



# 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

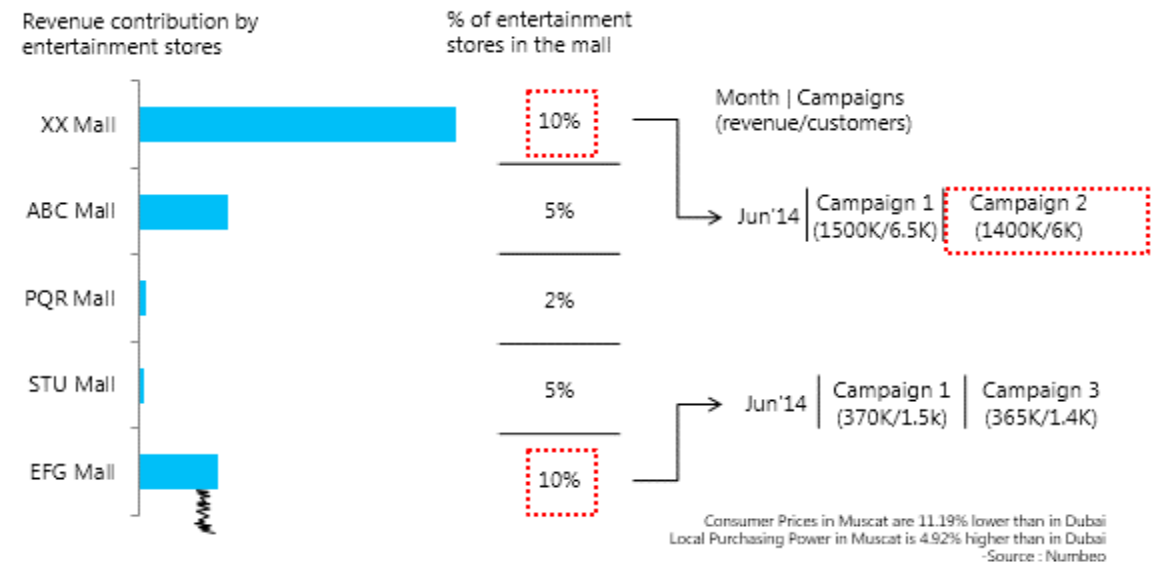
- Understand the campaigns which are running at the same time at different malls
- Replicate successful campaigns across malls

## Our Approach

- Identify malls which have similar customer demographics such as consumer price index and purchasing power of cities
- Understand the revenue contribution of store categories at mall level
- Identify the campaigns running at these malls during same period
- Calculate success metrics for these campaigns at store category level

## Impact

Opportunity to run campaigns at different malls which have similar customer demographics and store category distribution



XX Mall effectively runs Campaign 2 and this can be effective in EFG Mall as well



## 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

### UK

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

### India

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

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

### Singapore

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

 [/transorg-solutions-&-services](https://www.linkedin.com/company/transorg-solutions-&-services)

 [/TransOrg](https://twitter.com/TransOrg)

 [/transorganalytics](https://www.facebook.com/transorganalytics)

