

The logo for ZenSār, featuring the brand name in a bold, white, sans-serif font with a white swoosh above the 'r'.

**ZenSār**

# Increased retail sales via cross-sell and up-sell

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**CASE STUDY**

A scuba diver in full gear is visible in the lower right quadrant of the image, swimming through a school of small, yellowish-green fish. The background is a deep blue ocean with a large, textured coral reef structure on the left side. A diagonal green-to-blue gradient overlay is present in the upper right corner of the image.

## Digital analytics platform to increase sales via cross-sell and up-sell

Client is a retailer and has nearly 65 stores in the African Great Lakes countries of Kenya, Uganda, Rwanda and Tanzania.

### Highlights

Zensar used its Digital Analytics Platform called ZenAnalytica for Data Ingestion to onboard identified data sets. The in-built models and algorithms of the Market Basket Analytics Business apps helped in identifying correlation patterns in the data fed and further generate insights on purchasing patterns of products frequently bought together.

#### Company:

Retail supermarket chain

#### Headquarters:

Nairobi, Kenya

#### Industries:

Retail

#### Products and Services:

Retail merchandise and grocery

#### Employees:

More than 8,000

#### Total revenues:

\$ 500 million

### Business Benefits

- Increased sales via cross-sell and up-sell of identified products
- Higher flexibility to deliver relevant offers and promotion to end consumers
- Increased basket size on special occasions on the basis of identified patterns

### Challenges

- Identify products that are frequently brought together on the basis of their PoS Sales transaction data
- Gain insights specific to occasions, and products that were bought together by the end consumer.

### Top Benefits Achieved

