



Customer Analytics

Automotive accessories company

Analyzed the behavioral traits of high-spend customers, their ordering patterns and key factors driving the upward customer journey to design a better customer strategy

Automotive accessories company needs to “turbocharge” its customer retention strategy

Picture this...

You’re looking for improving the customer retention strategy and generate higher revenue by understanding the current behavioral patterns of customers and the attributes that drive better retention or higher revenue. Currently, you lack visibility into the customer patterns and would need a detailed customer analytics – including customer spend segmentation, key factors driving the higher spend and the web engagement of the customers.

You turn to Accordion.

We partner with your team to analyze the behavioral traits of high-spend customers, their ordering patterns and key factors driving the upward customer journey to design a better customer strategy, including:

- 1) Defining the lifetime tenure and analyzing the distribution of customer spend (LTR – Life-Time Revenue) to identify the high spend customers by segmenting/bucketing the customers into high/med/low spend customers based on LTR
- 2) Evaluating the key unifying factors of the high spend of the customers such as acquisition category, acquisition channel (chat/phone/web), discounts, departments and their web engagement to evaluate attributes generating higher value
- 3) Further classifying high-spend customers into premium/non-premium based on the average selling price (ASP) of products being purchased and analyzing the factors influencing the behavior
- 4) Performing a deep-dive into the customer journey to identify the key triggers resulting in customers making an upward journey

Your value is enhanced.

You have obtained visibility into high-spend customers and key drivers influencing their behavior (Source, entry categories, channels and discounts) that helped re-design the marketing strategy targeting these attributes. You have also understood the bottlenecks in converting the customers visiting their websites into orders that help in their website re-design strategy.

- Cohort Analytics

Customer analytics for an automotive accessories firm

Situation

- Client planned to improve their customer retention strategy and generate higher revenue by understanding the current behavioral patterns of their customers and the attributes that drive better retention or higher revenue. However, client lacked visibility into their customer patterns
- Partnered with the client to perform a detailed customer analytics – including customer spend segmentation, key factors driving the higher spend and the web engagement of the customers

