



**TRANSORG**  
ANALYTICS

# Customer 360 and data analytics for a leading Indian automobile dealer

## Business Problem

Client's data had many inconsistencies, inaccuracies and duplicate entries; unusable for data analytics

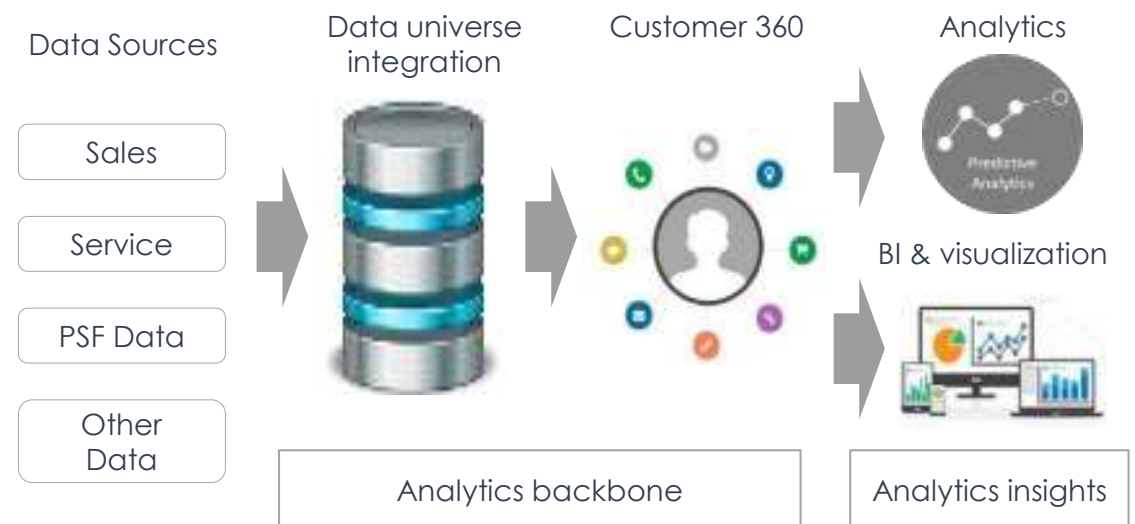
- Create a customer 360 view of unique customers, from multiple data sources, viz., sales enquiry, sales, after-sales, post-service feedback, value added services and old vehicle buy-back
- Develop data driven customer analytics use cases

## Approach

- Analyzed customer data and fixed inconsistencies viz., incorrect, missing values, wrong customer tagging, duplicate entries etc.
- Assigned a unique identifier code to all records of the same customer after consolidating customer data from various data sources:
  - Data exploration: Filled missing values and explored data distribution
  - Deduplication rules on data: Identified 'KEY' customer identifiers common across data records
  - EDA: Identified all available data fields and their fill rates
  - Customer view development: Finalized KPIs for customer 360
- Developed data driven use cases from customer 360 database
  - Customer loyalty segments based on historical transactions
  - Churn prediction, customer retention and targeted marketing

## Impact

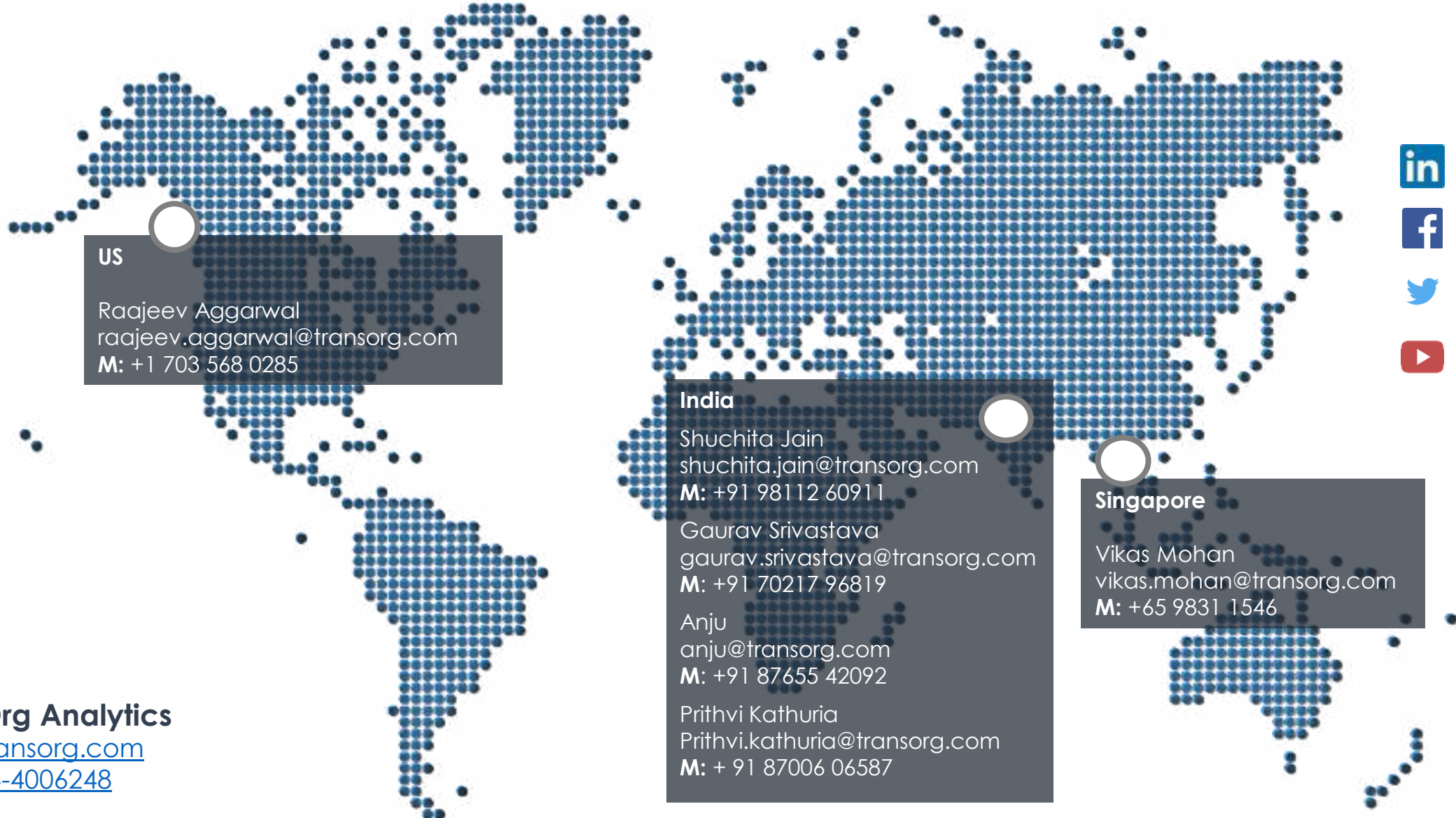
- Increased response rate on targeted marketing campaigns for multiple products by up to 48%
- Identified drivers behind customer churn from client's value-chain, for example:
  - Vehicle model
  - Lifetime service attributes
  - Post-service feedback





# Contact us





We are a phone call away!



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