

Loyalty based customer segmentation through Customer 360



Client Overview

- A multinational conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other useful goods and occasionally home services.

Project Overview

- This project will support the organization to be a data informed organization by providing the business with analyses, insights and foresights. This project also helps to improve data conformity by aligning different business functions that use similar data and enhance overall efficiency of data analysis.

Business Challenges

- Design and develop Data warehouse, Data Pipeline and BI dashboards
- Build and validate the connectors to the various data sources that would feed into the Data Warehouse
- Migration of data to Azure cloud
- Create specific reports and dashboards based on KPIs
- Customer 360
 - ✓ Targeted Marketing & Personalization
 - ✓ Proactive care Dashboards

Indium Solution

- Migration of data to Azure cloud leveraging Azure Data Factory
- Indium structured a robust and highly scalable Data Warehouse ecosystem on Azure Synapse Analytics to address the Data Storage and Processing needs of the client's business
- Build custom Power BI dashboards with the data feed coming in from Azure Synapse
- Customer Analytics to get insights and conduct targeted marketing and personalization, like Customer micro-segmentation, Next best offer, Campaign analysis etc.
- Proactive care dashboards to get insights on Customer lifetime value, Subscriber analytics, QoS, etc.
- Develop and Populate Business Intelligence on:
 - Single Customer view
 - Multi-Channel Sales Tree

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Tools

- Azure Data Lake (ADLS)
- Azure Synapse Analytics
- Azure Data Factory
- Power BI
- Python



Business Impact

- **Customer 360:** The improved insights into customer preference and behaviour improved the outreach and engagement levels leading to better brand loyalty and customer satisfaction
- **Data Quality:** With Data Warehouse in the ecosystem, the Quality of the data visualization improved by **80%**
- **Performance:** Performance Tuning of the ETL jobs enabled the reduction of the processing time by **50%** overall



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