



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 large branded sports merchandise client increased sales through Market Basket Analysis & campaign analytics

Objectives

- Analyze campaign impact on performance of Factory Outlets
- Market basket analysis to understand which products are complimentary to each other i.e. bought together

Our Approach

- Analyze month wise customer distribution for each country
- Identify the spend buckets
- Calculate the attrition rate for each customer spend bucket
- Attrited customer are those who did not make any transaction after their acquisition

Impact

- 70% discount had negative impact on sales of 30% discount category
- Offer differential discounts on different shades of a product
- Analyze the “discount elasticity” of a product in different price bucket
- Customers buying short sleeve top also buying shoe



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