Repurchase Analytics

Repurchase Analytics

Challenges

- **Which customers are likely to renew?**
- **How to gain insight in which factors determine whether are not a customer will repurchase?**

Solution

Predict how likely a client is to renew based on all available data (ERP + CRM) and identify the most important factors

1 — Train model
Based on sales data from previous years

2 — Validate model
Based on sales data from last year

3 — Make predictions
For this year

Benefits

Qualified leads are identified accurately based on all available data

- **Highly effective marketing campaigns**
- **Higher conversion rate**
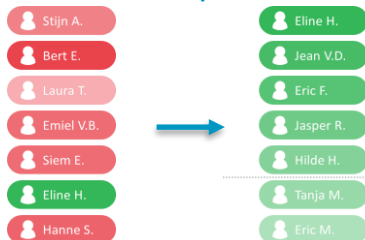- **Reduce time to generate contact list**

Data

- **Transactional data (e.g., sales order lines)**
- **Leads data (Leads contacted with conversions)**
- **Metadata: products and customers**

Sources:

Integration

Generate contact list sorted on likeliness and filter out already contacted clients

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Power BI

cegeka

A Belgian holding company of car dealerships

Industry
Automotive

A&M Invest, a holding company of car dealerships, contain Group Delorge, Group van Osch en Jaguar Land Rover Hasselt & Maasland and counts over 30 showrooms & bodyshops in Limburg & Vlaams-Brabant

A holding company

+ 500 employees

+30 showrooms & bodyshops

Challenges

- **Inefficiency** of the current renewal campaigns
- Clients w/o contract are **hard to renew**
- Based on **business logic & experience**
- Manual gathering of **siloed data**
- **No uniform lead generation**

Solution

- **Data-driven** sales approach
- Predict how likely a client is to renew based on available data
- Generate contact list sorted on likeliness
- **Data Science platform** in Azure

Benefits

- **Improve conversion** rates
- **Reduce time** to generate contact list

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