



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 pan-India retail chain increased ROI with important observations and insights through Market-Basket analysis

Objectives

With xx supermarkets and xx hypermarkets, xx+ million loyalty card members and xx private labels across xx+ categories; client wanted to understand product affinities and have a clear visibility on customer preferences to enable targeted campaigns

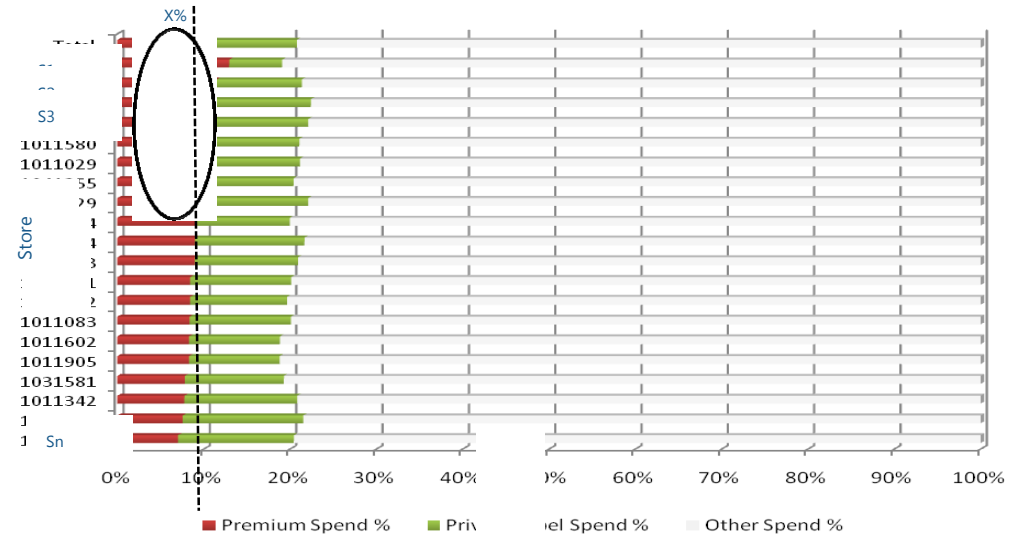
Our Approach

- Customer Segmentation
 - Segment customers as valuable, loyal, new, potential and lapsed
 - Premium vs. private label spend
- Store Analytics
 - Mix of premium vs. private label spend by store
 - Weekend vs. weekdays and seasonal spend variations by store
- Basket Analysis: Department penetration by transactions and spend
- Affinity Analysis
 - Affinity at department and class level
 - Monthly variations in affinities for 'top affinity' classes

Impact

- 24% of customers contribute to 55% spend & 65% transactions – Loyal Customers
- 1/3rd of all the customers have a preference to buy premium products – similar trend for private labels
- About 50% of the premium spend is at seven stores – similar for private label

Mix of premium and private label spend at the store level



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