



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



Objectives

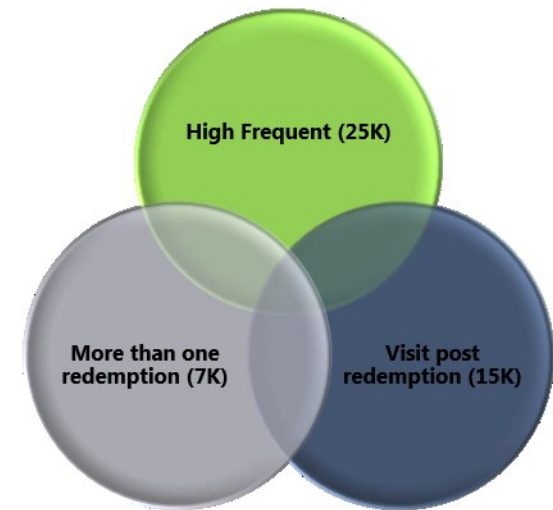
- Understand attributes and behavioral profiles of high spenders, frequent and also inactive customers
- Target customers with appropriate campaigns to increase customer's engagement for a particular partner and across partners

Our Approach

- Transactional analysis: Recency, spend buckets, frequency range, days since joining membership program
- Points behavior analysis: redemption value, frequency, redemption by purchased product categories, preferred partners
- Partner level analysis: originating partner, most points earned & burned partner, percentage spend contribution by partner
- Product level analysis: # of distinct categories, spend per category

Impact

- Target high spend & frequent card customers with coupons & incentives to spend more at less frequently visited partners as per customer preferences
- Partner driven retention and engagement campaigns
- Identified dominant partners where Card customers are earning points to target customer acquisition campaigns



High frequent customers with more than one redemption and with visit post last redemption targeted with campaign



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