Empowering Businesses with Customer and Marketing Analytics for

ENHANCED CUSTOMER ENGAGEMENT

Today's retail landscape is evolving rapidly, with shifting customer preferences and ever-changing marketing trends. To stay competitive, retailers must leverage advanced analytics to gain valuable insights and enhance customer engagement. At Happiest Minds, we partner with retail businesses to drive data-driven transformation. Our comprehensive customer and marketing analytics solutions are tailored to help retailers optimize strategies, elevate customer experiences, and achieve measurable business growth.

MAXIMIZE CUSTOMER VALUE
WITH ANALYTICS

SOLUTIONS

DATA

AI

TECH

INSIGHTS → PLANNING → ACTIONS → MEASUREMENT
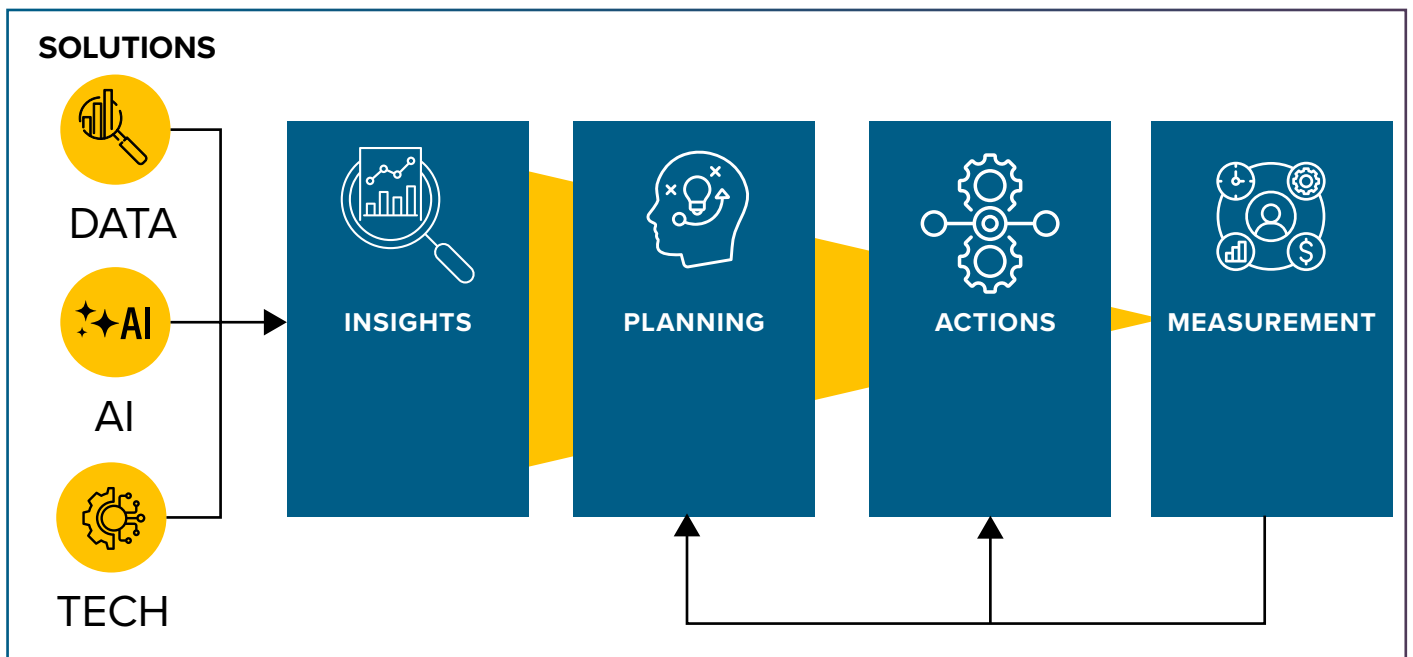
We enable strategies across the customer lifecycle to maximize value:

IDENTIFY potential customers

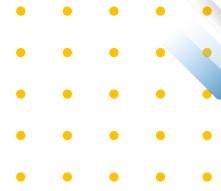**ACQUIRE** them through targeted strategies

GROW their value via engagement and upselling

RETAIN them by fostering loyalty

Each stage builds on customer value over time, driving long-term growth for data-driven organizations.

OUR MARKETING & CUSTOMER ANALYTICS
SERVICE OFFERINGS

MARKETING SYSTEMS & DATA

Media & Marketing Data Audit

Third-party Data Integrations

Marketing Data Stack Development

Reporting & Insights Generation

MARKETING MEASUREMENT

Experiment/ AB Testing

Media Mix Models

Market Mix Models

Attribution Analysis

PERSONALIZATION & LOCALIZATION

Customer Segmentation

Product Affinities

Propensity to Buy / Convert

Campaign Response Models

Customer 360

REVENUE GROWTH MANAGEMENT

Pricing Analytics

Promotion Lift / Optimisation

Store Analytics & Staff Rostering

Product Mix / Assortment Planning

Demand Forecasting

DIGITAL CAMPAIGN ANALYTICS

Acquisition Quality

Re-Targeting

Online-Offline Interactions / Conversions

Dashboards & Insights Generation

AD-CREATIVE OPTIMIZATION

Image Analytics & Quality

Video & Audio Analysis

Copy Quality & Optimisation

SNAPSHOT OF
OUR SUCCESS STORIES

Product Recommendation for a Multi-National Retailer

Developed a production recommendation engine to boost cart value, resulting in:

- Increased cart addition rate from 5% to 18%.
- 20% rise in average cart value.
- 42% of recommended products added to the cart.

Data Quality with AI/ML for a Large US Retailer

Implemented an automated data science lead approach to assess and adjust pricing and catalog inconsistencies, resulting in:

- $20M in cost savings and revenue impact from price adjustments.
- 80% reduction in manual effort for price reviews.
- Automation applied to 80,000+ SKUs and 3,000+ product categories.

Customer Loyalty Program for a Multi-National Fashion Retailer

Conducted an extensive loyalty analysis of the customer base using Customer Segmentation, RFM Scores and Churn Analysis framework resulting in:

- Enhanced efficiency and customer engagement.
- Improved CRM campaign strategies for both Loyalty Program and other customers.
- Devised new Loyalty program strategies to reduce Churn by 6%.

Store Segmentation for a Multi-National Fashion Retailer
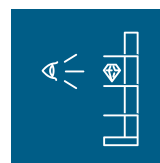
Implemented a multi-level unsupervised clustering solution to determine ideal store segments, enabling promotion & targeted strategies, resulting in:

- Better planning of in-store promotions based on store profiles.
- Enhanced the relevance of store inventory to the catchment area.
- Improved Store Planning strategies for operational efficiency and profitability.

For more information, please write to us at business@happiestminds.com

happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

www.happiestminds.com