PRESCIENCE

Increasing Conversions by Over 7% for a Major eCommerce Player in Eastern Africa

The client is a leading e-Commerce player in East Africa and expanding rapidly to be a leader in the entire African continent. Their network of 40,000+ digitally enabled agents, a website and a mobile app provides a seamless shopping experience to their millions of customers.

THE CHALLENGE

In order to scale their sales, the firm had undertaken multiple promotional initiatives with limited to no impact on sales and customer engagement. Not wavering from their aim to be a leader in Africa, they required a technology solution to understand their customers better, create targeted promotional activities for individual customer segments, and improve the effectiveness of their promotional initiatives.

THE SOLUTION

Prescience employed the **Segmentation, Targeting, Positioning (STP)** model to build customer segments to deliver customer-centric experiences. These experiences were based on factors and attributes such as point-of-purchase, geographical location, sensitivity to product pricing, engagement with messaging, response to discounts, length of relationship with the platform,

purchase history, visits, etc. This helped us to develop a customer framework and helped the client to gain a holistic view of customer behaviour.

The customers were mapped to **five individual categories** based on the segmentation. We created separate targeting strategies for each of the customer segments based on multiple KPIs such as volume of impact, new launch, shopper reach, seasonal lift, agent reach, etc.

We also performed **affinity analysis** to find the customer's buying behaviour in the same group and provided personalized recommendations to position the products that had a higher propensity for the customer to buy. Additional insights were extracted from the available data, such as the products that could be offered on discount, campaign performance analysis, etc.

The solution was built on **AWS RedShift, AWS S3, and Python**.

THE IMPACT

Since we looked at the solution through our business-backward approach, the impact was not limited to just the initial business challenge of analyzing what was going wrong with the discounts and promotions. The business impact from the solution built by Prescience included:

- Revenue growth of 6-10% for each segment within a span of 2 months through targeted promotion

- Increase in sales and better customer engagement across segments

- Maximized profit by optimizing the cost of promotion campaigns by identifying where to promote, whom to target, and which items to include in the promotions

About Prescience Decision Solutions

Prescience is a business focused analytics firm that empowers organizations to find meaningful insights in their data. Our Business-Backward Approach helps create tangible data-driven solutions that provide users with timely inputs for astute decision making. We do this by leveraging our expertise in machine learning and advanced data science technologies, deep domain knowledge and our customers' business knowledge.
Visit us at www.prescienceds.com or send us an email at info@prescienceds.com to get in touch with us. You can also follow us on LinkedIn.