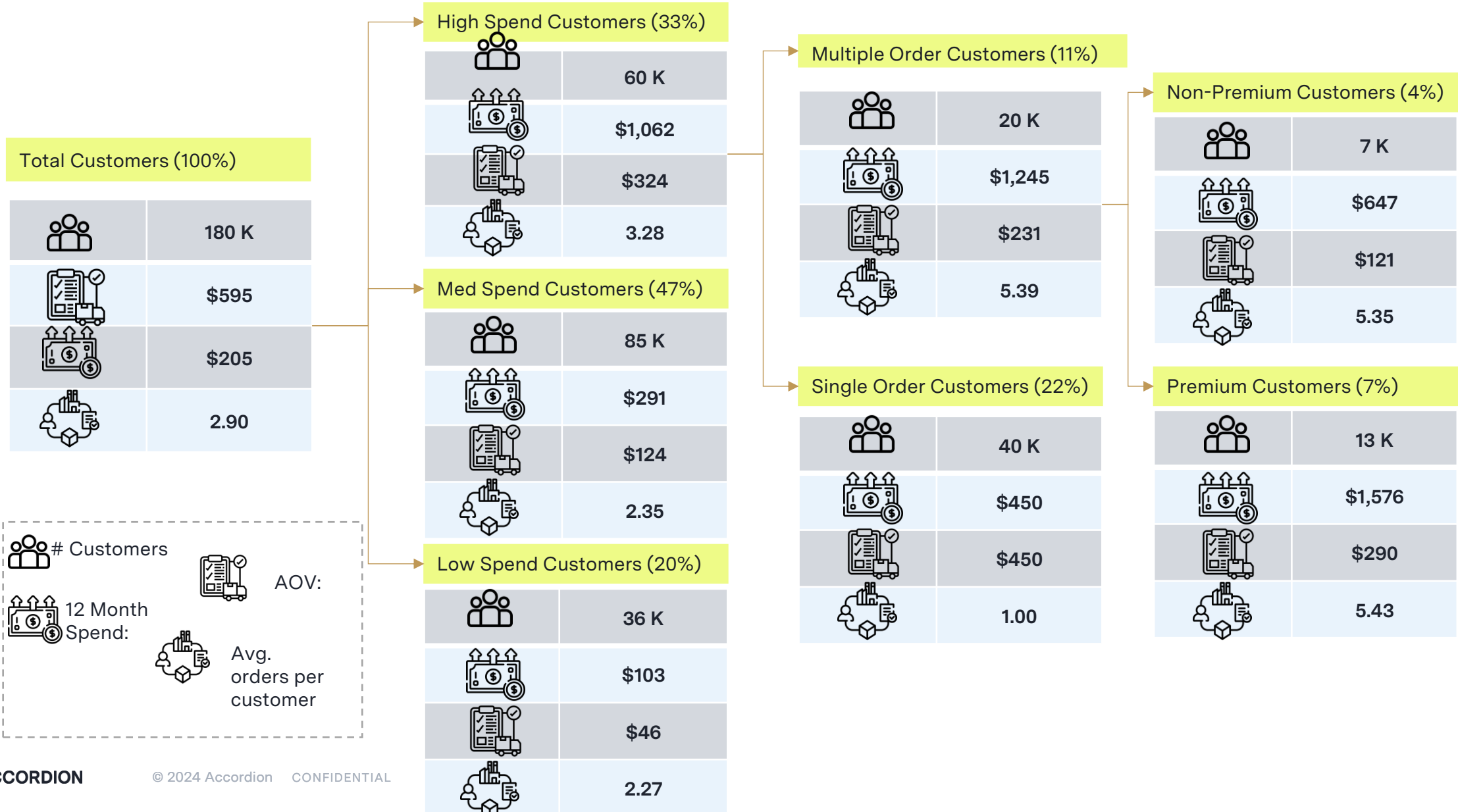
Accordion Value Add

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Impact

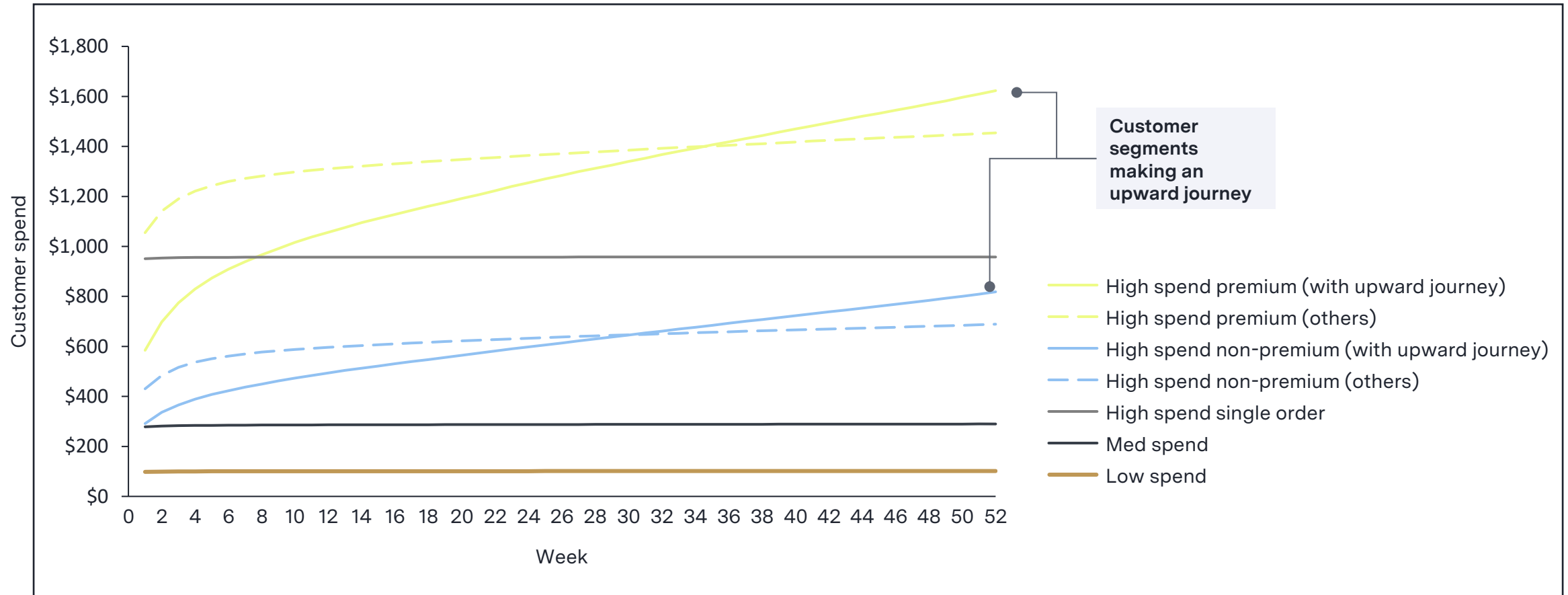
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Overall customer segmentation



