

CASE STUDY

Improving national sales conversions using machine learning

Type
Marketing and Sales

Module
Machine Learning

The Customer

Our client is one of Australia's largest enterprises with head offices in each state. Vying for market share against more than one aggressive competitor, they engaged Polymathian to assist in identifying and converting potential customers

The Problem

Given a large group of customers across the country, our job was to categorise each potential customer into a defined market segments using customer specific information (e.g. household information, credit history, marital status, etc). Our client had identified a primary market segment that was most likely to result in sales conversion.

The Solution

Following extensive exploratory data analysis and processing, supervised machine learning algorithms were applied to the data to achieve segmentation of the potential customers, resulting in:

- Highly successful marketing campaign which secured greater market share over competitors in a volatile market
- Ability to align marketing campaign objectives with specifically targeted audience to focus efforts on conversion and ROI

The Challenges

Enormous amounts of historical data from multiple sources

Large set of attributes to analyse per data record

Structured and unstructured data requiring a complex mix of processing methods

Conducted at a national level, dealing with an entire population

More than one competitor in some regions required manipulation of the classification algorithm

Categorisation ONLY required of populations in areas of interest

The Value



80%

Accuracy for market categorisation



KPIs

Marketing campaign exceeded sales targets



10 weeks

Rapid project delivery timeframe



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