



Apparel Retailer

(Customer Analytics)


Enabled the client to **leverage the POS transactional data to identify opportunities** for customer acquisition, **retention and attrition by understanding customer behavior** through advanced customer analytics

CUSTOMER ANALYTICS USING POS DATA FOR A LEADING APPAREL BRAND


ABOUT THE CLIENT

Company is a large **apparel and lifestyle brand**, with ~100 stores across the U.S., along with e-commerce and catalogue platforms


SITUATION

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- Company is a large **apparel and lifestyle brand**, with ~100 stores across the U.S., along with e-commerce and catalogue platforms
 - Client had an opportunity to leverage their customer level POS data to draw key insights related to **customer journey, buying preferences, lifetime value**, etc., to better plan their customer acquisition, retention and marketing strategies
 - Merilytics partnered with the client to perform various customer analytics, recommend **key takeaways** and **automate** the generation of insights on real-time basis

VALUE ADDITION

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- Identified key **attributes of high value customers** by channel based on their first purchase and subsequent purchase behaviour to identify potential high value customers
 - Tracked sales performance at various stages of **customer journey** including acquisition, retention, attrition and re-acquisition to better plan online marketing initiatives, store promotions, store VIP events, etc.
 - Analyzed **customer migration trends** across channels and product categories to understand the categories that have higher **influence on customer retention and life-time value** to improve customer acquisition strategy
 - Performed Customer **sentiment** analysis to gauge customer requirements, satisfaction and potential opportunities