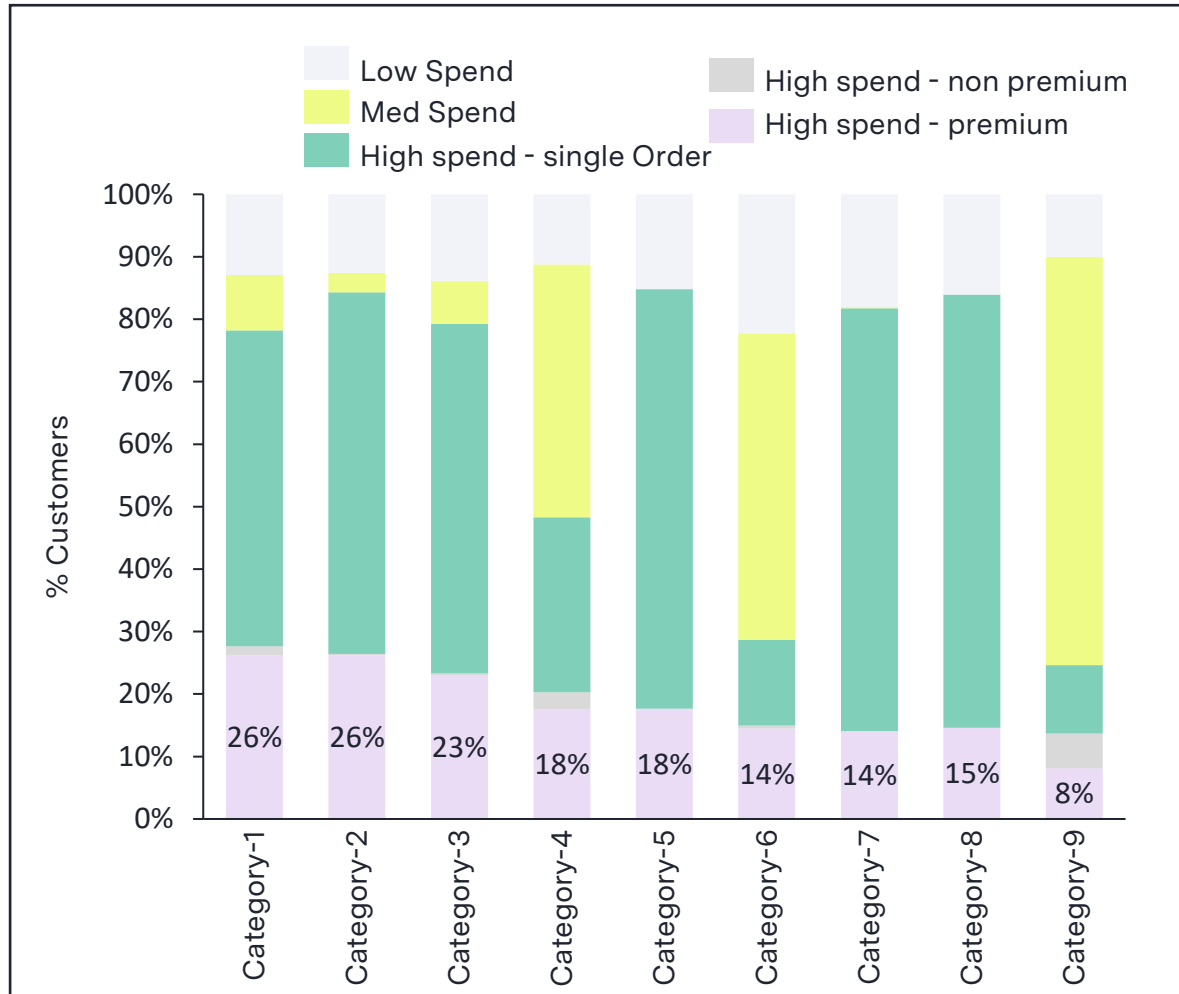
Analyzed customer journey by spend type to identify customers who made an upward journey

