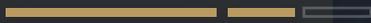


DATA STITCHING TO ENABLE A 360 DEGREE CONSUMER VIEW



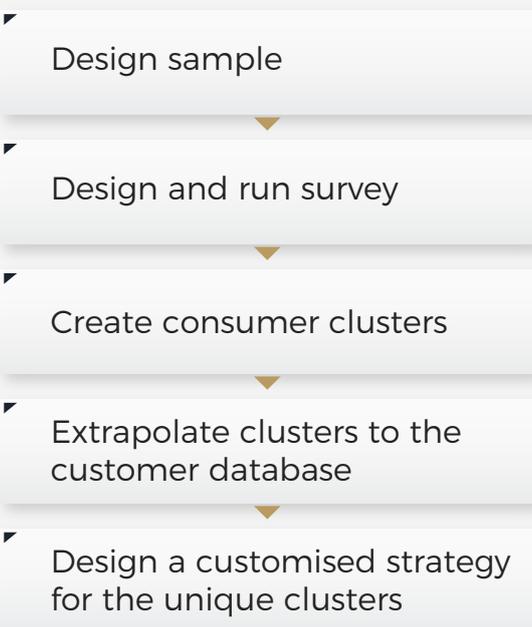
THE CLIENT PROBLEM

A leading **hospitality major** had access only to **transaction level data** of their guests. This provided them a single dimensional view of each guest. However, the client wanted to get a **360 degree view** by adding **lifestyle and attitudinal data** to the available data set so that targeted, **relevant communication campaigns** could be built.

THE AQ SOLUTION

We collected psychographic and demographic data by conducting a survey on a sample of the transaction data. Consumer clusters were created based on habits, behavior, purchase patterns and demographics. These clusters were extrapolated to the entire guest database. Customized communication campaigns were then designed to target each cluster. The process was as follows:

The analysis plan was designed to stitch the attitudinal data to the transaction data.



STEP 1

Transaction data was available across millions of guests.



- ✓ Transaction volume
- ✓ Transaction size
- ✓ Purchase frequency
- ✗ Attitude
- ✗ Lifestyle
- ✗ Demographics
- ✗ Need states
- ✗ Occasions

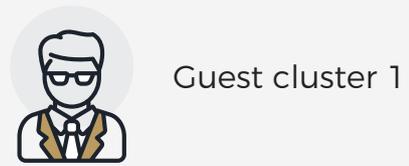
STEP 2

A sample of guests were selected for a demographic, habits and behaviors survey.

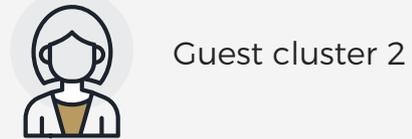


STEP 3

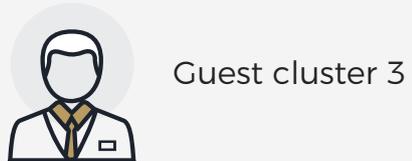
A clustering exercise was conducted to arrive at homogenous cluster personalities.



Guest cluster 1



Guest cluster 2

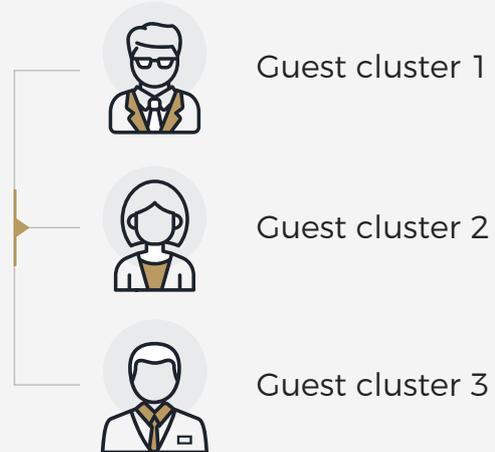


Guest cluster 3

The cluster profiles were extrapolated to the guest database to provide attitudinal and demographic dimensions for each guest.

STEP 4

Each guest in the database was classified into selected clusters using discriminants.



STEP 6

A customized communication and sales strategy was created for each cluster to achieve:



Actionable communication



Wider reach



Sharp targeting

THE CLIENT BENEFIT

DATA HARMONIZATION AND DESCRIPTIVE ANALYSIS

The solution helped our client get a 360 degree overview of their guests.

CUSTOM COMMUNICATION

Customized design and communication strategy for each unique cluster was built

RELEVANT COMMUNICATION

This strategy led to more accurate guest targeting.



Thank You

For any queries, get in touch with us.

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