



CUSTOMER ANALYTICS

Customer analytics and pricing for emerging markets

- Customers across entire country were profiled as per the changing market scenarios due to the innovations in product concepts. Product purchases were analysed for inter and intra brand affinities across product categories.
- Brand switching analysis was done for more than 100 brand variants, across various price points, for development of an optimal pricing strategy

Challenges

New product concepts keep emerging in the market based on consumer needs, technical innovations and environmental factors prevailing. In order to address the impact of these new concepts on the business, a profiling of the changed consumer base was required, for bringing brand innovations tailored to the market, as well as for target marketing.

Solution

Every five years a market study was conducted across all major cities, for segmenting the consumers based on

adoption of new product concepts. The data collected had a 360 degree view of the consumer, covering basic demographic, psychographic, brand purchase and loyalty data, across consumer durables, nondurables and perishables. Segmentation was done using all the above variables to achieve meaningful profiles of consumers for usage of new concepts.

A market basket analysis was also done for the multiple purchase of items; for example those who purchased dishwashers also purchased dishwasher specific cleaning liq-

uids. Optimal pricing for new



Customer choice modelling

concepts like ready breakfast foods was also tested, via choice modelling technique of brand-price trade off analysis. Over a 100 brand variants were tested, with various price points. The optimal price product feature was selected for the launch.

Predictive Analytics

Segmentation, Market Basket Analytics & Choice Modelling of brand-price trade-off analysis.

Our team's demonstrated capabilities are illustrated in these case studies

Our consultants have developed these solutions and related expertise both during current assignments with clients of Ascentra Consulting and also during their previous engagements

Ryrie Street
Near Macquarie Business Park
North Ryde
NSW, Australia
Email: info@ascentra.com.au

www.ascentra.com.au

Simple Innovative Solutions


Ascentra Consulting

We help our clients achieve their identified business outcomes, by providing creative, Predictive Analytics based solutions.

Domain: Supply Chain, Asset Management and Customer Focused solutions for various industries

Analytics: Forecasting & Optimization, Market & Volume Share Predictions, Customer Profiling & Segmentation, Market Basket Analysis, Repeat Buying Behavior Analysis, Credit Scoring, Churn Models & Brand Price Trade Off Models

Technology: SAP : SCM , BI, HANA, Predictive Analytics, SAS, SPSS, Cognos, Hyperion