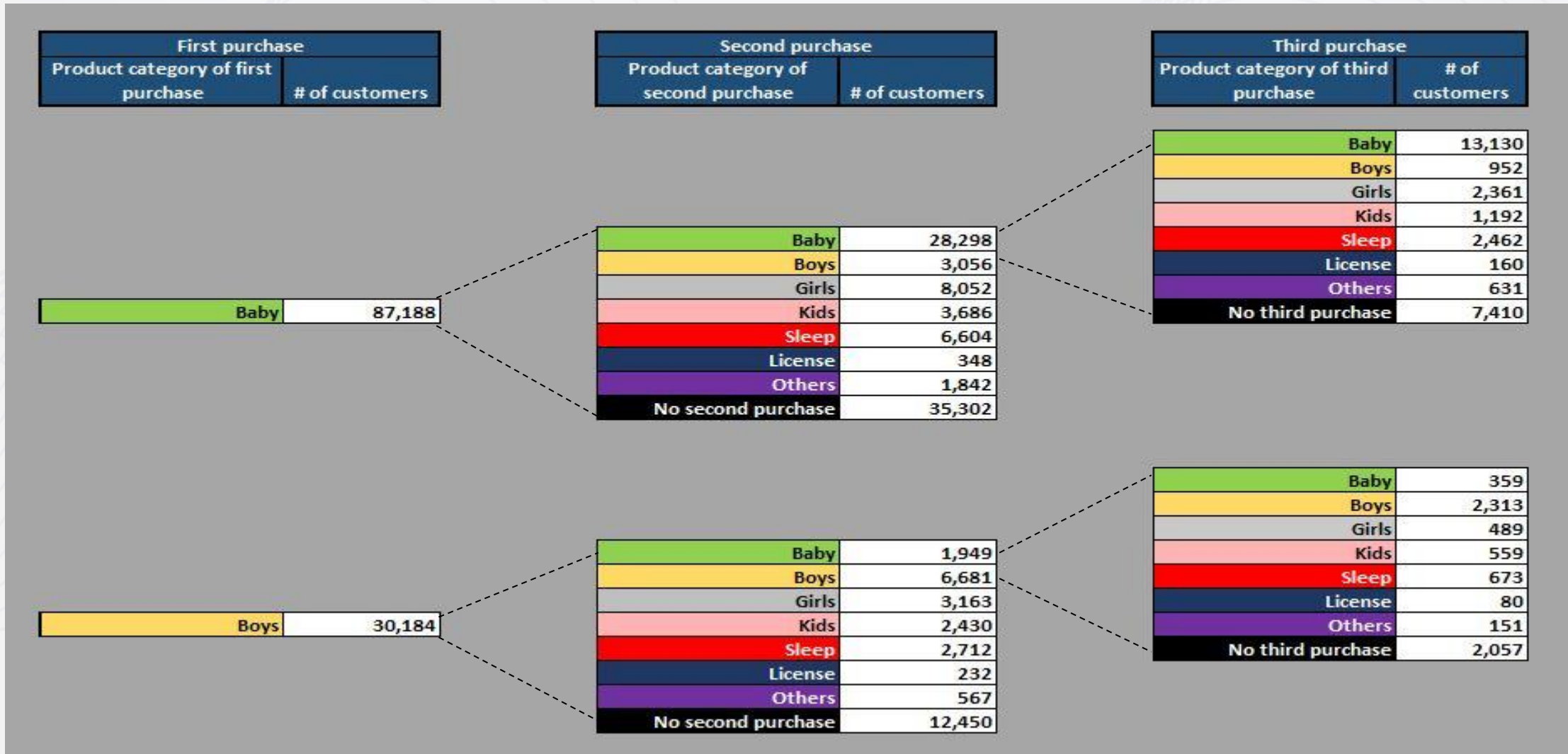
IMPACT

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- Insights from the customer analytics helped the company better **plan their promotion strategy**
 - Provided **understanding on the key attributes** that drive better **retention** and opportunities to create higher **value generation** from existing customers

SAMPLE CUSTOMER MIGRATION ANALYSIS OUTPUT

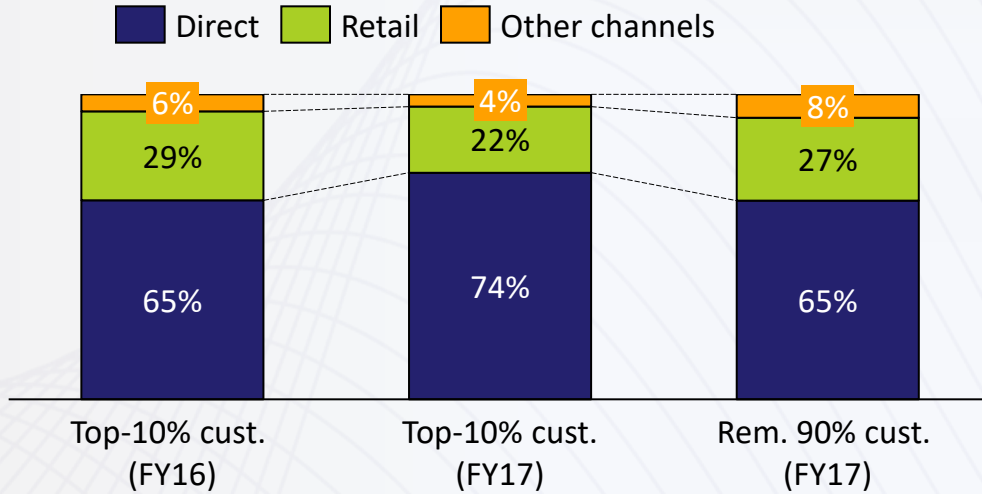
Migration analysis of customers - by product category of first order

