

# Propensity to buy & product correlation

Identify and prioritise who in your customer base  
is most likely to buy your products

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## Propensity to buy & product correlation

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We will build you a propensity to buy model that will identify and prioritise who in your customer base is most likely to buy your products (*again*).

We will help you to understand how to invest your resources more effectively and maximise your ROMI by targeting the right customers at the right time.

## Challenge

High end furniture retailer Neptune presented the following challenges:

- Clean and dedupe their customer base to provide a robust prospect and customer marketing platform
- Evaluate patterns of interactions with prospects before they placed their first order
- Identify 'who' in their customer base had the greatest likelihood of repeat purchase(s)
- Determine how different products interact with each other at the purchase stage

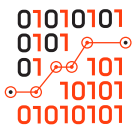
## Solution

- Developed a bespoke algorithm to harmonise and dedupe the dataset
- Merged customer and transactional data to determine the correlation between different products purchased
- Designed a random forest based model to identify which key characteristics of each customer correlate to repeat purchase(s)

## Impact



**Spotted and cleaned over 50,000 duplicates**  
in the customer base (35% of the total)



**Built a product correlation matrix** to display in a visual way how well different products sell together



**Advised client as to which points and patterns of contact** are most effective



**Identified several variables most predictive of 'second purchase'** customer behaviours

# Wired to solve problems

**We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.**

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

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**Profusion (UK office)**, 69-77, Telephone House, Paul St, London, EC2A 4NW

**Profusion (Dubai Office)**, CNN Building No 2, Al Sufuoh Rd, Dubai Media City, PO BOX 72280