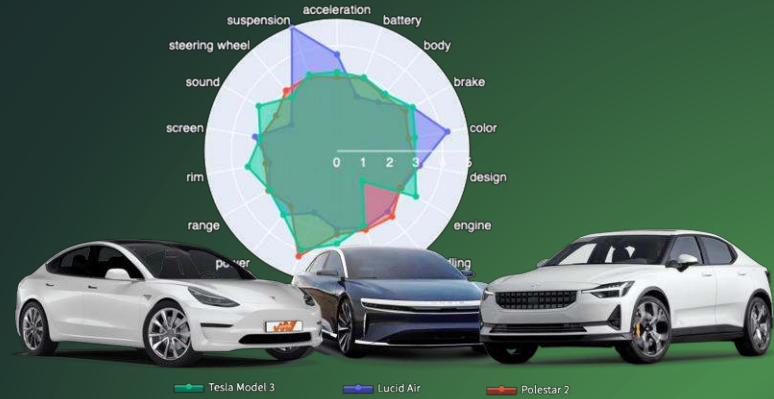




University of St.Gallen

# Senty

## Data-Driven Growth



Philipp John

# Senty – Turning Data into Insights

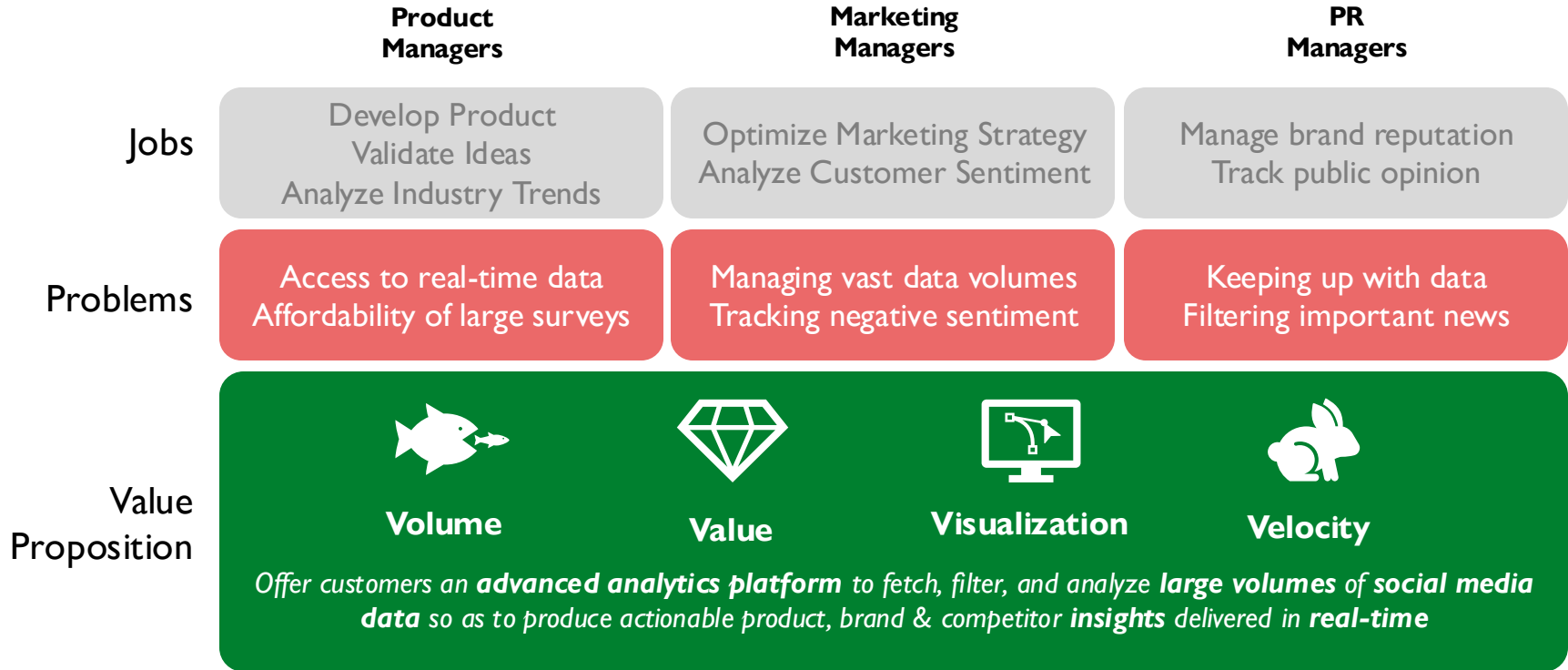
Focusing on **customer & product-centric** employees