ILLUSTRATIVE

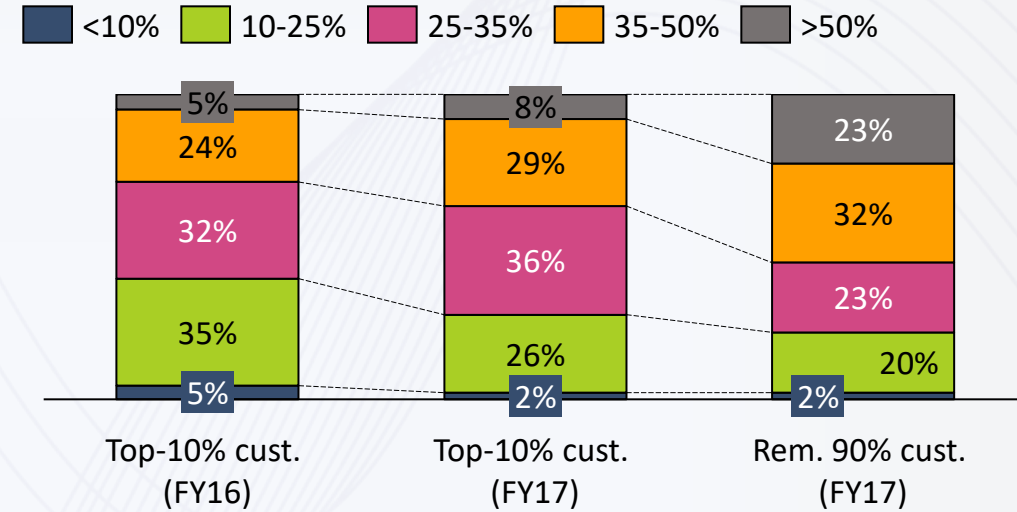


ANALYSIS OF HIGH VALUE CUSTOMER PURCHASING BEHAVIOR VS. OTHER CUSTOMERS

Share of revenue by channel and customer segments (FY17), %

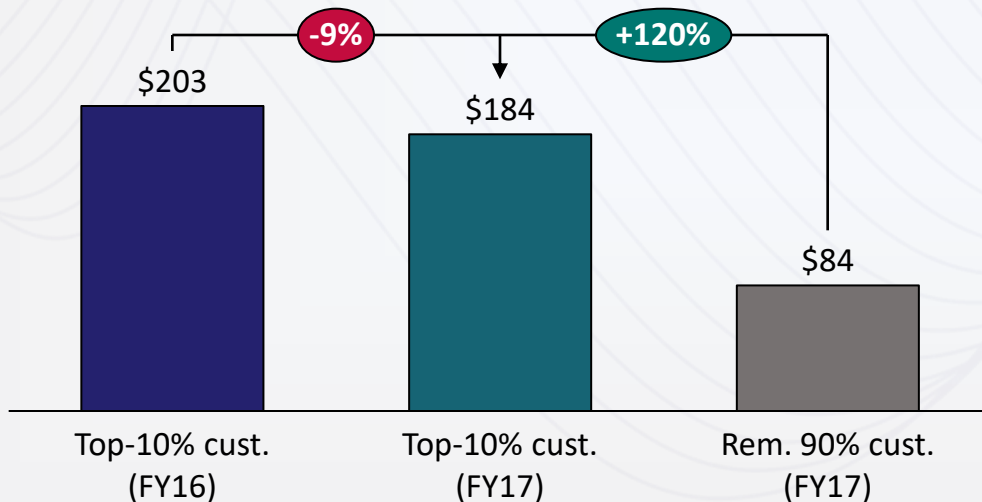


Share of revenue by discount buckets and customer segments (FY17), %

