Analytics to understand consumer behavior and generate insights to drive targeted marketing campaigns

Pragmatix
Unbox Your Data

CHALLENGE

Defining indicators for efficiency of the retail outlets

Efficiency in analysing underlying consumer transaction patterns to measure customer behavior

Developing an appropriate data model to generate targeted marketing campaigns

APPROACH

Data Transformation and Modeling to identify key predictive indicators of customer behaviour

A scalable framework to deal with the big data challenges – over 3 million consumers growing at 30% a year

Automate the delivery of the marketing messages through Email and SMS

BENEFIT

A multi- dimensional view of the underlying data across multiple services

Custom analytics enables the client to identify end consumers for targeted marketing

Automated delivery of marketing messages to Email and SMS

Better client segmentation based on their transaction profile

IMPACT

15% success ratio in their initial marketing campaigns post implementation of solutions

Improved visibility into effectiveness of marketing campaigns.

CLIENT

A new generation payments company providing simple, expedient and speedy commercial payment services at retail outlets across the country

"Our analysts had to deep dive into the data to draw inferences, correlations, associations and design an appropriate data model. The next challenge was to implement the solution using a framework which works well with large data sets of the client"

ALTAF BARADIA,
Head - Client Account Management, Pragmatix