



# 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 pharma company increased sales and boosted marketing ROI through loyalty-card customers' behavioral analytics and segmentation

## Objectives

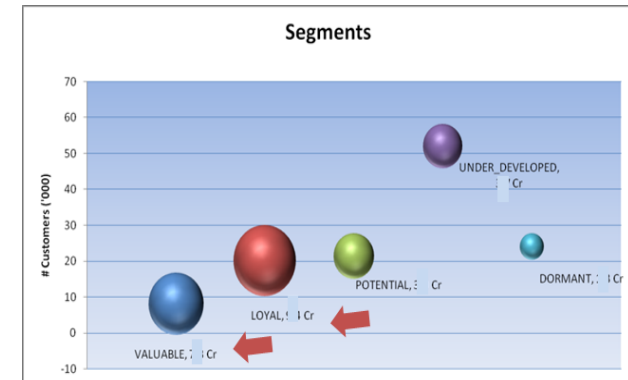
Develop segmentation strategy for targeted campaigns to ensure long-term active engagement, & regular loyalty card usage leading to improved revenues and profitability

## Impact

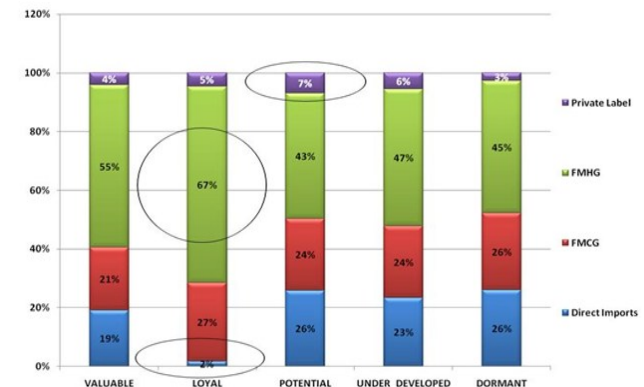
- Measurable campaign management
- Improved marketing ROIs
- Increased sales of high margin and private label products

## Our Approach

- Data Analysis  
Analyzed over xx million transactions from a xx period, and identified over xx million unique transactions generated by over 100K distinct active loyalty card customers.
- Segmentation  
Created customer segments – loyal, lapsed, potential
- Develop Insights  
Understood customer behaviors based on product mix, bundling, category profit margin, store location and redemption of store promotions and offers.



Product Mix Analysis by Segments



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