

Customer Value assessment at a leading Re-Commerce company

Client: A leading Re-Commerce company

Background: The client is a popular re-commerce company in the business of trading second hand electronic devices like mobiles, ipads, iphones etc.

Geography: USA

Industry: Re-Commerce

Problem Statement:

- Identifying the visitor traffic sources.
- Evaluation of traffic channels for quality of traffic
- Formulation of strategy to evaluate the profitability of these channels and build customer loyalty programs
- Designing an algorithm for continuous update on effectiveness of channels

Mego is a scalable tool that can adapt to any organizational structure

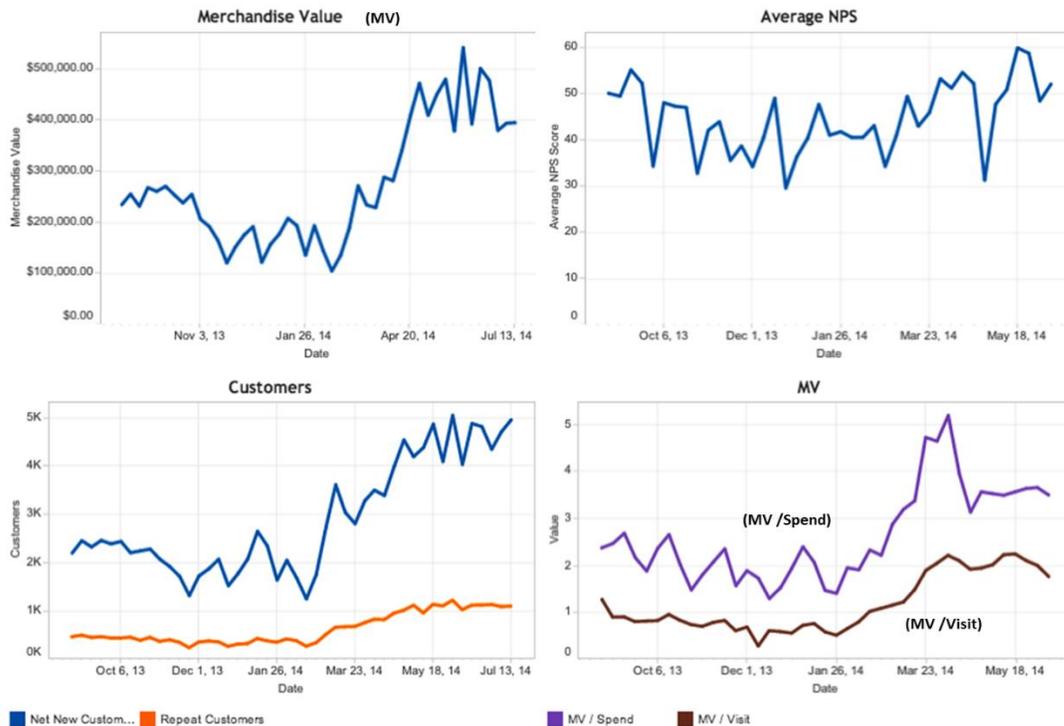
Solution:

- M76 Analytics undertook a detailed traffic analysis across various channels for one calendar month
- M76 Analytics Web Traffic Analysis Architecture was deployed
- A multi level regression was carried out to:
 - ✓ Assess the Productivity of the visitor spend
 - ✓ Evaluate the revenue generated per visitor
- Data mining all types of customer transactions
- Statistical modelling was performed keeping customer visits as a function of the marketing channel expenses
- The M76 Analytics reference architecture was used to speed up the implementation of clover ETL
- Mentored the company staff in setting up Self-service Data integration
- Ran extensive training workshops for developers

Mego imitates business leader's thought process & provides focused strategy assistance

Output and Benefits Delivered:

- Revenue impact of conversion of visits generated by multiple channels.
- Effective assessment of individual channels to drive traffic to the website.
- Establishing an effective correlation between traffic generated and revenue earned from various channels.
- Strategy to drive more quality visits to the website in terms of Revenue by continuous real-location of marketing spend to different channels with the same cost.
- Increase in the overall customer base and long term repeat customer revenue.
- A detailed study of the customer life cycle helped the company study the longevity of the impact of its marketing campaign.
- Repeat customer behavior helped establish the customer life cycle with the site
- Enabled the company to anticipate future visits to the website and project future revenue simulations.
- **Tracking Weekly Metrics:** Combining all data to paint a Single Version of Truth.



About Us:

We transform data richness to business enrichment.

We are Big Data and Business Strategy evangelists. We serve visionary business leadership achieve strategic excellence through Decision Support. We are trusted strategy custodians for Business Leaders across business verticals. Mego, our Cognitive Business Decision Support System, is empowering organisations across India with the value of Big Data.

We help you strategize business plans, implement the solutions, templatize them on our Decision Support System so that you can re-strategize the scenarios yourself. Our commitment is to equip you with the best of big data capability.

Irrespective of what stage of data reliance you are dealing with, we promise to hand hold you through your transformation into an organisation that takes decisions based on its data.

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