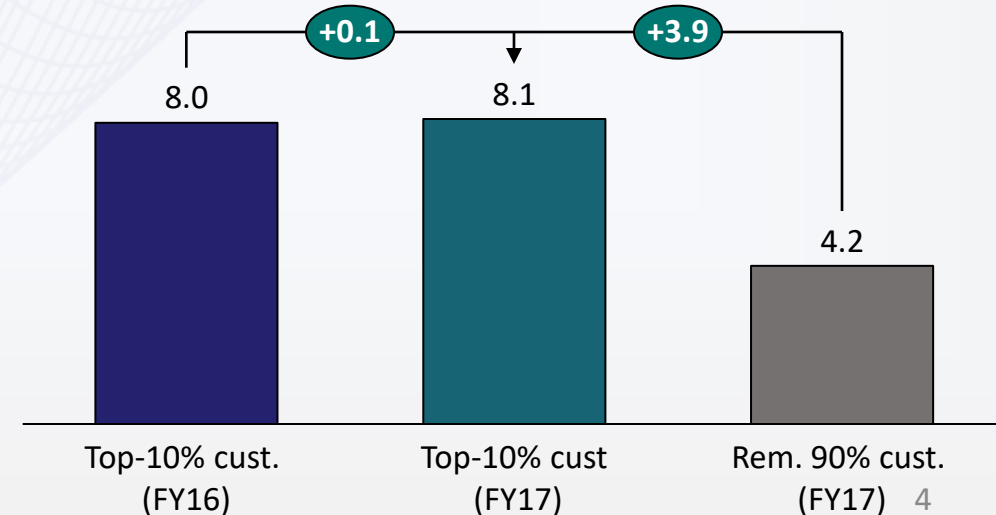


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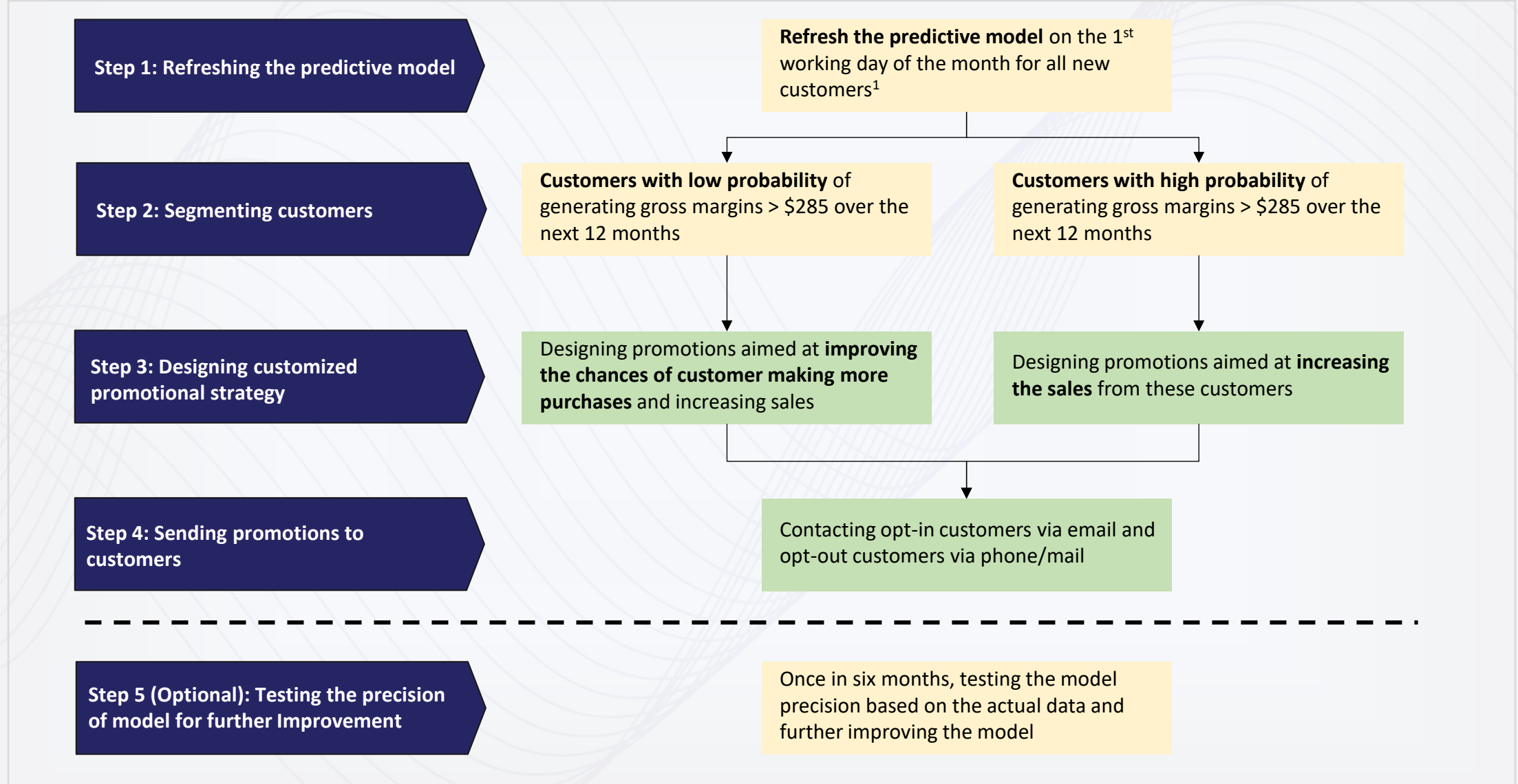
Average order value (AOV), \$



Units per transaction (UPT), #



HIGH VALUE CUSTOMER PREDICTION MODEL - DEPLOYMENT PLAN FOR CLIENT



Owned by Client's Marketing team

Owned by Merilytics team