

Omni-channel strategy optimization for a fashion retailer

Client

A leading US-based fashion retailer with online and brick & mortar store presence.

Opportunity

The client's omni-channel strategy had made their conventional market mix modeling strategies obsolete. The client was also looking to craft a strategy to attribute the returning revenues in the buyer journey.

Value Delivered

1

Provided insights on the marketing-mix plan including saturation level of channels and best performing channels.

2

Delivered a seamless marketing-mix methodology covering online + brick & mortar channels.

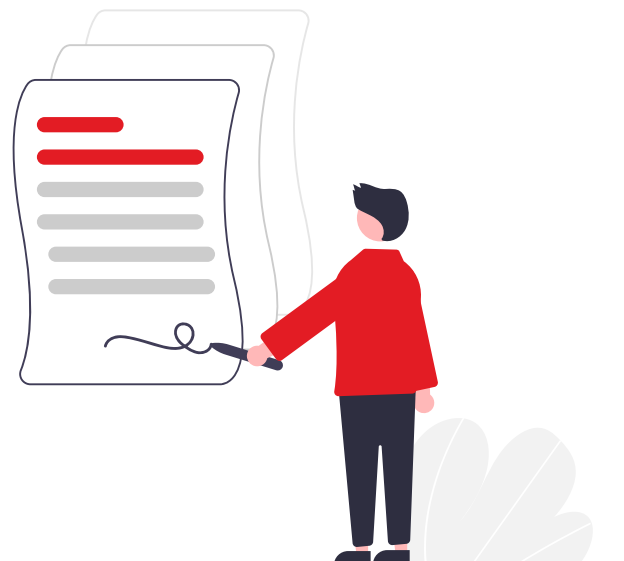
3

Allowed business users to design scenarios and predict the effect of changes in marketing strategy.

Solution

SG Analytics team had multiple conversations with the client teams (online/store) to understand the intricacies of their business. Our team then devised the following solution:

- SG Analytics' DA team developed a framework to mix traditional and unconventional techniques and deliver a seamless marketing-mix plan.
- The SG Analytics team developed applications using portal APIs and custom code for aggregating data from the web.
- For ease of primary analysis and modeling, SG Analytics team defined the business rules to standardize the data and brought all data sources at the same level.
- SG Analytics team built a visualization layer over the model to improve consumption of the model as well as the metrics.



To know more about our Marketing Analytics Services write to us on dataanalytics@sganalytics.com or contact us on **+1 315 503 4760**