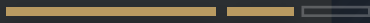


CUSTOMER ATTRIBUTE DATABASE AND VISUALIZATION



THE CLIENT PROBLEM

A leading specialty grocery retailer in the US wanted to **consolidate information on their customer related attributes**, to help them in **promotion design, campaign targeting, proactive churn management** etc.

THE AQ SOLUTION

We followed the four step methodology outlined below.

1

BUSINESS & DATA DISCOVERY

- Understood business needs of different stakeholders for the customer attribute database
- Understood the various data sources and customer related information

2

DATA PREPARATION

- Defined key customer attribute variables based on business requirements
- Developed a data-mart which captures key customer information

3

CURRENT & FUTURE VALUE SEGMENTATION

- Used the RFM technique to create current value segments for customers
- Used predictive modelling techniques to create future value segments for customers

4

CUSTOMER ATTRIBUTE DASHBOARD

- Created a dashboard using the information from the customer attribute database
- This dashboard catered to the needs of different types of users

THE CLIENT BENEFIT

AQ built a customer attribute database and an associated dashboard, capturing comprehensive information about the retailer's customer base which helped in:

- **IDENTIFICATION OF CUSTOMER PERSONAS**
- **CAMPAIGN TARGETING**
- **PROACTIVE CUSTOMER CHURN MANAGEMENT**
- **PROVIDING QUICK ALERTS ON ANY BEHAVIOURAL CHANGES ACROSS STORES & REGIONS**

Some of the output and dashboard screens are shown in the following pages.

