

Customer Behavior & Store Performance

Helped a leading apparel retailer analyze customer behavior & store performance and recommended strategies to improve customer value

SUMMARY

- **Client**
A leading apparel retailer*
- **Challenge**
To analyze customer behavior and store performance and generate higher value from existing and new customers
- **Solution**
Fractal's advanced segmentation, value migration and reporting techniques
- **Result**
Enabled client to measure overall business and store-level performance and develop effective strategies to increase customer value

* This case study is based on a Fractal client that has requested anonymity

The Solution

Fractal integrated all the data sources received from the client, performed data cleaning exercises and de-duplicated the data for analysis. To gather customer insights, Fractal's analysts developed a customized "Customer Quality Score" for their loyalty member base. The customer quality score was a comprehensive score based on customer spends, frequency, basket breadth & profitability. This score is tracked on a quarterly basis to measure the quality of the customer base.

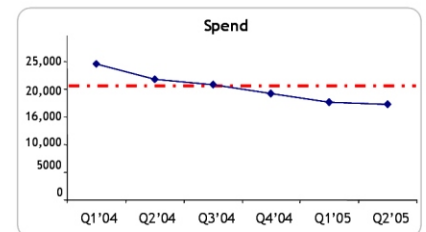
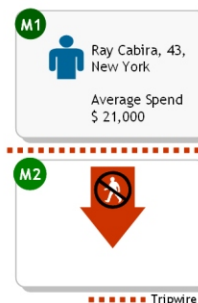
We segmented customers by their spend amounts and then profiled them based on their behavioral and transactional parameters.

Further, we developed a value migration and trip wire mechanism that tracked the movement of customers across various spend-buckets. Our system enabled a trigger whenever it detected a change in consumer behavior.

We also developed store scorecards to measure the performance of stores by their scores on Customer Quality and Value Migration.

The Business challenge

The client, a leading apparel retailer, with three sub-brands and 6 million card loyalty base, wanted to understand customer behavior and store performance over a period of time. The client also wanted to generate more value from existing/potential customers



■ Result

Business and Store Scorecards helped the client measure the business performance at the overall as well as store levels

The scorecards enabled our client to take proactive measures to increase customer value. e.g. when our system detected drop in customer value the store could trigger a retention campaign on the customer

➤ About Fractal

Fractal is a leading provider of customer analytics to consumer banks, credit card issuers, CPG companies and telecom companies.

Fractal's analytical solutions have helped companies across the globe enhance profitability by powering their customer management efforts with scientific decision making.



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