



A Case Study: **Marketing Analytics**

{Business Problem}

An international painting is looking for insight and business suggestions in the survey data of their distributors. The survey data has 100+ questions rating from 1- 5 which falls into four categories: distributors' information, how well they satisfy the end customer, how well they satisfy the needs of our client and how well their needs are satisfied by our client.

{Challenge}

Our client does not have a clear purpose other than looking for general suggestions to improve the business. It is our job to raise business questions with our experience and knowledge in marketing science.

{Our Solution}

Kwantum Analytics came up with three suggestions:

- Marketing segmentation. We combined 26 different segmentation methods and merged them into a sophisticated segmentation solution and provided the significant features of each group.
- Loyalty analysis. With Churn analysis and logistic regression we computed the loyalty of each distributor to our client as a probability and classify the distributors to loyal, competitive (currently loyal but may switch), switchable (currently not loyal but may switch given effort) and not loyal members.
- Distributor scoring. We defined the quality of each distributor using its company information and how well they are satisfying their end customer. The result is then combined with the segmentation and loyalty analysis solution to produce a distributor score. We then visualized the distributor's value by its quality score and how much effort our client is spending to maintain them.

{Impact}

Our client was very happy with the results. The solution is used for presentation in multiple group meetings and decision making and led the client to seek a long term collaborative relationship with Kwantum. Analytics are powerful with the right skills and business questions. However, raising a reasonable business question based on available analytical methods is even more difficult than the analytics themselves. This is the Kwantum edge - our hybrid background in statistics, marketing and mathematics provides a complete package for customers who have data but don't know what to do with it, or what questions they can ask, and answer.