



# How A Leading E-Commerce Platform Achieved 30% Conversion Rate Growth With Real-Time Analytics



## ABOUT CLIENT

A popular Indian e-commerce platform with a diverse product line, catering to multi-consumer needs at once. Serving millions of customers across the globe and India, with a strong presence in metropolitan cities such as Kolkata, Bangalore, Delhi NCR, and others. Operating both in online and offline retail stores, the company offers a seamless omnichannel shopping experience to its consumers.

## PROBLEM STATEMENT

Along with the global expansion, the client is currently focusing on the diverse Indian market. With people and preferences changing every kilometer, the client faced challenges in multiplying their stores and handling a huge amount of customer data:

- **Optimizing conversion rates and enhancing overall e-commerce platform performance, especially in a diverse market like India posed a challenge.**
- **Struggled with inefficient data handling, limited insights into customer behaviors, and difficulty in aligning online and offline retail strategies.**
- **Existing analytics tools provided limited visibility, hindering prompt decision-making for their multi-faceted operations.**

## SOLUTIONS

After a thorough analysis of the client's situation, considering both online and offline retail setups, our data experts implemented an end-to-end managed data analytics solution for the retail firm.

- Deployed a robust data warehouse infrastructure for streamlined data storage and retrieval, integrating data from various channels such as online storefronts, mobile apps, social media, offline stores, websites, etc.
- Implemented advanced predictive analytics tools for real-time data processing and interpretation, focusing on both online and offline customer interactions.
- Utilized E-Commerce Data Insights to identify opportunities for personalized marketing and customer engagement in the Indian market.
- Introduced Omnichannel E-Commerce BI dashboards for a unified view of customer interactions across multiple channels, bridging the gap between online and offline retail.



### Industry

eCommerce & Retail



### Products used

Managed analytics and Data Warehousing



### Functionality Enable

Data science



### Impact

30%

Growth in conversion rates within the first six months

31%

Improved overall operational efficiency

15%

Increase in customer retention rate.

13%

Increase in overall revenue



### pro tip

Segment customers in real-time for hyper-personalized product recommendations and targeted marketing.



### Take the next step

Answers to your Ecommerce queries are within your data, [get them now!](#)