



Empowering Retail Analytics through Predictive Analytics and Machine Learning

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

By better understanding their data, retail companies are able to solve challenges like lifetime value, next best offer, forecasting, campaign and turnover to move their business forward. With innovative tools like Azure ML and Power BI, this data is also available in real-time to help them make better business decisions quicker.

LIFETIME VALUE

Customers are often acquired at a cost to a retail organization. Customers are an investment where a return may not be realized for many months or years. It is difficult to know which customers will result as a net positive to the organization. Lifetime value can be used to provide a forecast to each customer based on their unique characteristics and contrasting them with other known customers to give a lifetime value.

NEXT BEST OFFER

Having intimate knowledge of your customer is valuable when guiding them through your organization's value proposition. Promoting the wrong products to your customers can be expensive and result in your customers believing you don't understand their needs. Next best offer results in a probability based product offering that is derived from which products that have been attractive to other customers who are most similar.

FORECASTING

Accurately aligning supply and demand is critical in a retail organization. Margins can be very thin and an imbalance in inventory can quickly lead to undesirable performance. Traditional forecasting at a corporate level can be accurate, but contain significant variance at the lower store or product line

level. Understanding demand trends, cycles and seasonality at lower levels is a valuable tool when determining how and when to allocate inventory or other resources.

CAMPAIGN

It is critical for retail organizations to know which message can persuade which consumers and when. Drilling down into how key wording, visual design and seasonality of a campaign performs can be a valuable tool driving conversion rates. Machine learning is able to leverage patterns in past campaigns with consumer segments and consumer behavior to determine the most effective campaigns to achieve ROI.

TURNOVER

The nature of the retail industry has traditionally led to high employee turnover rates. Compounded with large populations of employees, these two factors contribute to a significant cost infrastructure. The search, acquisition and training of employees is an expensive investment which can take upwards of six to twelve months or longer to provide a return on investment. Hiring the wrong employee is very costly both in time and money of finding another qualified candidate. Having a probability based view of which employee is likely to be worthy of the investment is an essential tool in maximizing HR dollars.

To learn more about how Pragmatic Works can help empower your organization, please contact sales@pragmaticworks.com