

CASE STUDY OF

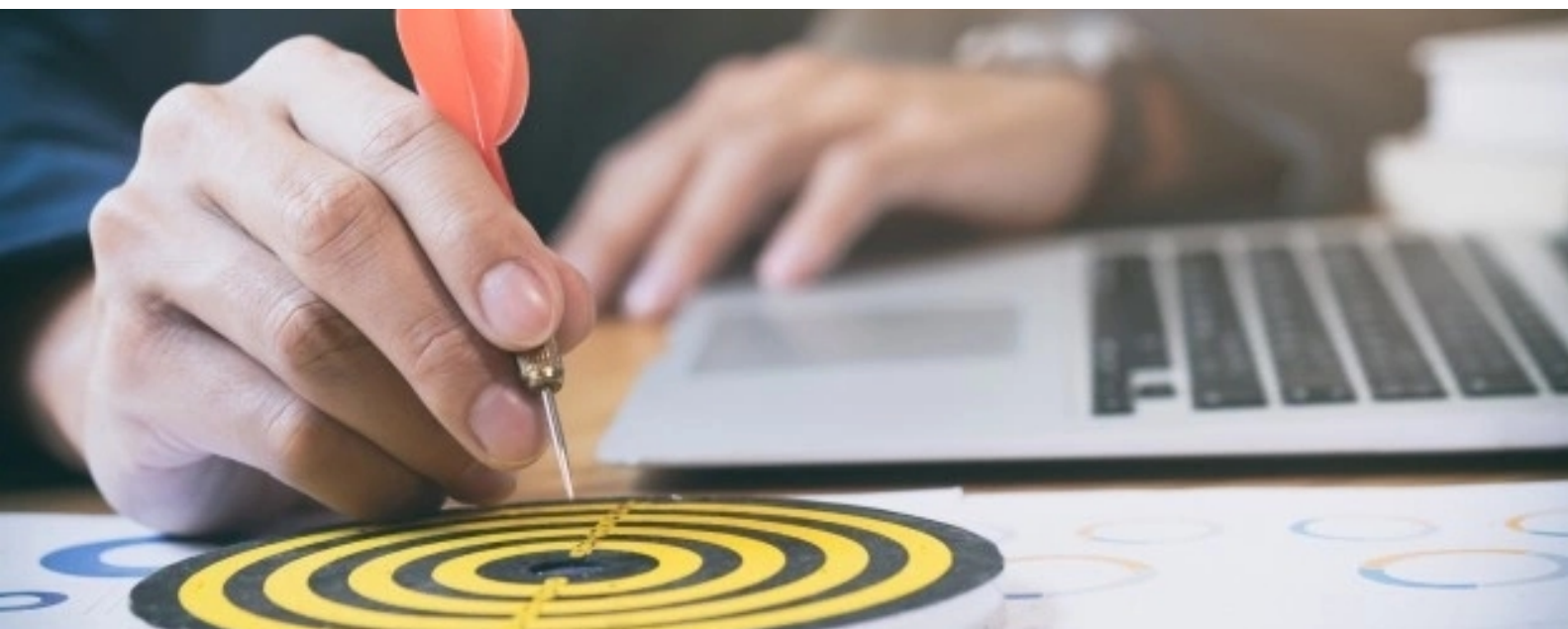
DATA ANALYTICS & AUTOMATION

Largest Retailer in UK

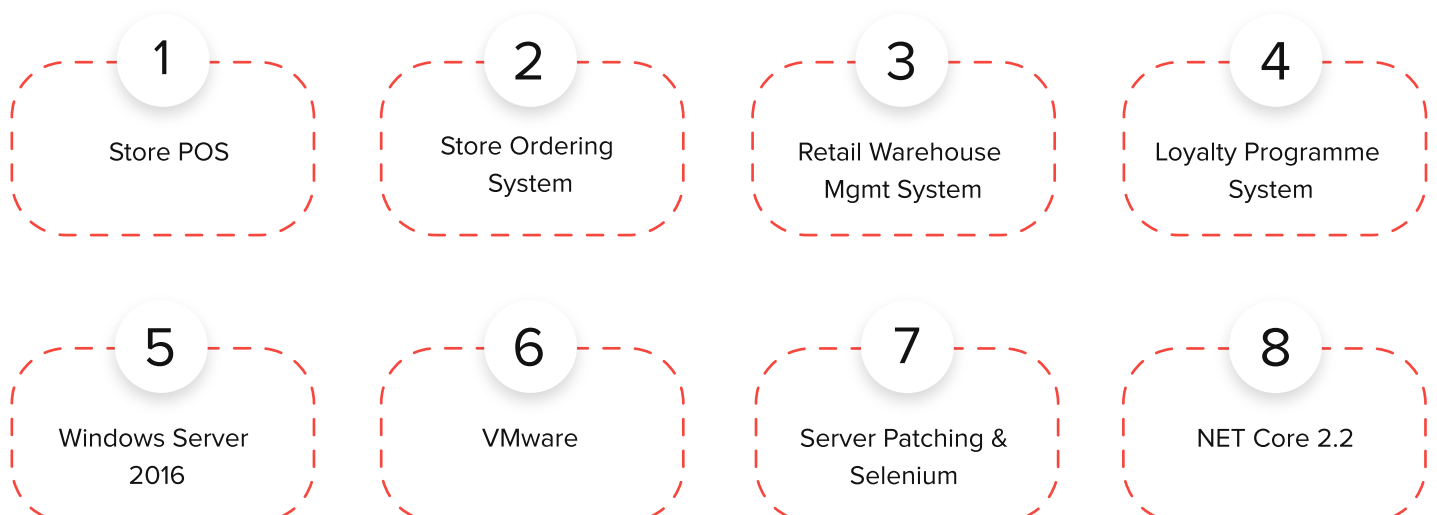
The Client is one of the largest Retail Chains in UK and has ~3000 stores across UK & Europe. It is the third-largest retailer in the world measured by gross revenues and the ninth-largest in the world when measured in revenue.

Business Challenge

- 👉 Less penetration on cross-selling activities.
- 👉 Lack of customer behaviour data to make requisite decisions.
- 👉 Making a move from a traditional bricks and mortar way of doing business.
- 👉 Customer retention and customer loyalty challenges.
- 👉 More turnaround time for certain sales functions.



Technology Backdrop



Skillmine Solution

- 👉 Data mining was undertaken for data analytics through the customer loyalty program. An algorithm was developed to increase the cross-selling activities of the organisation. The algorithm would give insights about consumer behaviour to the administrator.
- 👉 We gathered data about the consumer behaviour for baby food & skincare products. The data helped us ascertain product pitching on the basis of age demographics. Accordingly, a system was automated to send customers messages pertaining to vouchers, sale alerts about school products, kids sports and educational products considering that their child maybe involved in academic engagements.
- 👉 The client had a tie-up with a leading telecom company. We formulated a system wherein we could send offers regarding airtime, data plans, recharges post a new phone was bought. On the basis of the data collected, automated alerts for mobile phone accessories would go to new handset purchasers.
- 👉 Data mining helped us ascertain certain observations regarding few products being sold in their stores. It was observed that in the UK, for a drop of 2 degree Celsius in the daily temperature, soup sales would rise. Hence, based on weather forecast for the next day, the automation system sends an alert to stores to stock up the inventory to achieve better sales and lesser stock outs. This led to an increase in soup sales by 8%.
- 👉 Data analysis helped us analyse that office-goers in the Central Business District would prefer a quick bite between 12-2 p.m. This increased footfall during these peak times which was poorly managed due to staff shortfall. Our solutioning helped hiring of temporary staff during the window periods to manage footfall better and increased sales.



Business Benefits

- Recommendation engines to create a product recommendation roadmap.
- Data mined for RFM analysis, i.e., recency, frequency, and monetary value.
- Data analytics used to assess and devise customer behaviour segmentation.
- Data mining and analysis led to understanding of consumer buying pattern
- Considerable increase in sales by using cross-selling techniques.
- Better customer retention.
- Personalising customer experience through customer journey analytics.
- Greater efficiency in operations due to lesser turnaround times for several activities.
- Right fit automation solution identified for the organisation according to their business needs.
- Right use of data gave way to collaborative filtering, right product sales and increased revenue.
- Improved customer shopping experience.



For more information
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