

# CASE STUDY

## Actionable Customer Analytics

### Steps to Revenue Growth for Retail & E-Commerce Using Data Science

#### Did You Know?

The “Big Data” revolution is mainly spearheaded by the unprecedented availability of primary data coming from individual consumers.

(Erevelles et al., 2016)

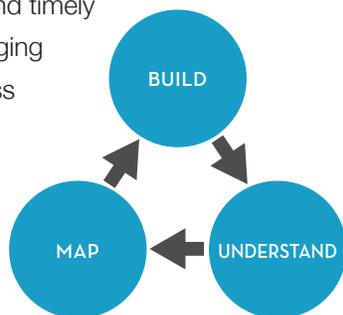
Nevertheless, the luxury of getting actionable insights from these data have been traditionally privileged only to mega-brands. At Witmer Group, we're levelling the playing field by bringing you the analytics expertise you'll need to thrive in the ever-increasing competitive field.

#### HOW WE HELP?

##### 1. Build a foundation for data collection and growth measurement strategies.

Do you have the appropriate and timely data to inform you of say emerging trends and niches your business can capitalize on?

In addition to maintaining your data, we'll identify additional data sources we can combine to produce



timely insights crucial to your profitability. E.G. sentiment analysis, social media, reviews aggregation

##### 2. Understand your customer segments in depth.

Repeat customers are crucial for long-term revenue growth. With the insights gathered from analytics, we'll help you convince your customers that you're the right brand for them by enabling you to personalize your brand message and offerings to each segment as much as possible.

We'll also help you expand your market by discovering new customer segments previously unknown to your business.

##### 3. Map, analyze and consistently update your customer journey map.

Have you ever wondered how your customers got to know you before they became your loyal customers? Having an updated customer journey map allows you to improve weaker touch points and speed up customer acquisition.

#### ABOUT US

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



214-865-9484 • [info@witmergroup.com](mailto:info@witmergroup.com)  
[www.witmergroup.com](http://www.witmergroup.com)

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