



# 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 reduced customers attrition with spend in a particular spend bucket in first month of visit

## Objectives

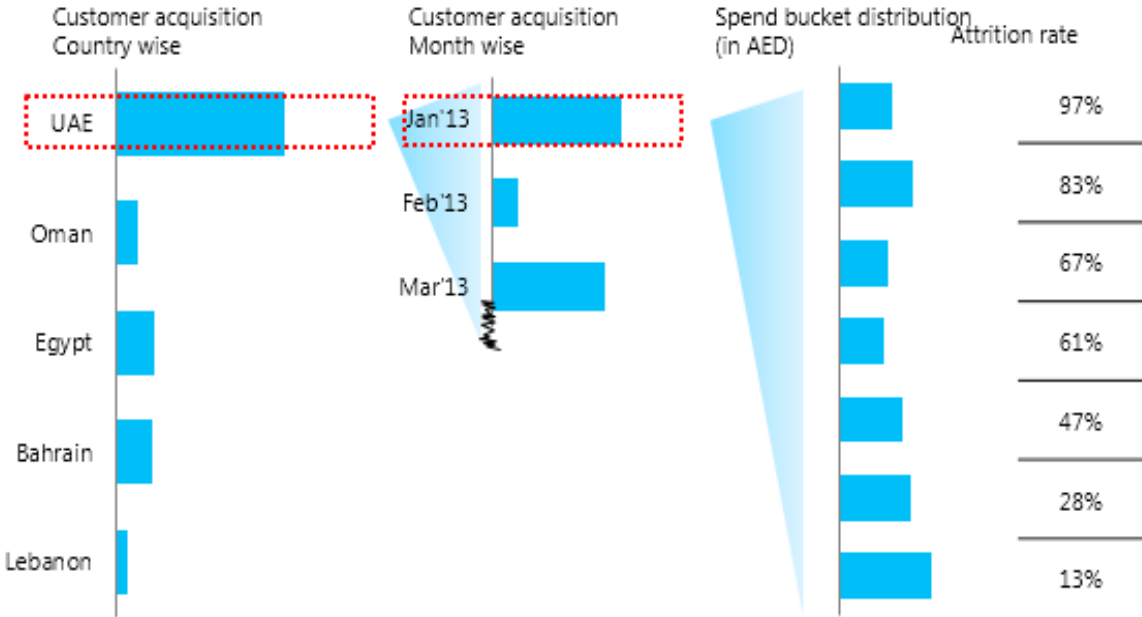
- Identify the attrition rate for customers belonging to different spend bucket at monthly level
- Design monthly campaigns for spend buckets with higher attrition rate

## Our Approach

- Analyze month wise customer distribution for each country
- Identify the spend buckets
- Calculate the attrition rate for each customer spend bucket
- Attrition is defined as customer who didn't made any transaction after their acquisition

## Impact

- Customers in lower spend bucket are less probable to re-visit the mall.
- There is an opportunity to engage with customers who are in the spend bucket of less than AED XX.



Design campaigns for customer groups spending less than XX AED in a month as they have higher attrition rate



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