



IMPROVE CUSTOMER REPEATABILITY

Discover how we enabled a specialty retailer improve revenue per customer by identifying the right targets and drivers for repeat visits in store

ABOUT THE CUSTOMER

The customer is a leading specialty retailer focusing on mother and baby products. It has over 100 stores and is the leading brick and mortar kids store in India.

BUSINESS SCENARIO

Customers who shop for more than a specified amount can enrol in the loyalty program. Loyalty customers constitute around 600,000 or 50% of the total customer base. 70% of these customers visit the store only twice in their relationship with the retailer and only 15% customers visit at least 4 times.

SOLUTION APPROACH

- **Extract & Load into Hadoop:** Data from multiple sources including loyalty system, Point-of-Sale (POS), merchandising is fed into Hadoop Distributed File System (HDFS) using distributed file system
- **Hadoop Aggregation:** Transform & aggregate data in Hadoop distributed file systems using Pig programming tool
- **Data Aggregation:** Exploratory analysis of each KPI is done to segment it based on distribution
- **Model Building in R:** Multivariate statistical model is built in R to understand impact on customer visit

BUSINESS BENEFITS

NO CAPEX:

- The solution was built on PRISM-Predictive Insights from Tech Mahindra platform on Tech Mahindra's premises and the data was transported
- Potential Improvement in repeat customer visits of 2%
- Improved discount regime through identification of right levels and categories to apply discounts
- Improved effectiveness of campaigns by identifying the optimal timing for different campaign types

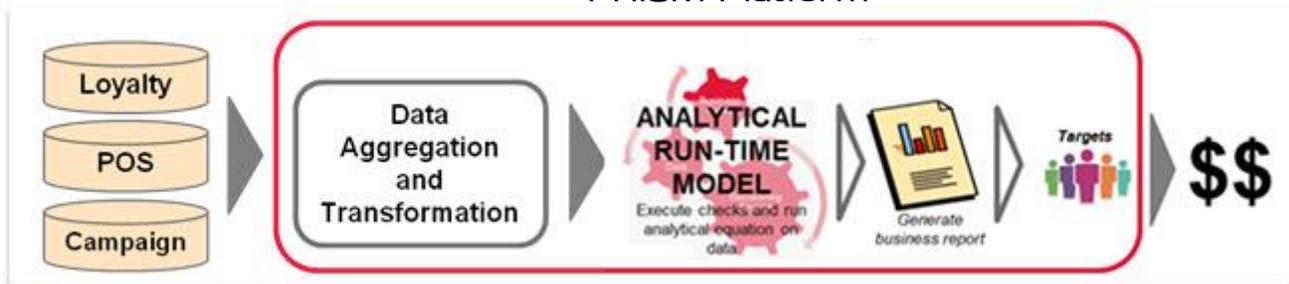
THE CHALLENGES

- Declining store revenues
- Stagnant sales per customer
- Lack of drivers of customer repeat visits and incentives that need to be designed to increase these visits



SOLUTION STACK FOR THE CUSTOMER

PRISM Platform



The diagram above illustrates the solution stack for customer repeatability analytics delivered to the customer. The solution was hosted on Tech Mahindra premises. The customer provided data from multiple sources like POS, loyalty system, campaign management system. Tech Mahindra's solution team including Data scientists designed the attributes and KPIs for model building and identified final recommendations to improve the customer's repeat visits using the solution.

TECH MAHINDRA EDGE

- Tech Mahindra was one the earliest service providers to embark on an Analytical Platform that enables an Authoring environment for end consumers for **"Self Service Predictive Analytics"**.
- This solution facilitated and hosted by Tech Mahindra lessens the burden of planning, owning and maintaining costly IT infrastructures & platforms. The solution implemented for specialty retailer brings a state of the art Analytics-as-a-Service solution stack that uses best-in-class products.
- Tech Mahindra brings in Frameworks/ IP, Best practices, assets & expertise around Business Intelligence, Data warehouse, Big Data & Business Analytics. In addition brings in extensive vertical knowledge base & technology platform partnerships.

IMPLEMENTATION HIGHLIGHTS

- End-to-end implementation in 10-12 weeks
- Potential increase in customer visits across stores from 2% to 4%
- Deployed on PRISM Platform hosted on Tech Mahindra premises
- Simple, Scalable, quick provisioning and centrally managed system

For more information about Tech Mahindra, connect with us at:
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