

# CASE STUDY

## REPEAT PURCHASE

# Catalytics

An Indian digital lifestyle and wellness marketplace catering to customers for booking appointments with variety of Salon/Spa/Fitness Centers whilst offering exclusive discounts, coupons and complimentary services.

### Business Objectives:

- ❖ Pro-actively identifying the customers who have high propensity to come back after their initial booking at client portal.
- ❖ Estimating the time window within which a customer is more probable to make a repeat booking.
- ❖ To understand the general nature of people making repeat visits/bookings and discriminate them against the ones who didn't come back.
- ❖ Real-time simulator to mimic various business and market scenarios to score new customers with minimal information

### Catalytics Approach:

Based on the above business problems, Catalytics built a unique state-of-the-art simulator that allows business to score every new customer by simulating various scenarios and input fields. Our analytical approach to analyze the data step by step looks like below -

#### 01 Descriptive

- Segmentation and Profiling of customers who came back - general pattern, behavioral nature, social affluence.
- Mining the customer feedback for Satisfaction/Dissatisfaction reasons

#### 02 Predictive

- Identify the potential customers who seem more probable to make a repeat visit, based on first booking information.
- The estimated timeframe of each customer's next visit.
- Overall customer registration and visit forecasts for various service sectors.

#### 03 Prescriptive

- Retention and Win back strategies for fading customers
- Setting up the logistics and operations as per the projected demand

### Business Benefits:

- ❖ Repeat Purchase solution aided the business to detect early on, who are going to be their regular customers while who would be churning after their first visit.
- ❖ Building the in-depth persona of loyal vs fading customers to help the client differentiate between both the cohorts
- ❖ Client introduced Loyalty and Reward program based on insights derived from the entire exercise to retain existing customers and win back the ones that're more probable to churn.

### About CATALYTICS:

Catalytics is an Analytics Start-Up, recognized by Microsoft BizSpark, with strong Product Development and Consulting objective in the areas of Retail, E-Commerce, CPG, Travel & Hospitality, Healthcare Services, Supply Chain, and Logistics. Our rare mix of competency in niche areas of Analytics - Econometrics, Advanced Statistical Modeling, Machine Learning, Operations Research, Natural Language Processing, and Big Data makes us a trend-setter in contemporary Analytics Industry



**Catalytics.**

Visit Us A 204, Mittal Towers, 6 MG Road ,  
Bangalore - 560001  
9845105201 / support@catalytics.in  
<http://www.catalytics.in>