



# Success stories in predictive analytics in Retail and CPG

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 online travel company improved the conversion rate of customers targeted with offer through Customer segmentation and predictive 'hotel' cross-sell modeling

## Objectives

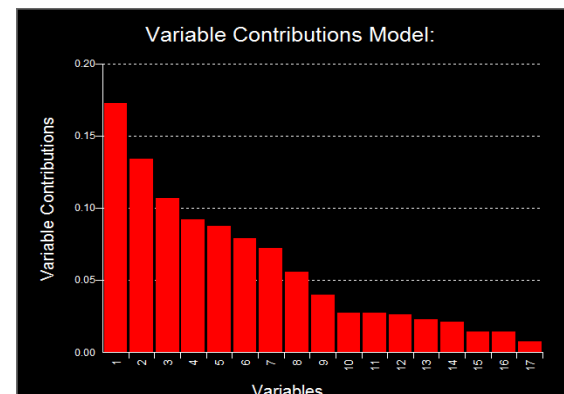
Improve customer engagement via cross-selling of hotels as well as repeat buying

## Our Approach

- Data Analysis
  - Analyzed transactions spanning six LOBs made by more than xx lakh customers
  - Profiled customers with more than 250 raw and derived variables
- Analysis
  - Identified four major customer segments by statistical clustering based on value and behavior
- Segmentation
  - Developed a cross-sell model to identify top 30% of xx lakh most recent customers who can be targeted with offers
- Campaign
  - Executed email campaign using test & control groups to cross-sell

## Impact

Higher conversion of customers targeted with offer as compared to control group immediately post campaign



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