Success stories in predictive analytics in Retail and CPG

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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
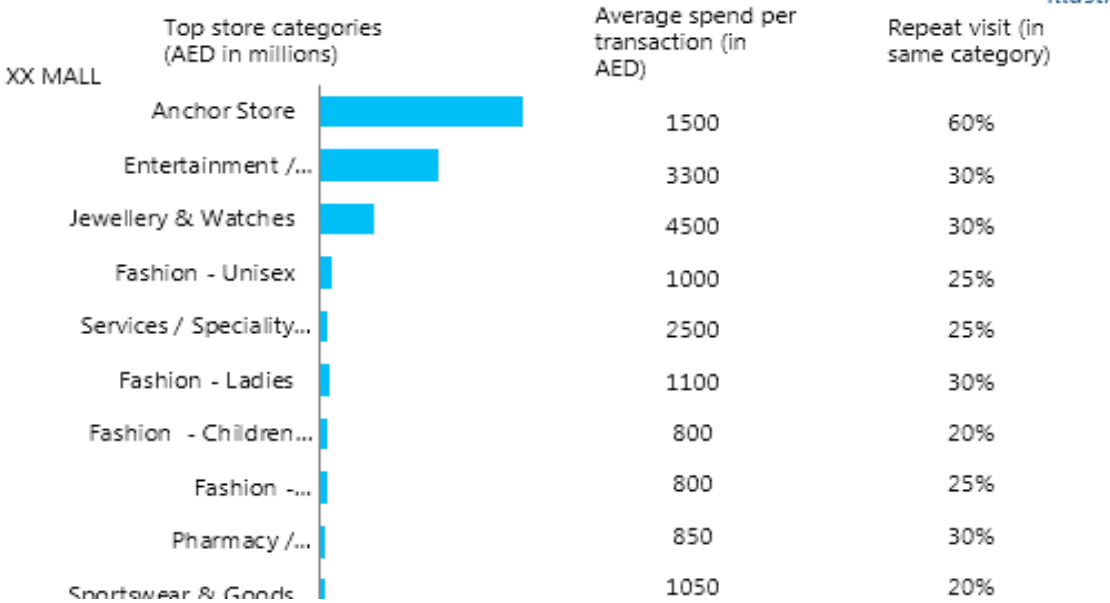
Objectives

- Understand the customer's store preference and their revisit behavior
- Design campaigns to increase the revisit of high spenders

Our Approach

- Identify top 20% customer with highest spend contribution
- Calculate the average spend and revisit percentage at store level

Impact

- Top 20% customers at XX Mall contribute 70% of the campaign revenue
- Campaigns can be designed for store categories that have low revisit percentage

XX MALL — Top store categories (AED in millions)	Average spend per transaction (in AED)	Repeat visit (in same category)
Anchor Store	1500	60%
Entertainment /...	3300	30%
Jewellery & Watches	4500	30%
Fashion - Unisex	1000	25%
Services / Speciality...	2500	25%
Fashion - Ladies	1100	30%
Fashion - Children...	800	20%
Fashion -...	800	25%
Pharmacy /...	850	30%
Sportswear & Goods	1050	20%

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