

Marketing and Retail Analytics

Applications and Implementation



What is Marketing

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BSc - Chemistry MBA - Supply Chain Education Syracuse University, NY Madras University CPS Energy Wilson Consulting Pvt Ltd Wilson Chemicals and Paints SAPPI Fine Paper Work Portland, Maine Owens Chennai, India Syracuse, NY San Antonio, Texas Chennai, India Visual Analytics KPI's, Metrics, Dashboards Develop KPI Inventory Route optimization Corportate Training Increased customer base Safety Stock Data into Information .abelling System Process Improvement Reduced 33 % cycle time MPS Visual Analytics Data Decision Making Increased customer service level by 5% Demand Lean Process Improved capacity utilization by 10% Visiting Supplier Relationship Capacity IIT-Madras Asset Management IIM-Calcutta Warehouse Inventory Optimization IIM-Ranchi Contract Management IIM-Trichy Great Lakes Institute of Management Great Learning Whitman School of Management, Syracuse 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 **Domains** <u>Industries</u>

Paper manufacturing Chemical Processing Energy Utilities Aviation Supply Chain Billing Work Management

Customer Service Field operations Scheduling

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Operations Asset Management Financials

Tools

Lean tools Database Minitab Tableau Office Crystal Business Warehouse Winshuttle SAP

KNIME Cognos Rapid Miner

Terminology



- SKU
- FMCG/CPG
- Shrinkage
- RFID
- Relationship Retailing
- Private Label
- POS
- Product Life Cycle
- Wallet Share
- Market Basket

Terminology



- Mystery Shopping
- Loss Leader
- Cross-Merchandising
- Inventory Turnover
- Churn Rate
- 4 Ps
- CLV
- P-Alive
- Segmentation
- RFM



RFM Metrics



RECENCY

The freshness of the customer activity, be it purchases or visits

E.g. Time since last order or last engaged with the product



FREQUENCY

The frequency of the customer transactions or visits

E.g. Total number of transactions or average time between transactions/ engaged visits

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MONETARY

The intention of customer to spend or purchasing power of customer

E.g. Total or average transactions value



Customer Profiling (Segmentation) Only UK Customers

- Descriptive Stats
- Data Exploration



Perform RFM Analysis

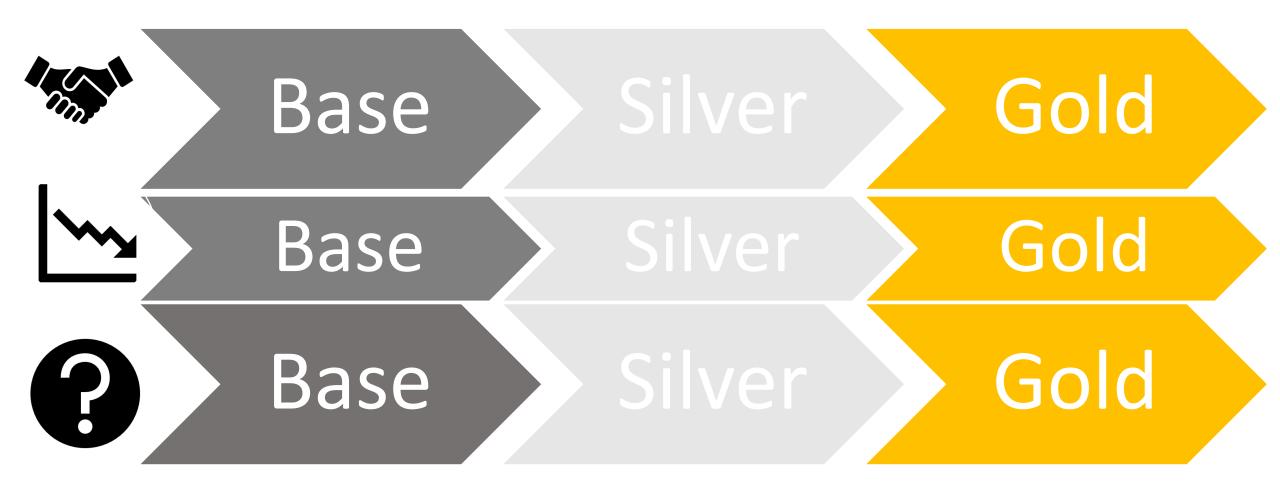
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Power Ahead

Active





		Monetary					
RECENCY	FREQ	Η		M		L	
	Н		402		96		1
Н	M		96	2	258		34
	L		3		33		56
	Н		282				
M	M						140
	L		22	1	.52		282
	Н		20				
L	M						123
	L		6		129		344





Check Effectiveness

DMAIC