COMPREHENSIVE INFORMATION IN THE CUSTOMER ATTRIBUTE DATABASE



Contact details
& association



Acxiom
segmentation



Customer overall
engagement



Basket
content details



Event
purchase



Holiday meal
purchase



General discount
purchase



Direct mail
response & coupon
redemption



Seasonal &
holiday
purchase



Value-added
item purchase



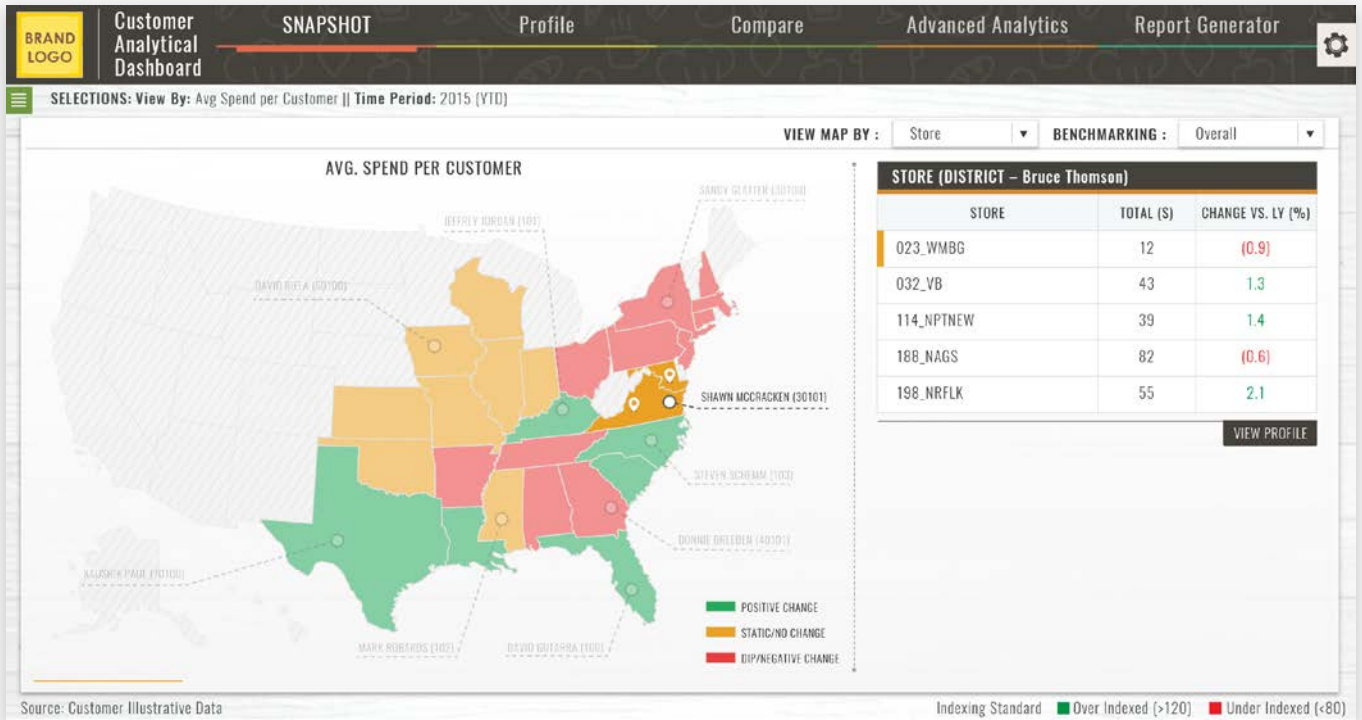
Competition &
distance from
store



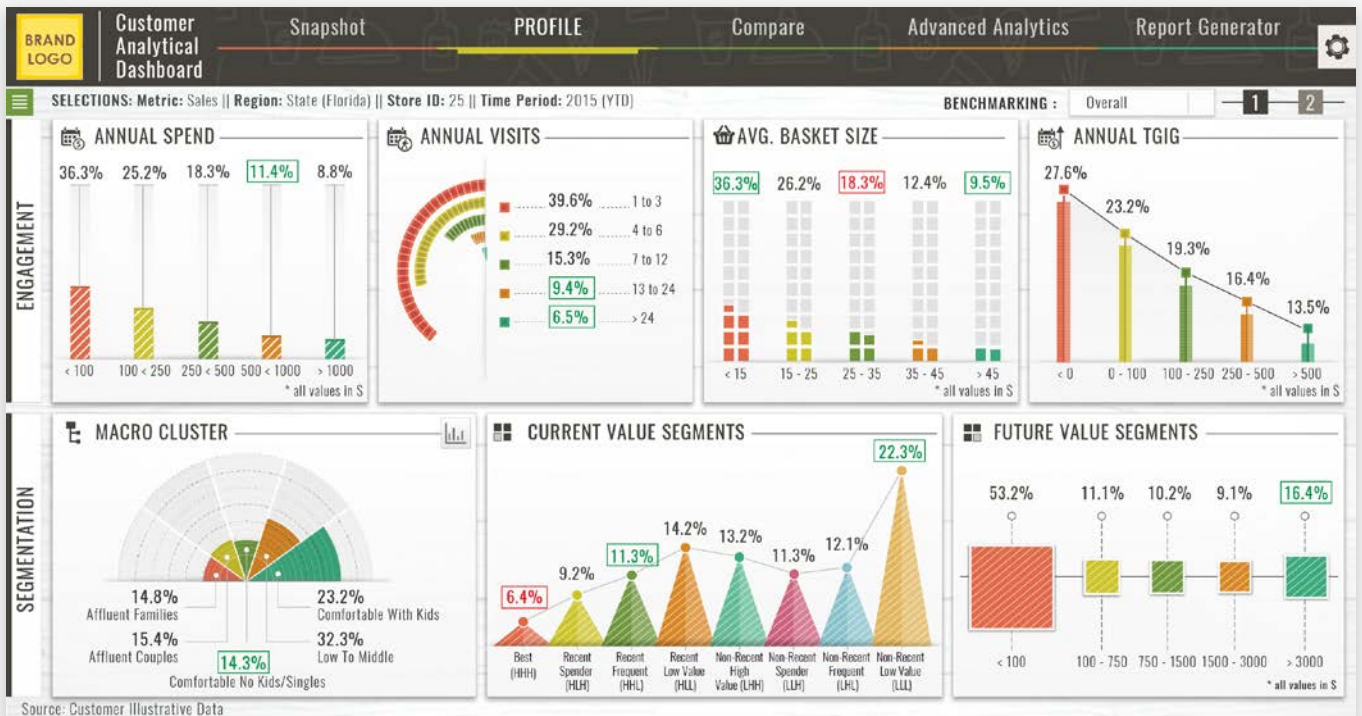
Current & future
value segments

A MAP VIEW OF RETAILER FOOTPRINT

The senior management could get a high level summary of the business.



