

CHALLENGE

APPROACH

BENEFIT

IMPACT



Defining indicators for efficiency of the retail outlets



Data Transformation and Modeling to identify key predictive indicators of customer behaviour



A multidimensional view of the underlying data across multiple services



15% success ratio in their initial marketing campaigns post implementation of solutions



CLIENT

A new generation payments company providing simple, expedient and speedy commercial payment services at retail outlets across the country



Efficiency in analysing underlying consumer transaction patterns to measure customer behavior



A scalable framework to deal with the big data challenges – over 3 million consumers growing at 30% a year



Custom analytics enabling the client to identify end-consumers for targeted marketing



Improved visibility into effectiveness of marketing campaigns.



Automated delivery of marketing messages through Email and SMS



Developing an appropriate data model to generate targeted marketing campaigns



Automate the delivery of the marketing messages through Email and SMS



Better client segmentation based on their transaction profile

“Our analysts had to deep dive into the data to draw inferences, correlations, associations and design an appropriate data model. The next challenge was to implement the solution using a framework which works well with large data sets of the client”