



Enhancing Customer Engagement through Predictive Analytics

A Tailored Review Prediction Solution for Nile

Analytics Department – Ascend Consulting Group



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01

ABOUT US

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Ascend Consulting Group (ACG) delivers cutting-edge analytics solutions, specialising in predictive modeling and data strategies. We help businesses achieve growth with tailored solutions, leveraging our expertise in analytics. By combining technical excellence with a client-focused approach, we turn data into actionable insights for strategic success.

OUR EXPERTISE

We deliver predictive models and insights to boost customer satisfaction and business growth

OUR VALUES

Integrity
Innovation
Excellence
Collaboration
Sustainability

OUR MISSION

Offering dependable solutions that fuel business growth, enhance efficiency, and ensure success

WHY ACG?

1 50+ Projects

- **Industry Expertise:** Delivered successful projects across diverse industries such as e-commerce, healthcare, finance, and logistics.
- **Tailored Solutions:** Projects include designing custom dashboards, implementing predictive analytics models, and optimizing business operations.

2 40+ Clients

- **Global Clientele:** Worked with clients from multiple regions, including North America, Europe, and South America.
- **Key Partnerships:** Strong relationships with reputable organizations: Tableau, Salesforce, Azure, AWS, Ogilvy ...
- **Client Satisfaction:** High client retention rate due to our commitment to delivering measurable results and value.

3 10+ Years of Experience

- **Proven Track Record:** Over a decade of expertise in data analysis, business intelligence, and strategic consulting.
- **Team of Experts:** Led by seasoned professionals with a deep understanding of market trends and analytical tools.



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BUSINESS PROBLEM & OBJECTIVES

E-COMMERCE MARKET OVERVIEW IN SOUTH AMERICA

Top E-commerce Markets in Latin America and the Caribbean in 2022 and 2027 (in billions of dollars).

■ 2022 ■ 2027

Online Retail Sales of Physical Goods.
February 2023 Estimates.



E-COMMERCE MARKET OVERVIEW

The increasing need for customer engagement in e-commerce platforms has significantly influenced customer retention strategies. Customer reviews have become a decisive factor, shaping consumer behavior and business success.

Customers Engagement & Positive Reviews

Customers



79% of consumers say they trust online reviews as much as personal recommendations.
(BrightLocal, 2023)

Often hesitate to write reviews without incentives.
(Nielsen, 2019)

Competitors



Leverage predictive analytics to understand customer behavior and create personalized experiences.
(McKinsey & Company, 2022)

Implement innovative loyalty programs to encourage customer engagement and retention.
(Forbes, 2021)

