

Commerce and Big Data Analytics

Customer Churn Rate

A customer buys product and due to some or other reason does not show up to buy again after a while. Businesses need customer bank who are very much satisfied with product quality and services.

Company needs to analyse data to find out such customers and rectify reasons behind the same.

Serial Returner

A customer who buys lots of products periodically but also returns a lot. This may be because of customer's habit primarily and not just about quality or services. If so Company has to locate such customers and have certain sophisticated policies for such customers so that a lot of returns need not be processed.

Market Basket Analysis (Data Mining)

Market Basket Analysis is a technique used by retailers online/onsite to determine the buying habits of customers with respect to products bought together so that they can be stacked next to each other or can be shown frequently bought together like recommendations. One of the algorithms used for the same is Apriori.

Offers/Coupons/Membership benefit

Many online/onsite commerce allow discounts/promotions to have business keep moving. How to decide which offers/promotions are viable to respective customer bank and bring in more profit.

Improper handling of promotions can ruin the business in the regard of loss of revenue.

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