



# Empowering Business through **Consumer Data**

Pragmatic Works' mission is to empower our clients to improve their business by leveraging their data. Through predictive analytics and machine learning, we help organizations anticipate business factors that lead to improved marketing efforts and customer relationship management.

With innovative tools like Azure ML and Power BI, real-time data can help you make better business decisions quicker. By better understanding their consumer analytics, organizations are able to use data to solve challenges like churn, next best offer, lifetime value, segmentation and personalization to move their business forward.

## **CHURN**

The cost of acquiring a customer can be relatively high, and many times the first transactions result in either a loss or break-even return on investment. Once the customer has churned, it is often too late to take corrective action to win them back. With machine learning, you can identify the consumers who are likely to churn during different periods of the sales cycle to give you the opportunity to take corrective action.

## **NEXT BEST OFFER**

Consider this: What interaction with your organization is your consumer likely to engage next? Consumers who have purchased certain combinations of products are likely to purchase other combinations of products. With Next Best Offer analytics, you can create a targeting strategy to take advantage of these buying patterns.

## **LIFETIME VALUE**

With high acquisition costs, gaining a new consumer is an investment in the future and turning a profit can take months for many organizations. Machine learning can forecast consumer lifetime value based on a consumer's projected

spend and level of engagement with the business. Consumers can then be classified into segments based on forecasted future value and addressed accordingly.

## **SEGMENTATION**

Consumer segmentation classifies consumers into specific groups based on related attributes. These segmentations can be based on measures of risk, profitability, products types purchased, demographics, level of engagement, etc. Businesses can take this data to use for predictive purposes as well as targeted marketing efforts.

## **PERSONALIZATION**

No two consumers are the same and respond differently in their purchase decisions. Since one-on-one personalized interaction with every consumer is costly, machine learning can help give a personalized approach based on buying behaviors. Consumers tend to leave behind a digital trail of all their interactions with your business and by combining that with their demographics, can leave a distinct signature. Machine learning can help transform this digital signature into a profile that can be used to interact with the consumer in ways the consumer deems beneficial.