



Smart People. Smarter Solutions

Customer Value assessment at a leading Re-Commerce company

Client Name : A leading Re-Commerce company in the United States

Client Background : The client is a popular re-commerce company in the business of trading second hand electronic devices like mobiles, iPads, iPhones etc.

Geography : USA

Industry : Re-Commerce

PROBLEM STATEMENT:

- ⇒ Identifying the visitors actual traffic source
- ⇒ Evaluation of traffic channels for quality of traffic
- ⇒ Formulation of strategy to evaluate the profitability of these channels
- ⇒ Designing an algorithm for continuous update on effectiveness of channels

THE SOLUTION : M76 ANALYTICS APPROACH

- ⇒ M76 Analytics undertook a detailed traffic analysis across various channels for one calendar month
- ⇒ The M76 Analytics Web Traffic Analysis Architecture was deployed
- ⇒ A multi level regression was carried out to :
 1. Assess the Productivity of the visitor spend
 2. Evaluate the Revenue generated per visitor
- ⇒ Data mining all types of customer transactions
- ⇒ Statistical modelling was performed keeping customer visits as a function of the marketing channel expenses

OUTPUT & BENEFITS DELIVERED:

- ⇒ It was possible to measure the revenue impact of conversion of visits generated by multiple channels
- ⇒ Effective assessment of individual channels to drive traffic to the website
- ⇒ Establishing an effective correlation between traffic generated and revenue earned from various channels
- ⇒ A case could be made to drive more quality visits to the website in terms of Revenue by continuous real-location of marketing spend to different channels with the same cost.
- Increase in the overall customer base and long term repeat customer revenue



TOOLS USED

: M76 ANALYTICS DECISION SCIENCE KIT

ABOUT US : M76 ANALYTICS :

M76 Analytics was founded by IITB (IIT Bombay) alumni and a set of young entrepreneurs. They saw the utility of data far beyond its transactional manifestation. Data to them was much more than transactions; it was in fact something with many dimensions; and these dimensions when connected together offer unparalleled insight into an enterprise's health.

There are two broad objectives of an analytical system. First is to understand the dynamics of the ecosystem and the second is to be able to anticipate the future challenges to a business or future disruptions.

Generating data as useful information is thus the key to simplifying complexity. M76 Analytics endeavours to do precisely this.

CONTACT US :

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