



# Success story in predictive analytics in Hospitality

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



# An American fast food giant improved home delivery revenues by 18% in India through customer segmentation and targeted marketing

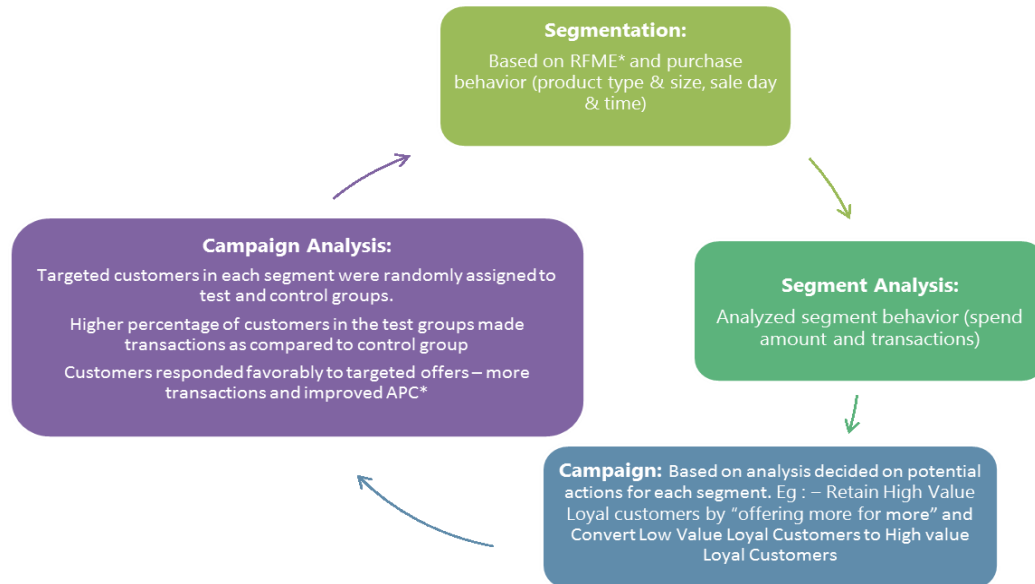
## Objectives

With dining contributing to around xx% of its annual revenues across xx+ stores; client aims to expand its home delivery business through scientific customer segmentation and targeted promotions

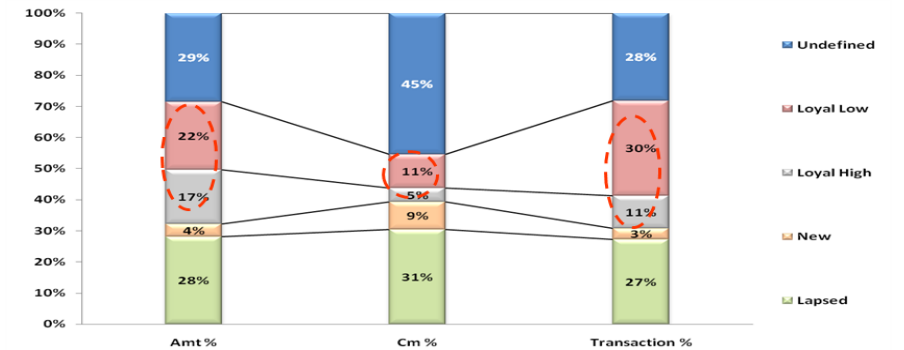
## Impact

18% delivery revenue growth due to analytics driven marketing

## Our Approach



	Lapsed	New	Loyal – High Value	Loyal – Low Value
Recency	5-7 (184 > Days > 67)		8-10 ( < 66 days)	8-10 ( < 66 days)
Frequency		Customers with only 1 Transaction	8-10 ( > 0.49 / Month)	8-10 ( > 0.49 / Month)
Monetary			8-10 ( > Rs. 405)	1-7 ( < Rs. 405)
Entry		1 ( < 47 Days)		
Number of Customers#	75,908	21,800	11,210	27,052



Loyal customers while constituting 16% of the total customer base generated 39% of total spend and 41% of transactions



## TransOrg Analytics

www.transorg.com

### US

Raajeev Aggarwal  
raajeev.aggarwal@transorg.com  
**M:** +1 703 568 0285

Sandhya Krishnamurthy  
sandhya.krishnamurthy@transorg.com  
**M:** +1 510 516 6443

### India

Shuchita Jain  
shuchita.jain@transorg.com  
**M:** +91 98112 60911

Debjit Sen  
Debjit.sen@transorg.com  
**M:** +91 99532 46251

### UK

Naresh Priyadarshi  
naresh.priyadarshi@transorg.com  
**M:** +44 740 481 6818

### Singapore

Vijay Bajaj  
vijay@transorg.com  
**M:** +65 9752 9020



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