A SNAPSHOT VIEW MAPPING CUSTOMER PROFILES



A COMPARITIVE VIEW OF MULTIPLE STORES ACROSS SELECTED METRICS

Comparison of groups (Stores, Consumers etc.) on a number of KPIs

BRAND LOGO	Customer Analytical Dashboard	Snapshot	Profile	COMPARE	Advanced Analytics	Report Generator
SELECTIONS: Stores: Multiple Stores Metrics: Multiple Metrics Filters: Multiple Time Period: 2015 (YTD)						
<input checked="" type="radio"/> Change vs. Last Year <input type="radio"/> Change vs. Overall						
Metrics/Stores	119_LAKFOR	006_GVL	007_COL	003_AVL	005_HVL	
Avg. Spend per Customer	\$ 925 (-1.6%)	\$ 673 (1.9%)	\$ 970 (1.5%)	\$ 2604 (1.7%)	\$ 1790 (1.1%)	
Avg. TGIG per Customer	\$ 116 (1.6%)	\$ 184 (1.9%)	\$ 334 (1.4%)	\$ 577 (-1.1%)	\$ 1068 (2.1%)	
Avg. Visits per Customer	10 (1.2%)	9 (1.9%)	28 (-1.6%)	7 (-2.6%)	15 (1.1%)	
Avg. Basket Size	\$ 20 (-4.1%)	\$ 42 (1.9%)	\$ 8 (3.2%)	\$ 36 (1.2%)	\$ 26 (1.7%)	
Tuesday Event Penetration	9% (1.5%)	14% (1.9%)	8% (1.9%)	26% (-2.2%)	16% (2.5%)	
Thursday Event Penetration	12% (2.1%)	22% (1.9%)	17% (4.3%)	31% (-2.3%)	18% (2.1%)	
Saturday Event Penetration	28% (1.1%)	33% (1.9%)	22% (-1.5%)	34% (-2.1%)	27%t (-1.5%)	

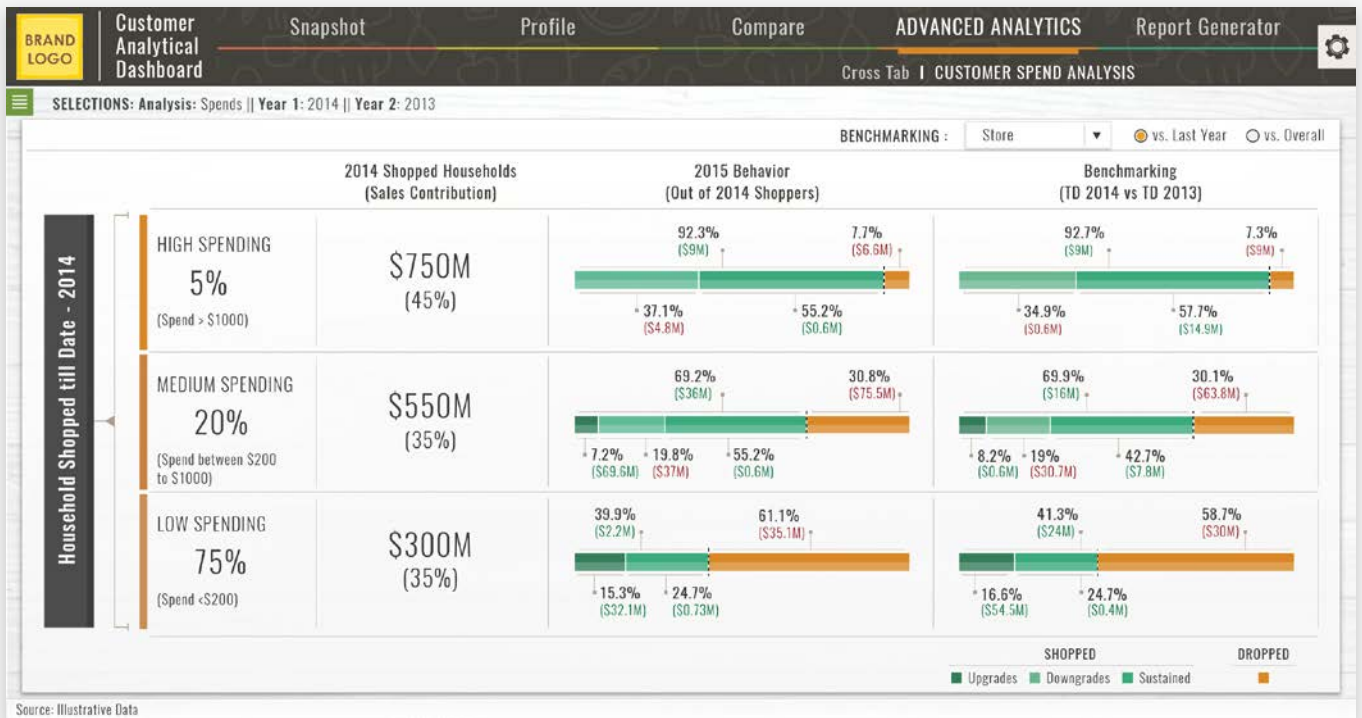
Source: Illustrative Data

A CUSTOM TABLE VIEW WHICH ALLOWED USERS TO SLICE AND DICE DATA THAT COULD THEN BE MANIPULATED FURTHER BY EXPORTING IT INTO EXCEL