Customer spend, by Week, Customer type

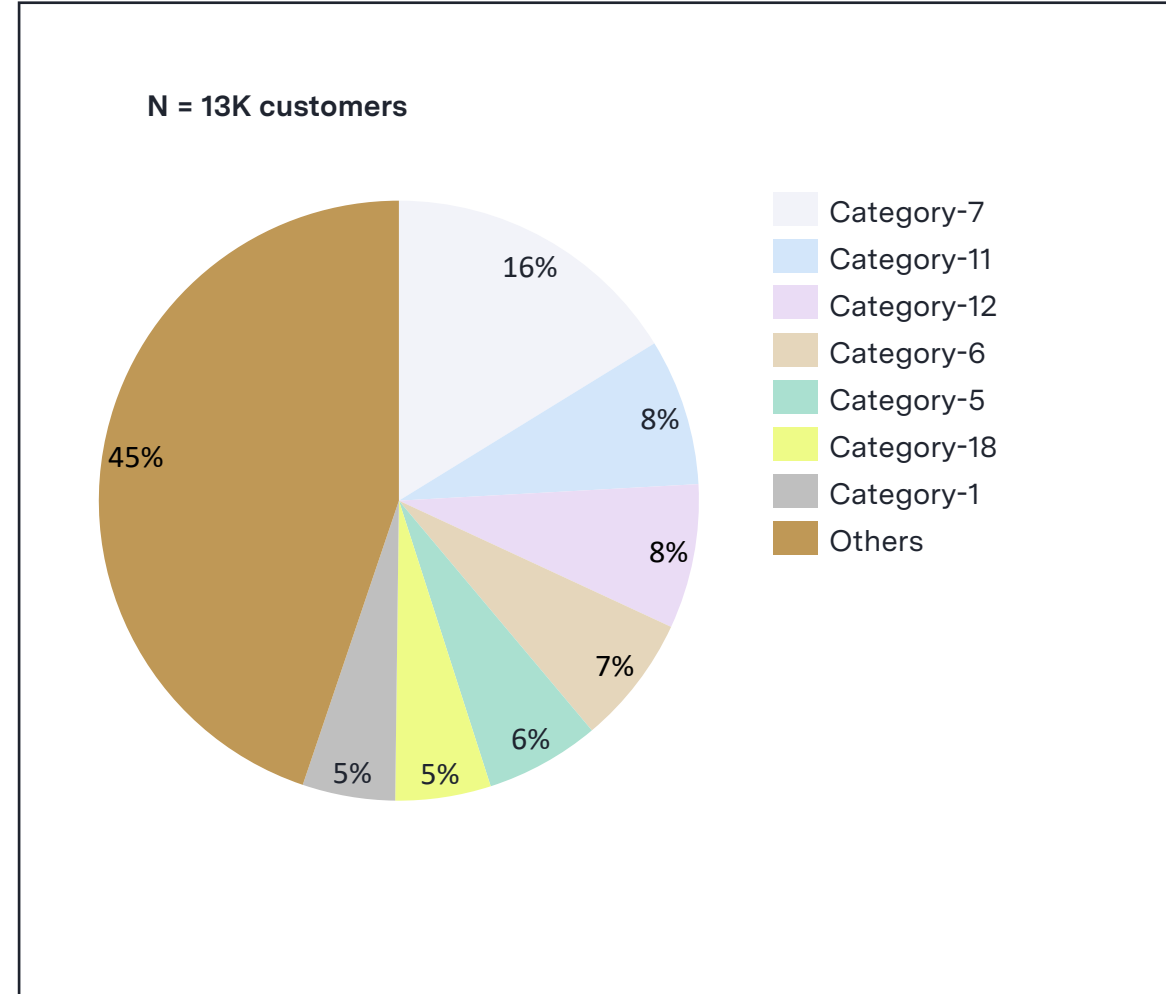


Analyzed acquisition behavior to understand preferred entry product category for high spend customers

