

Central Group

The Original Store of Thailand

Data Source

Department

- Thai Wassadu
- Tops
- Department Store
- Central Pattana

Product

- Department name
- Sub-department name
- SKU ID

Transaction

- SKU ID
- Quantity
- Amount
- Transaction date
- Receipt number
- Payment type
- Sales channel

Data Source

Demographic and Identity Data

- First Name
- Last Name
- Gender
- Date of Birth
- Contact Information (Email, Phone)
- Address (Street, City, State, ZIP)
- Preferred Language
- Social media profile

Behavioral Data

- Website Visits
- Clickstream Data (Pages Viewed, Duration)
- Search Queries
- Cart Abandonment
- Wish List Items
- Product Views
- Product Interactions (Likes, Shares)
- Review and Rating History

Customer Support Interactions

- Customer Inquiries
- Complaints and Issues
- Support Ticket History
- Resolution Details
- Feedback Provided

Use case 1

Customer Segmentation: Trendsetter VIPs

Objective

- 01 Enhance customer loyalty and engagement by identifying and rewarding high-interaction and high-purchase customers.

Analysis

- 02
- Identify customers with the highest interaction rates, frequent purchases, and positive reviews.
 - Calculate Customer Lifetime Value (CLV) to prioritize high-value customers.
 - Perform clustering analysis to group customers into distinct segments based on their behavior.

Approach

- 03 Create an exclusive "Trendsetter VIP" tier with benefits like personalized shopping experiences, early access to new products, and VIP events.

Use case 2

Customer Journey Analysis: Wishlist Activation

Objective

01

Increase conversion rates by encouraging customers to complete purchases from their wishlists.

Analysis

02

- Identify customers who frequently add items to their wishlists but don't proceed to purchase.
- Analyze customer behavior before and after adding items to their wishlist.

Approach

03

Send personalized emails with limited-time discounts on wishlist items to incentivize conversions and drive purchases.

Use case 3

Geographic Analysis: Hyperlocal Promotions

Objective

Boost engagement and sales by tailoring promotions to specific geographic regions.

Analysis

- Analyze customer distribution and behavior across different geographic areas.
- Identify trends in purchasing behavior based on location.

Approach

Launch hyperlocal marketing campaigns offering location-based promotions and events to foster a sense of community and exclusivity.

Use case 4

Predictive Analytics: Churn Intervention

Objective

01

Reduce customer churn by identifying and re-engaging potentially lost customers.

Analysis

02

- Analyze customer engagement trends over time to detect signs of decline.
- Use machine learning algorithms to predict which customers are likely to churn based on historical data.

Approach

03

Send personalized "We Miss You" messages with tailored offers to win back potentially lost customers and increase retention rates.