MAY THE POWER OF THE WALLET BE WITH YOU

How building a wallet estimation
model enabled soaring sales.

The client is a US-based multinational
office supply retailing corporation, with
over 3,000 stores across 26 countries and
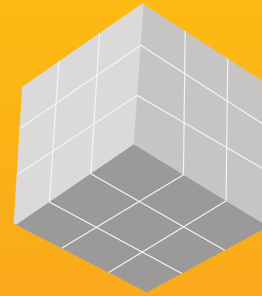1.2 million customers.

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CHALLENGES

The client sought a solution to build a wallet estimation model that would enable it to:

Identify potential customers with high total wallet

Predict the potential spending by customer for total wallet and category-level wallets (given the total wallet information for a random subset of customers)

Target customers based on their growth potential (a combination of total wallet and share of wallet)

SOLUTIONS

Infosys BPM focused on a predictive modeling approach that helped the client in planning its marketing and sales efforts:

▸ Extracted the historical data from the system to understand the business trend

▸ Developed a comprehensive solution that would help the client to enhance their revenue potential

▸ Established an end-to-end prediction of realistic wallet share of customers using K-Nearest Neighbors (KNN) algorithm for regression

▸ Categorised customers to identify and fine-tune the strategy of growth for each customer based on wallet estimates

BENEFITS

Infosys BPM proposed an end-to-end solution that incorporated high-quantile modeling for customer wallet estimation.

This resulted in:

▸ Segmentation of 523 customers

▸ Identification of potential cumulative sales of $400 million

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