Company

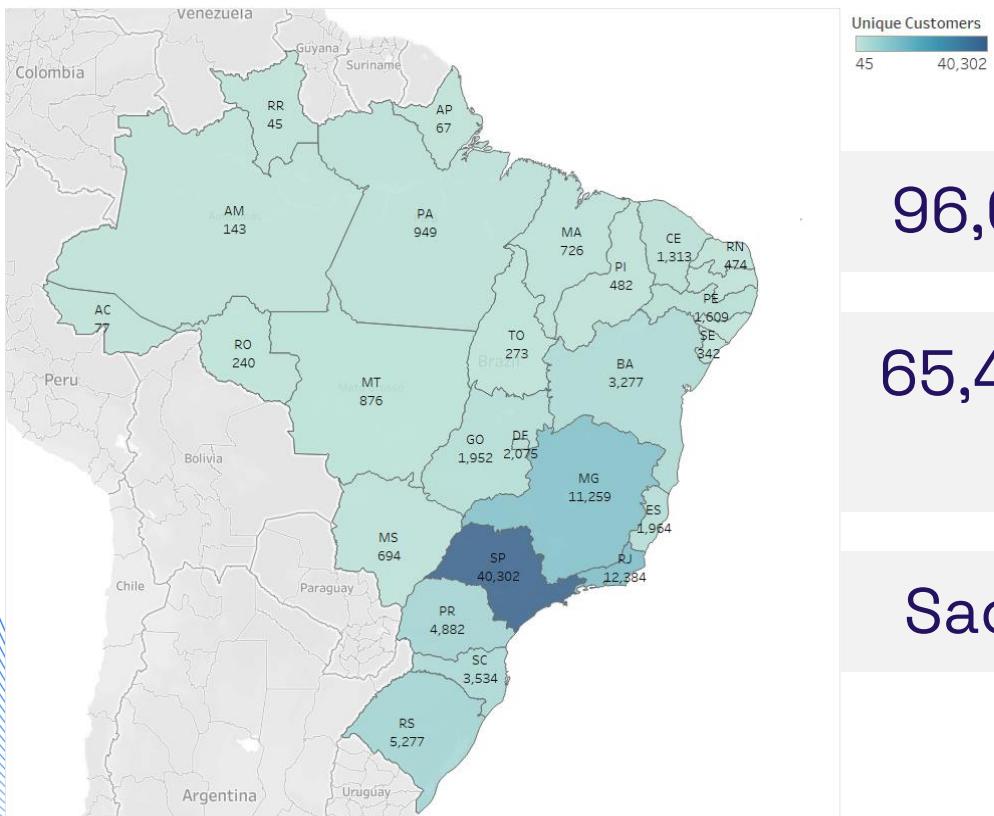


Major South American e-commerce platform with diverse product offerings.

Lacks a targeted mechanism to ensure consistent positive reviews

BUSINESS HIGHLIGHTS - NILE

Unique Customers by States in Brazil



96,096 Customers

65,433 Positive Reviews
(4 and 5 stars)

Sao Paulo

WHAT DOES NILE NEEDS?

Increase Customer Retention

Positive customer reviews are crucial to maintaining competitiveness and trust on an eCommerce platform.

Maximise Resource Efficiency

Optimize the use of marketing budgets by targeting the right customers for incentives, ensuring maximum impact with minimal waste

Ensure Scalability

Develop a solution that can handle the platform's growing customer base and adapt to future demands seamlessly.

WHAT CAN WE PROVIDE?



