

DataScience Case Studies

Solve all 2 Case Studies

Q.1 We all are aware of the multinational leader in technology, Dell. This tech giant empowers people and communities from across the globe by providing superior software and hardware services at very affordable prices. As a matter of fact, data plays a pivotal role in the programming of the hard drive of Dell, the marketing team of Dell requires a data-driven solution that supercharges response rates and exhibits why certain words and phrases outpace others in terms of efficiency and reliability.

Dell made a partnership with Persado, one of the names amongst the world's leading technology in AI and ML fabricating marketing creative, in order to harness the power of words in their respective email channel and garner data-driven analytics for each of their key audiences for a better user experience.

As an evident outcome of this partnership, Dell experienced a 50% average increase in CTR and a 46% average increase in responses from its customer engagement. Apart from this, it also witnessed a huge 22% average increase in page visits and a 77% average increase in add-to-carts orders.

Overwhelmed by this success rate and learnings with email, Dell adamantly wanted to elevate their entire marketing platform with Persado for more profit and audience engagement. Dell now makes use of machine learning algorithms to enhance the marketing copy of their promotional and lifecycle emails. Apart from these, their management even deploys Machine Learning models for Facebook ads, display banners, direct mail, and even radio content for a farther reach for the target audience ?

Q.2 Trendyol is amongst the leading e-commerce companies based in Turkey. It once faced threats from its global competitors like Adidas and ASOS, particularly for its sportswear sales and audience engagement.

In order to assist the company in gaining customer loyalty and to enhance its emailing system, Trendyol partnered with the vendor Liveclicker, which specializes in real-time personalization for a better user experience for its customers. Trendyol made use of machine learning and artificial intelligence algorithms to create several highly personalized marketing campaigns based on the interests of a particular target audience. It was not only aimed at providing a personalized touch to the campaign, but it also helped to distinguish which messages would be most relevant or draw the attention of which set of customers. It also came up with an offer for a football jersey imposing the recipient's name on the back of the jersey to ramp up the personalization level and grab the consumer's attention. By innovating such one-to-one personalization, not only were the retailer's open rates, click-through rates, conversions were high, it also significantly made their sales reach all-time highs. It resulted in the generation of a 30% increase in click-through rates for Trendyol, a 62% growth in response rates, and a striking 130% increase in conversion rates for the tech giant.

Note: Kindly submit your code file along with the screenshot of output in the classroom.