Increased retail sales via cross-sell and up-sell
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

- 33% Increase in sales
- 15% Increased basket size
- Higher promotional flexibility