

ANALYTICS RETAIL OFFERINGS **SeeR**

HOW DOES SEER ANALYTICS FRAMEWORK WORKS?

SeeR Analytics framework works on Unification of data from varied data sources, where Data is prepared for identified business problems, different models are then compared and evaluated and an optimal model selected. There after best techniques are applied on the relevant data to generate actionable insights to achieve business objectives.

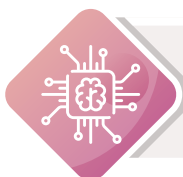
BUSINESS PROBLEMS IT IDENTIFIES



Exploratory Data Analysis



Choose Best Technique



Perform Variable Engineering



Apply Technique on Relevant Data

FOR THE SOLUTION PART, VARIOUS DATA SOURCES ARE CONSIDERED, SUCH AS



SEER ANALYTICS FRAMEWORK IS THEN USED TO GET NEAR REAL TIME PREDICTIVE & PRESCRIPTIVE INSIGHTS ON

- 1

NPS, FCR improvements, Reducing AHT
- 2

Contact rate by using Best time to call analytics
- 3

Customer Churn Rate Prediction analysis
- 4

Cross Sell/Up sell opportunities for different customer segments

OFFERINGS PROVIDED BY SEER HORIZONTAL OFFERINGS FOR RETAIL



RETAIL ANALYTICS OFFERINGS

Within the range of Retail Analytics, various sorts of solutions presented are

- 1

Market Basket Analytics: Involves analyzing large data sets
- 2

Customer Segmentation: Based on the RFM scores using KMeans clustering. Forecasting various product demands up to 80% accuracy
- 3

Store Performance Analytics: Provides access to the critical info. needed to effectively run their store
- 4

Video Analytics: Emotion recognition and Brand visibility analysis
- 5

Invalid Concessions/Smart spend Analytics: Creating the optimal pricing strategy

RETAIL ANALYTICS OFFERINGS (POST COVID)

- 1

Sales Management & Operations: Transitioning Global Operations to Full E-Commerce Model.
- 2

Working Capital (Cash Flow Analysis): Leverage Point-of-Sale data to assess cash flow impacts associated with the closures of venues, schools, and offices that have already occurred
- 3

Digital Campaign Analytics: Measure and improve the KPIs that measure digital campaigns
- 4

Demand & Sales Forecasting: Maintain enough stock required for sales by preventing dead investment on left over
- 5

Price Elasticity analysis: Creating the optimal pricing strategy

For more information, please write to us at:

bps.techmahindra.com
BPSMarketing@TechMahindra.com

