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
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
- Axiom 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

Reach us at connect@aqinsights.com and www.aqinsights.com.
A COMPARITIVE VIEW OF MULTIPLE STORES ACROSS SELECTED METRICS

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

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