

REGION-WISE CUSTOMIZED PROMOTION SCHEMES



Interactive
Dashboards



Trends for
Better Analysis



Take
Informed Decisions



Educated the
client team on
Tableau

The Client

A web-based image publishing & printing company based in US

Industry

Retail

Overview

Through an in-browser application, our customer, allows its users to upload and order a variety of personalized photo products online. They usually run offers to encourage more shopping, but the challenge was to identify the value of their trade promotions.

Business Challenge

Our client gave customers special offers in the form of gift coupons with different categorization. But they needed an effective and accurate dashboard for revenue and bookings summary report for each type of gift coupon provided.

Our Approach:

- Built a custom interactive dashboards with scenario planning on top of ML applications.
- Standardized the definitions of Revenue and Bookings

Outcomes

- ✓ A consolidated view of the revenue metrics/KPI with enhanced visualization.
- ✓ Feature engineered regional special offer/gift recommendation engine.
- ✓ Increased ROI from vouchers based on best recommendations [2-4 %]