

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.

Client's Customer Segments



Empty Nesters
45% of Base



Moms
31% of Base



Upscale Diversity
24% of Base

Model Lift Chart by Segment