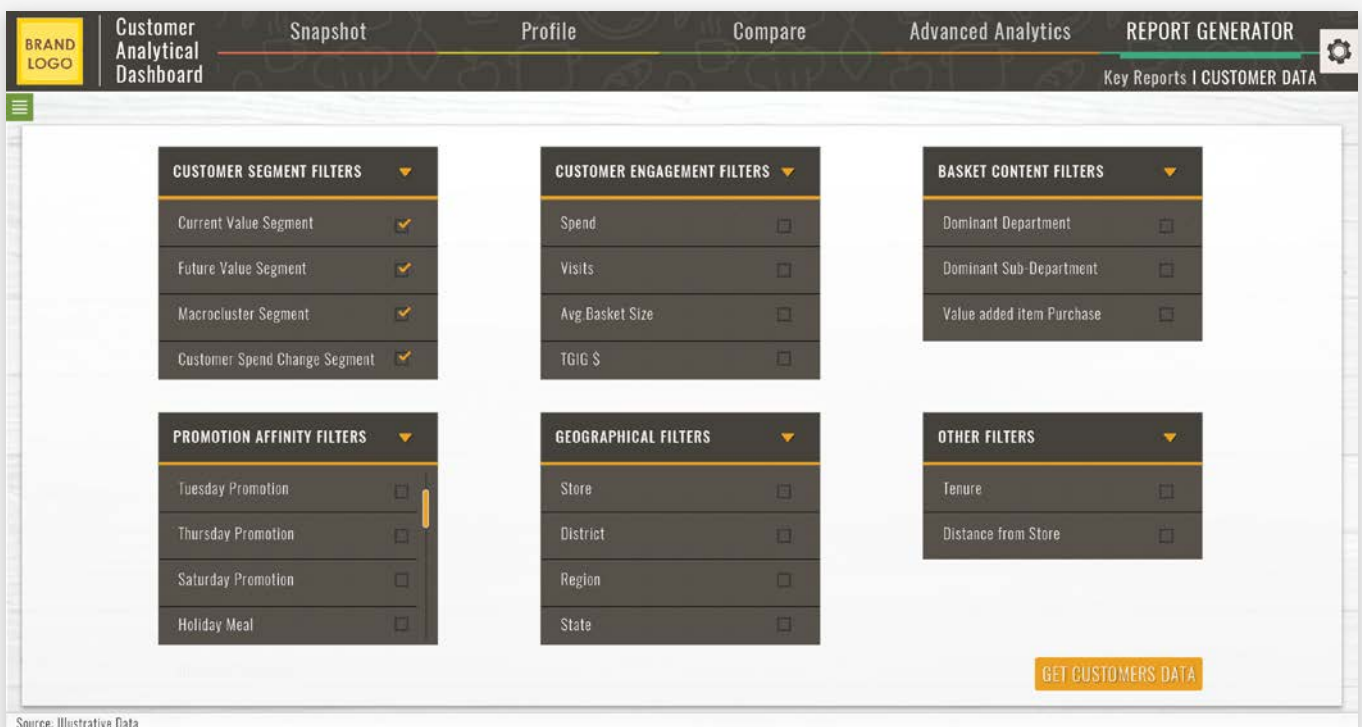
BRAND LOGO	Customer Analytical Dashboard	Snapshot	Profile	Compare	ADVANCED ANALYTICS	Report Generator
CROSS TAB Customer Spend Analysis						
SELECTIONS: Row: Macro Cluster Row Nesting: Dominant Department (Visits) Column: Annual Spend Column Nesting: None Time Period: 2015 (YTD)						
<input checked="" type="radio"/> Percentage <input type="radio"/> Count						
Spend Distribution Across Macro Segment						
	< \$100	\$101 - < \$250	\$250 - < \$500	\$500 - < \$1000	> \$1000	
Affluent Families	8%	12%	24%	27%	29%	
Dominant Department by Visits for Affluent Families						
Produce	23%	20%	27%	23%	22%	
Grocery	27%	25%	21%	18%	19%	
Meat	21%	21%	17%	19%	17%	
GMS	11%	12%	11%	14%	21%	
Bakery	18%	22%	24%	26%	21%	
Affluent Couples	21%	26%	23%	23%	26%	
Dominant Department by Visits for Affluent Couples						
Produce	20%	25%	26%	29%	20%	
Grocery	21%	22%	22%	26%	24%	

Source: Illustrative Data

THE CUSTOMER SPEND ANALYSIS VIEW ALLOWED USERS TO IDENTIFY HIGH, MEDIUM & LOW VALUE CUSTOMERS ACROSS STORES



THE REPORT GENERATOR VIEW ALLOWED USERS TO ACCESS SPECIFIC CUSTOMER SAMPLE DETAILS





Thank You

For any queries, get in touch with us.

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