Leading OEM optimizes sales on e-commerce platform

Client context

- Leading Asian OEM collaborating with e-commerce players on big data

- Pain points
  - The OEM has just launched an **online flagship store**. It urgently needs to develop a deep understanding of car owners' **shopping behaviors** on e-commerce platform so that it could help recommend **star products**
  - Keep track of **the sales and future trends** of both its own products and competition **on e-commerce platform**. Closely monitor the sales of its competitors

Client name: X
Team set-up: X
Fees Structure: X

Approach

- Extract **car owner data** (by car model) from the OEM

- **Match** car owners with their accounts on the e-commerce platform and **conduct analysis**

- **Define consumer profiles** (analyze consumer demographics, life cycle, overall shopping behaviors, etc.; segment consumers by behavior and value and profile the most attractive segments)

- **Understand consumer preferences for products** (compare sales of sub-categories, identify emerging star products; identify most popular non-auto products to drive cross-selling)

- **Optimize after-sales service value and avoid customer attrition** (compare the profiles of "loyal customers" vs "lost customers"; define the strategy to increase basket size and shopping frequency of loyal customers by analyzing customer features; Forecast customers at risk of leaving and design incentives to retain them)

M&S client expert

Weiya Guan

What was unique: X

Impact

- **Improved** the online flagship store's **traffic and conversion rate** (30~50%)

- Avoided **customer attrition**

- Developed a better understanding of consumer preferences and **provided targeted, convenient customer service** (car fragrance is given to customers for free in car owner club events)

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