

CUSTOMER ANALYTICS & PREDICTIVE MODELING

Challenge

The client, who sells consumer goods, wanted to gain more information about the characteristics of current customers so that winning strategies can be formulated to increase demand and profitability. The client wanted to target marketing campaigns on different types of customers by crafting the right message for each group, segment customers by behavior or characteristics and increase the purchases and revenue. The client also wanted information on what kind of customer is most likely to purchase products

Solution

BAXIA Group developed quantitative models using various data mining techniques to identify different types of customers based on major defining characteristics. We also developed models to provide the client with information on customers with the highest likelihood to purchase various products

Results

Based on the analysis, the client effectively targeted different consumers with various campaigns leading to 40% increase in revenue. The client also experienced a significant reduction in operating cost of about 20% as operating activities became more targeted based on the analysis.