Accurate Predictive Model
to Drive Positive Reviews



Actionable Insights
and Recommendation



Integration into Existing
Systems



Continuous Monitoring
System

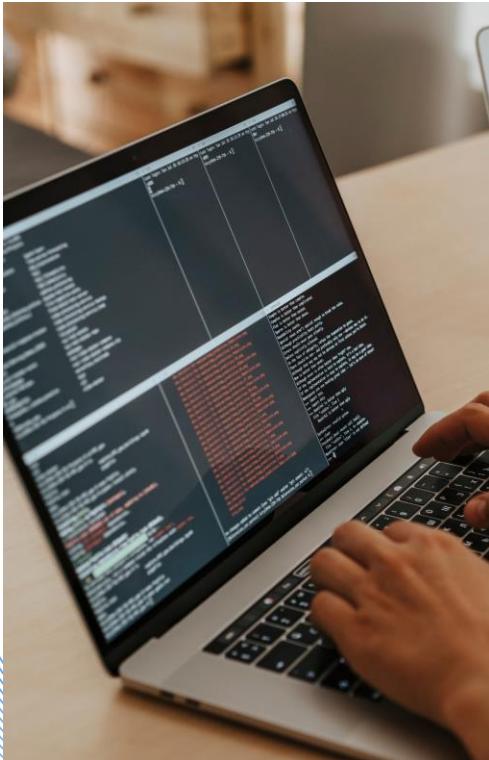


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MODEL SUGGESTIONS

MODEL OVERVIEW



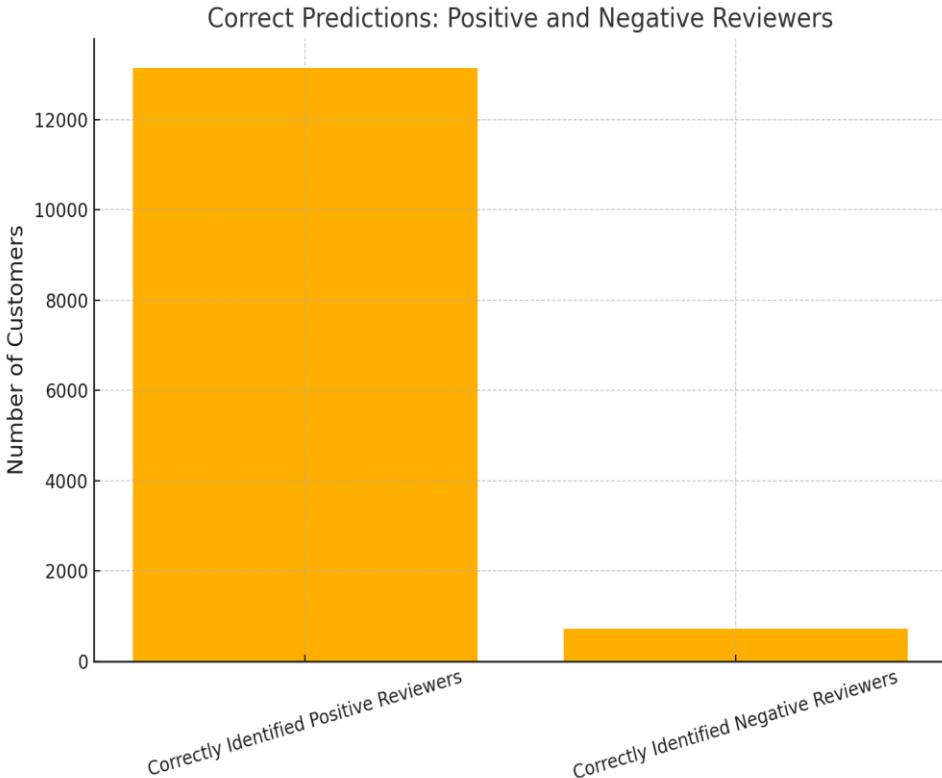
Gradient Boost Decision Tree

Purpose: Identifies positive or negative customer reviews to enhance engagement.

Classification: Binary classification model

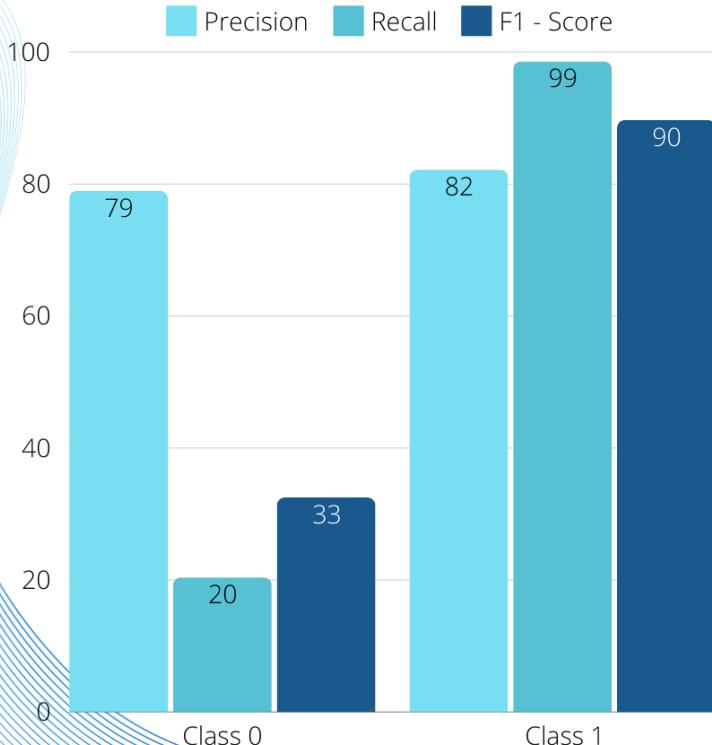
- Negative reviews (0-3 ratings)
- Positive reviews (4-5 ratings)

MODEL PERFORMANCE



- **Impact on Customer Reviews:** 13,140 customers identified as likely to leave positive reviews.
- **Efficient Targeting:** 727 customers correctly identified as unlikely to leave reviews.

MODEL PERFORMANCE HIGHLIGHTS



- **Accuracy:** 81% average of both classes ensures reliable insights.
- **Positive Review Prediction (Class 1): High recall (98.6%)** indicates strong performance on positive reviews.

