VUELITICS
Data Driven Insights

Market-basket Analysis

alteryx

+ableau

Synopsis

Challenge
To improve product recommendations & onlineofferson Client's ecommerce website using

Solution
New data model to combine website usage statistics from different sources & mash it with sales & consumer demographics data. Intuitively designed Dashboards for market-basket analysis and trend analysis.

Key Benefits
Elevated response rate from consumers, for marketing campaigns derived by Power BI reports.Improved ROI by identifying profitable market-baskets

Challenge

As an established ecommerce retailer with multifarious product categories & a varied consumer demographic, it was becoming increasingly challenging to identify profitable product combinations that stood out as good candidates for promotions.

This business question couldn't be addressed by sales statistics alone. The client knew they had to mash-up varied datasets with their sales data - such as website usage statistics & consumer demographics, in order to understand the following

> Popular & profitable baskets for promotional offers
> Fine tuning product recommendations based on consumer age group and location

Solution

Alteryx & tableau

The client had an existing setup of Alteryx & Tableau to support their Sales analytics. Vuelitics utilized Alteryx to bring in Website usage statistics data from 3 sources, apply semantic standardizations, & derive consumer demographics from these sources. The next step was to mashup Sales, Consumer, Demographics and Website Usage Statistics into a single data model, suitable for multi-faceted querying.

Market-basket Analysis

The team at Vuelitics worked with the client incessantly to determine custom business rules that govern the market-basket analysis. With a firm model and extensive formulae in place, Vuelitics was all ready to design and deliver stunning and powerful insights

Insights For Real Decision Making

Closely following the DAR methodology to governdashboard design, we worked towards creating reports with a UI that felt like an extension of their own portal.

These reports allowed the users to view all products at large and employ what-if analysis based on various parameters such as Product Category, Average

Transaction Value, Profit Margin, Customer demographics and Product popularity.

We worked on allowing the user to view recommended baskets at a glance as well as use what-if analysis to dynamically group products and analyze other options – all this was possible by applying the formulae & logic at the report level rather than at the data model level.

Benefits

The client has seen an impressive rate of response for promotional campaign decisions that were driven by the report data. Owing to the ease of use and familiar UI on the reports, the analysts have shown a high rate of adoption.

The client now depends on these

Tableau reports, to create profitable and trending promotional offers and has seen a subsequent rise in the number of consumers availing promotions.