REPEAT PURCHASE

An Indian digital lifestyle and wellness marketplace catering to customers for booking appointments with variety of Salon/Spa/Fitness Centers whilst offering exclusive discounts, coupons and complimentary services.
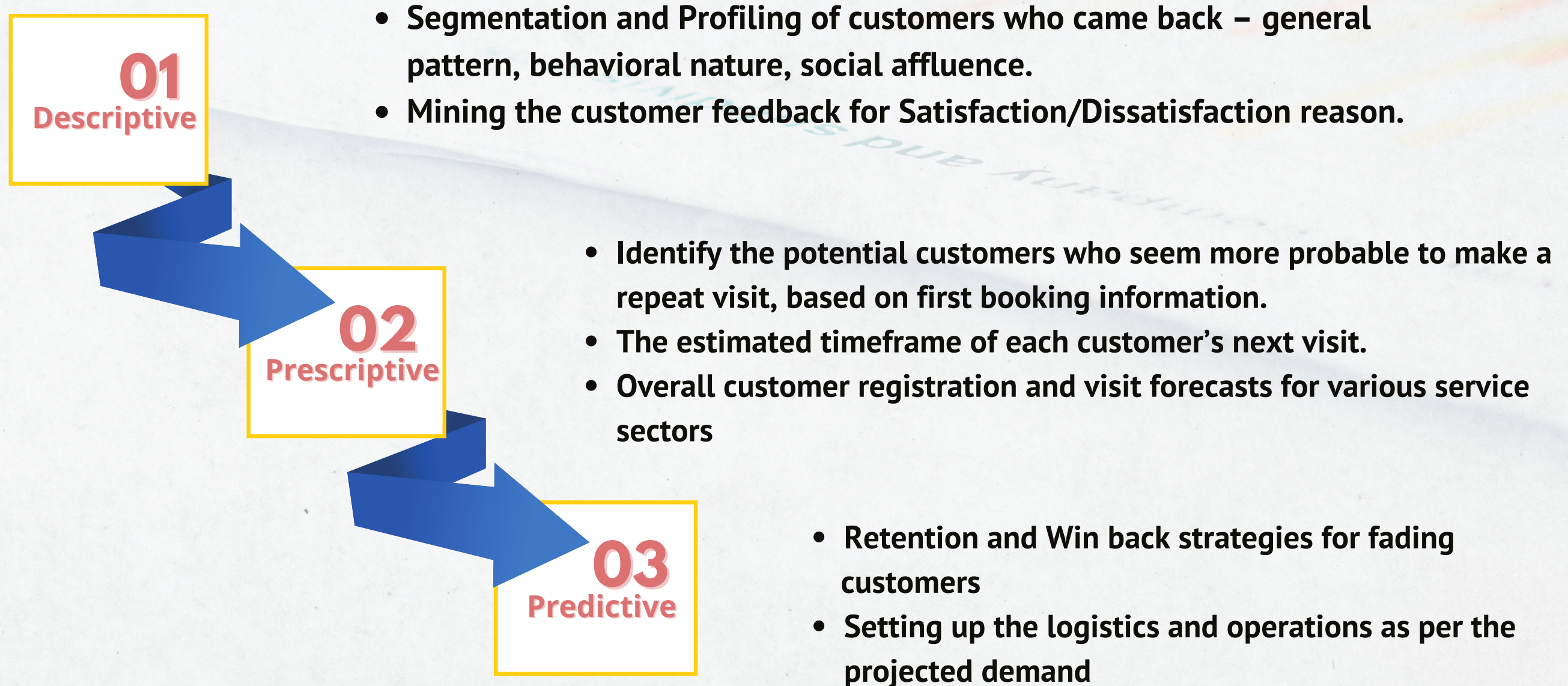
Business Objectives :

To provide some Management Recommendations which can help Veenman to improve account level profitability and provide further roadmap to deep dive into scope of improvement with the identified drivers, like Services, Price, Contract Volume, Printers Sale etc.

▶ Pro-actively identifying the customers who have high propensity to come back after their initial booking at client portal.

▶ Estimating the time window within which a customer is more probable to make a repeat booking.

▶ To understand the general nature of people making repeat visits/bookings and classify them against the ones who didn't come back.

▶ Real-time simulator to mimic various business and market scenarios to score new customers with minimal information

Our Approach:

Based on the above business problems, Catalytics built a unique state-of-the-art simulator that allows business to score every new customer by simulating various scenarios and input fields. Our analytical approach to analyze the data step by step looks like below -

01 Descriptive

- Segmentation and Profiling of customers who came back – general pattern, behavioral nature, social affluence.
- Mining the customer feedback for Satisfaction/Dissatisfaction reason.

02 Prescriptive

- Identify the potential customers who seem more probable to make a repeat visit, based on first booking information.
- The estimated timeframe of each customer's next visit.
- Overall customer registration and visit forecasts for various service sectors

03 Predictive

- Retention and Win back strategies for fading customers
- Setting up the logistics and operations as per the projected demand

Business Benefits:

Repeat Purchase solution aided the business to detect early on, who are going to be their regular customers while who would be churning after their first visit.

Client introduced Loyalty and Reward program based on insights derived from the entire exercise to retain existing customers and win back the ones that're more probable to churn.

Building the in-depth persona of loyal vs fading customers to help the client differentiate between both the cohorts.

About Us

Catalytics Datum is a Next - Gen Enterprise that Amalgamates the Data Science, Big Data, Cloud Computing & Business Intelligence to Transform your CRM, ERP & EDWH to the tool for business growth. Recognized by Microsoft BizSpark, Catalytics is present across the globe to become your partner in Digital Transformation.
Catalytics is a product focused data science organization leveraging the power of big data and business intelligence to solve complex business problems for enterprises through user experience and faster decision making solutions.

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