

CASE STUDY: ECOMMERCE AND RETAIL

E-COMMERCE ADOPTS PREDICTIVE ANALYTICS TO JUMPSTART SALES AND MARKETING

THE CLIENT

- Premium cruise line Seattle, WA
- Leading cloud services provider Redmond, WA
- Airline passenger services system provider Minneapolis, MN

THE CHALLENGE

The clients shared a very similar challenge. They had an enormous amount of customer and sales data on their hands, but the reports and dashboards derived from the historical data were mostly descriptive and diagnostic in nature, not providing any predictive insights of customer behavior patterns and trends, where sales and marketing can leverage to segment the "best customers" and rapidly target them to sell more effectively.



THE SOLUTION

Businesses that sell online have realized the infinite value and

dynamic call-to-action, and user profiling/segmentation every single



The user profiling, recommendation, and forecasting services allowed the clients to surface deep insights of customer

RESULTS

Cruise Line

the most influence on revenue. The new model produced by MLaaS significantly boosted the speed and accuracy of

The client achieved a much finer data granularity – the resulted 27 different models made it possible to generate

segmentation of passengers, through which clear profiles can be established for highly targeted offers.

The client also gained insights from behavior-based analytics on the profitability of amenities and services onboard

with the same profile of consumption behaviors.

Cloud Services Provider

With over 100 varieties of cloud services and 20+ million users worldwide, the client wanted to uncover why and

predictive data also helped the client to find hidden buyers for certain products and services.

Marketing reaped great benefit in knowing when certain user needs would arise. The website made accurate

convert purchase through special offers and dynamic pricing. MLaaS helped the client predict the least amount of discount to offer to close the highest percentage of deals, for each group of users who share a pattern of trends.

A leading technology and passenger service system provider for low-cost airlines

By deploying MLaaS, the client identified those passengers that match behavior patterns deemed probable to make

passengers became more effective. The same model also allowed the product development team to test new