



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



A big Middle-east retail chain expanded participation rate in marketing campaigns of stores in specific categories

Objectives

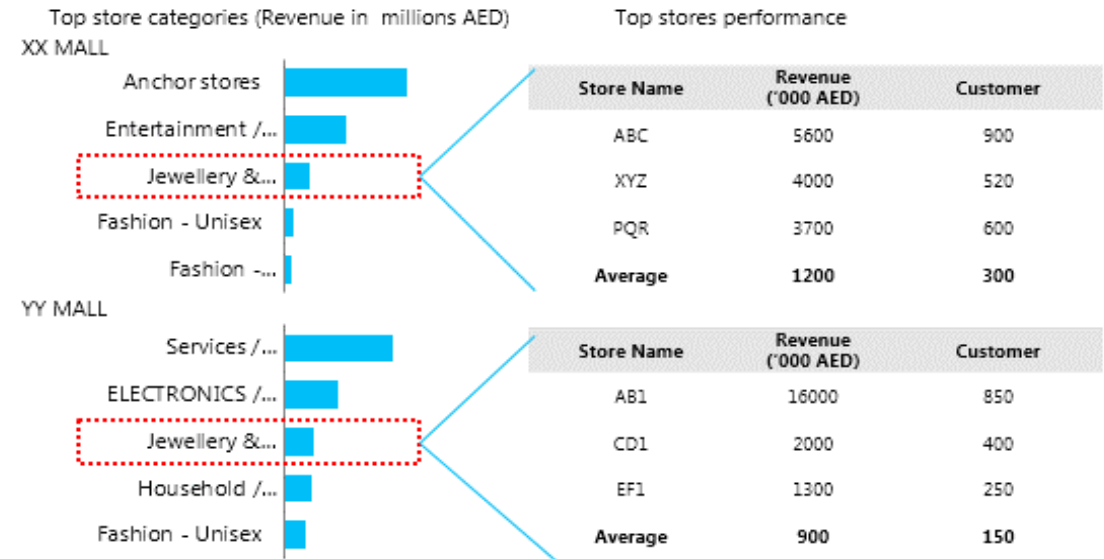
- Increase the store participation rate for campaigns
- Identify store categories for improvement

Our Approach

- Calculate mall wise store participation rate
- Store participation rate is defined as number of stores participated in campaigns divided by total number of stores
- Identify top performing stores within each category
- Calculate the average revenue stores can generate

Impact

- Out of 40+ stores in Jewellery and Watches category at XX Mall, 30+ stores participated in campaigns
- Average revenue earned by participating stores can attract non-participating stores to take part in campaigns



Average spend and customer visit of Jewelry & watches at XX Mall can be helpful in attracting non-participating stores for category campaigns



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)

