



# **Retail Client Case Study**

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# Challenge

Quick ROI, incremental growth in revenue, and global reach are some of the driving forces for any entrepreneur. Although achieving these has become quite difficult due to the cut throat market situation, one can achieve it by satisfying their target audience. If your products can meet the requirements of your target audience and if they are satisfied with the products you offer, then you will become unstoppable.

It's quite challenging to target the right sets of audience and know their requirements. The same problem our client owning an online retail cosmetic shop was facing.

Our client was unable to predict the requirements of their target audience and as a result they ended up stocking the wrong products and decreasing their profit margins.



# Solution

In retail business the only key to success is to provide the right products at the right time to your customers. But the challenge lies in knowing the product that your customer wants.

At Big Data Trunk we provide strategic guidance to transform the data into insights for our clients who are looking to solve complex business challenges. We help our clients with capturing, storing, and processing the data for analysis.

We did the same with our retail client as well. We captured the data of their target audience's behavior across various platforms, and stored it. We converted this huge data into insightful information like demographic location, gender, age, their last search history, their last bought products etc .These helped our client to run personalized marketing campaigns.

With the analysis of the big data we also helped them to forecast the change of customer's need with the time and season, which helped them to stock their inventory accordingly.



# Outcome

With the help of data processing and Artificial intelligence we helped our client to increase their sales from 22% to 45%.

## Cost-effective

Our effective analysis of huge data helped the client to prevent unnecessary spending in restocking the products which might not be useful for their target audience anymore.

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## Global Reach

With the help of Artificial Intelligence, we targeted the audience across the globe who might be interested in our client's category, which helped them to increase sales.

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## Competitive Edge

With the help of Big data analysis and Artificial Intelligence our client started to keep themselves updated with their target audience's requirements which in turn helped them to achieve the competitive edge.





## Learn more about Big Data Trunk Courses & Training



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