Customer distribution by Acquired Product Category

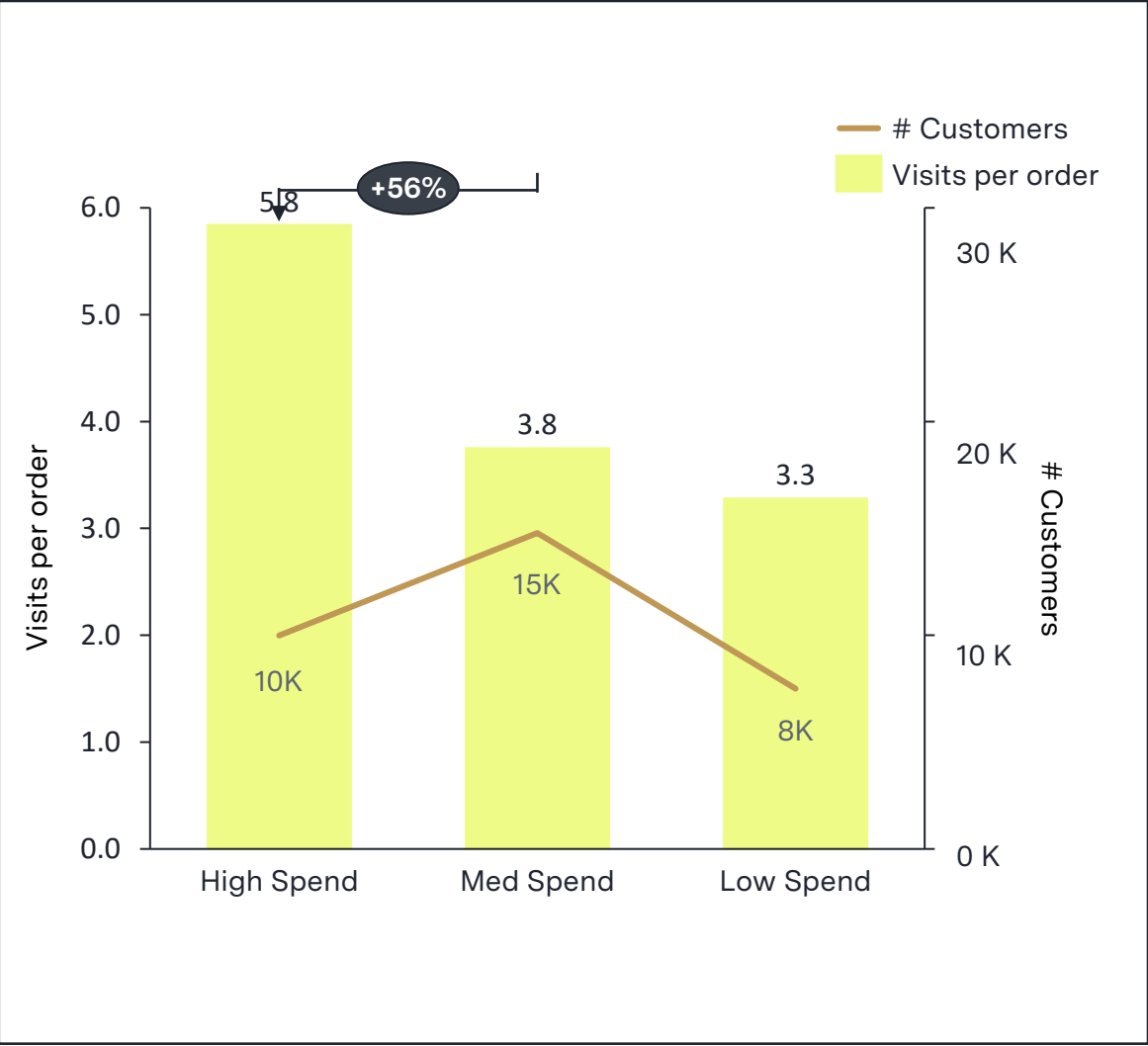


% Customers by Acquisition Product Category, Premium Customer group



Analyzed the web behavior to better understand high spend customers

Visits per order, by spend bucket



%Products purchased to viewed, by spend bucket

