Customer Analytics

Generating insights from customer data to improve customer base size, profitability, acquisition and retention.

Capabilities

- Predictive and optimization models for marketing mix, pricing, demand forecasts, churn prediction, customer life time value, customer segmentation, brand loyalty, and brand equity.
- Market campaign effectiveness and uplift estimates for campaign ROI tracking.
- Global tracking of NPS/ Customer loyalty, pain points, loyalty drivers.
- Global tracking of brand perceptions, differentiation, awareness, usage, preferences.