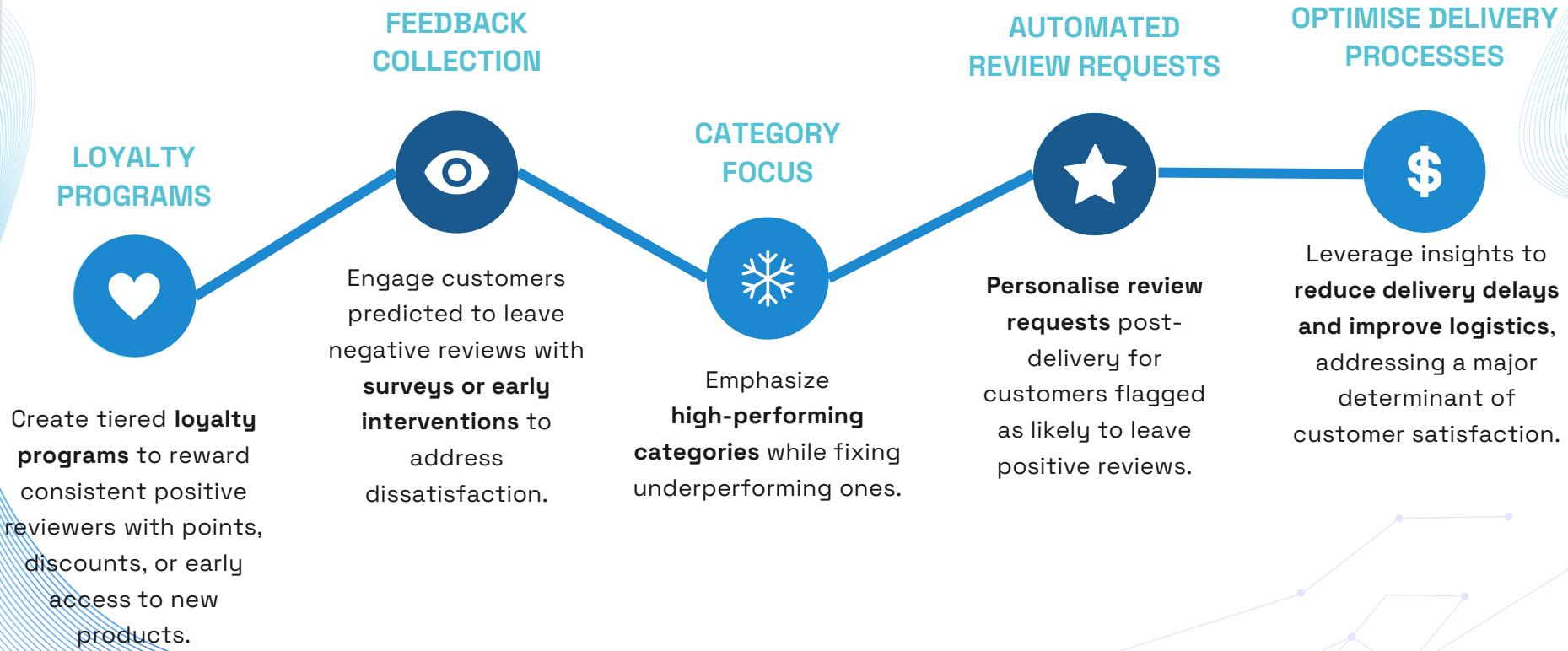


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RECOMMENDATIONS

STRATEGIC RECOMMENDATIONS





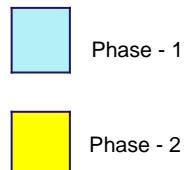
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PROJECTED IMPLEMENTATION

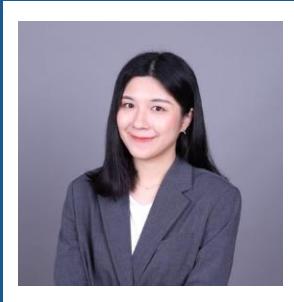
PROJECTED ROADMAP

Initiative	Objective	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Data Preparation	Achieve 100% dataset readiness with >90% consistency									
Model Development	Build a predictive model with >80% prediction accuracy									
Evaluation	Evaluate model performance and insights									
System Integration	Deploy the model into Nile's system and integrate into existing ones with >95% system uptime									
Maintenance and Monitoring	Maintain model accuracy >80% with quarterly retraining									



(These timelines are approximate and subject to change depending on the business requirements and circumstances)

MEET THE TEAM



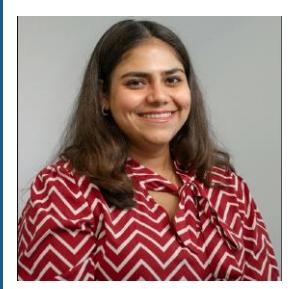
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Photos

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CONCLUSION Q&A

THANK YOU!



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