

## CASE STUDY – RETAIL ADVANCED ANALYTICS

**Client:** Retail advanced analytics platform.

**Period:** Feb 2015 – Jul 2016.



### Customer request

Engineering and Data Science teams in Ukraine, dedicated to client. Building an innovative international product from scratch, lot of analytics.

### Our service provided

Team of 12 Data Scientists that built:

- OSA (on-shelf-availability) – behavioral analytics regarding churn prediction and availability on shelf.
- Ecosystem: Huge stack of BigData oriented machine learning tools concerning prediction of behavior (i.e response prediction, churn analysis, hierarchical segmentation).
- Visual recognition tool for on-shelf-availability task.

### Results:

Signed contracts with the biggest retail well-known clients and product proved to increase their revenues.

