Case study
Niche women’s retailer

OBJECTIVE: A niche women’s retailer was seeking a data driven strategy to find new customers.

SOLUTION: Identified distinct customer segments after analyzing their transactional history.
Cluster analysis was performed to identify any distinct groups of customers.
Once clustered look-a-like models were built on each segment to identify prospects most likely to shop:
- Empty Nesters, Moms & Upscale Diversity

RESULTS: The Upscale Diversity segment proved to be a large growth opportunity.
- These consumers lived outside of the store footprints, purchasing primarily online
- 55% of spend by this group was online
- Our client redirected store expansion and tailored marketing towards this distinct growth segment.