**B2C**-oriented enterprises

With a **social media** presence



# Senty – Turning Data into Insights



# Senty – Turning Data into Insights

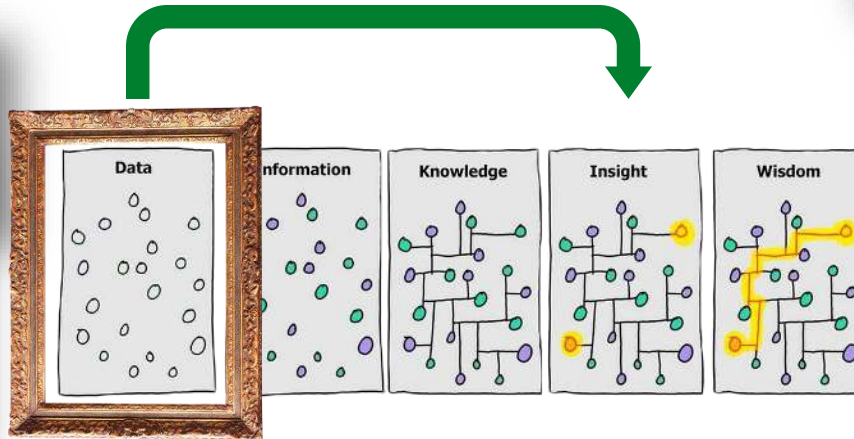
Another way to look at it:

We help companies  
convert **data into insight**

THE iX3  
Adventure, electrified. The new BMW iX3.  
1.4M views **5.8K comments** 3 days ago

Test Drive with the all-Electric Large Luxury SUV  
570K views **2.7K comments** 1 month ago

The new Cayenne: Further together  
890K views **4.2K comments** 2 weeks ago



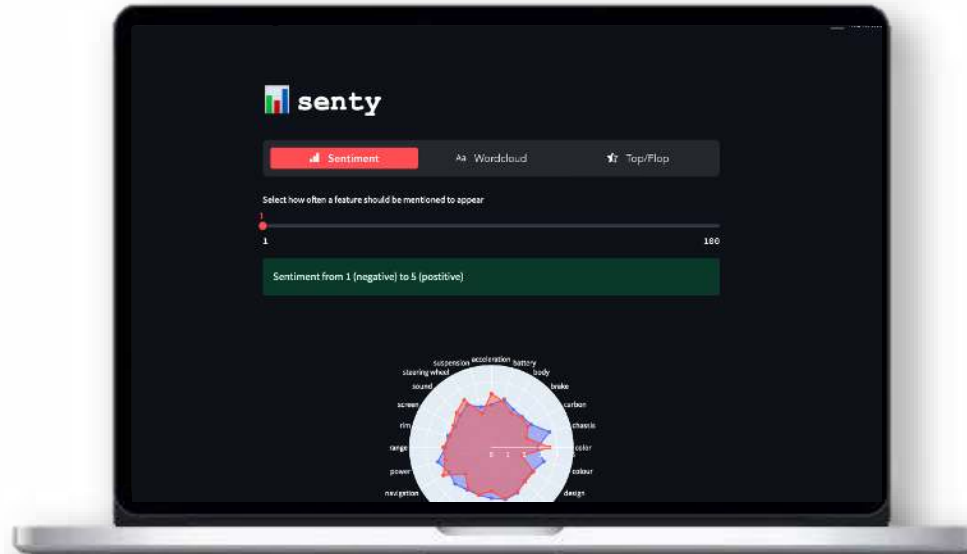
Comments from users like Katoy, Humpty Dumpty self repair shop, MUCKSPREADER1, Gianluca Guarino, 19RikaRd091, Lyrical Mirage, and Pappu Grack.



Filtered comments from users like ThunderTiger0801 and Praga Do Egitto.



# Senty – Turning Data into Insights



Prototype: <https://senty-io.streamlit.app>