



# CASE STUDY

**LARGE RETAILER**

## COMPANY BACKGROUND

- A large retailer operates over 1,500 retail stores, selling a range of domestics merchandise, including bed linens and related items, bath items, kitchen textiles, and home furnishings.

## CHALLENGE

- The retailer wanted to model and evaluate the pros and cons of accepting expired digital coupons.
- The retailer further wanted to validate the model's recommendations with competitive offerings, customer's online reviews, and social media comments.

## STRATEGY

- The Alenza platform conducted initial analysis to determine top 3 competitors and their coupon offerings.
- The Alenza platform then collected detailed online reviews and comments from varied online sources including:
  - General Websites: BBB (Better Business Bureau, Yelp, etc.)
  - Individual Company Websites.
  - Social Media (Facebook, Twitter, Google+, etc.)
- The Alenza platform then used Natural Language Processing to automatically interpret and categorize the sentiments expressed about the expired coupons.
- The Data Science team then ran suitable models and conducted statistical analysis to determine the prospective revenue impact by accepting versus rejecting expired coupons.
- Additionally, the Business Analysts compared these statistical results with competitive strategies.

## RESULTS

- The Avlino team suggested an analytics based objective recommendation to the client about the acceptance/rejection of expired coupons, which the client adopted in their sales strategy.



- As a higher value-add, the Avlino team, compiled a differentiated and novel strategy for distribution and continuity of coupons based on the online feedback. This conclusion is regarded as a prospective industry game changer.

