The Magic of Personalization: BMC's Journey to Boost Sales with Predictive Insights

Once upon a time, there was a company that sold a wide range of products, including printers and printer-related accessories. The company had a dedicated marketing team that was always seeking innovative ways to improve customer engagement and increase sales. One day, they came across a challenge: how could they better understand their customers' preferences and **predict the likelihood of them buying printer-related products?**

The marketing team turned to the power of data and reached out to their trusted partner, **BMC Software.** They shared a dataset containing valuable information about their customers, their past orders, and returned products. The team explained their **vision of contextualizing the company's website to show relevant products to customers based on their purchase history.**

BMC diligently analysed the dataset, discovering patterns and relationships hidden within the vast amounts of data. It **merged customer information, product details, transaction records, and region data, creating a comprehensive view of the company's operations.**

With this knowledge, the marketing team and BMC Data science team collaborated to develop a predictive model. **They trained the model to predict the probability of a customer purchasing a "printer-related product" based on their historical data.** The model considered various factors, including the total number of products purchased, the number of printer-related products bought, and the average order value.

Excitement filled the air as the model's predictions were put to the test. The team discovered they could **segment customers based on their likelihood of buying printer-related products**. This segmentation allowed **for targeted marketing campaigns, personalized product recommendations, and website customization**.

The company's website underwent a magical transformation. It became a dynamic space that adapted to each customer's preferences and needs. As customers browsed the website, they were greeted with tailored recommendations for printer-related products. The personalized touch made them feel understood and valued, resulting in higher engagement and an increased likelihood of making a purchase.

The story of the company's journey with BMC and the predictive model is an inspiring tale of how data-driven decisions and personalized experiences can shape the destiny of a business.