

Improving the Customer Journey with Advanced Data Analytics

One of the leading manufacturers in the United States launched a multi-year strategic transformational journey in a rapidly changing and highly competitive industry to become more focused and connected with a specific customer segment. This customer segment - viewed as having immense, untapped opportunity - required strategic and thoughtful engagement to optimize potential.

The client tapped Clarkston's Data + Analytics team to better understand the client's customer base by analyzing transactional data and identifying opportunities within the identified customer segment. The team employed machine learning and advanced analytics to deliver key insights on consumer behaviors. Going forward, Clarkston has partnered with the leadership team to implement and launch the strategic initiatives supporting this specific customer segment strategy.

Consumer Products Case Study

PROJECT OVERVIEW

COMPANY:

Specialty Manufacturer

INDUSTRY:

Consumer Products

PRODUCTS & SERVICES:

Specialty Products

EMPLOYEES:

Over 1,500 employees

REVENUE:

More than \$1B

PRIMARY OBJECTIVES:

The company wanted to understand the capabilities and data needed to create insights and opportunities that would support a strategic go-to-market transformation for the customer segment in focus. In order to apply advanced analytics to address opportunities related to the transformation objectives, the client had to develop a comprehensive data strategy and roadmap as part of the overall transformation journey. These tools allowed the company to create a map of their customer journey backed by analytics.

RESOLUTION:

This project allowed the organization to shift from a defensive data strategy to an offensive data strategy designed to track the true customer journey. As a result of this transition, the project also:

- Created new methodologies to increase data capture and utilization from existing capabilities, allowing the client to better understand, and therefore better cater to their customers.
- Developed proof of concepts that introduced the company to a greater analytics-driven approach. These proof of concept projects were designed to improve their comfort level with advanced analytics using clustering machine learning processes.
- Helped disprove the company's misconceptions about the limits of their existing data.

KEY BENEFITS:

As a result of this project, the client was able to develop an aggressive growth-centric data strategy that focuses data management and analysis activities around customer identification and needs. Clarkston worked with the client to explore a market basket analysis model to determine relationships between buying patterns in product segments. The team was able to challenge the long-standing bias toward focusing on top-down market analysis. Additional benefits include:

- Introduced a loyalty scoring and attribute system that can be used to assess potential customers' likelihood to convert
- Identified buying patterns of core customer segments within one of the largest US markets
- Proven methods to identify potential customers that have the most likely buying attributes

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KEY DATA + ANALYTICS TERMS



Labeled Data:

A dataset where each row is tagged with a single informative characteristic to classify that row.



Clustering:

A type of machine learning that can identify patterns from a dataset without a label and group together similar values into clusters.



Market Basket Analysis:

A modeling technique used to uncover associations and patterns across purchases. Example: "if a customer buys product A, they will also buy product B".