

Tiger Analytics helped a top clothing brand **increase CRM efficiency by 25% and accuracy by 6-8%** through AI and ML



Tiger Analytics developed a solution centered on a cutting-edge Customer Data Garden – powered by Artificial Intelligence (AI) and Machine Learning (ML). It helped build and refresh customer targeting models without requiring manual efforts. The solution also came with a strategic roadmap to help seamlessly transition from the older system.

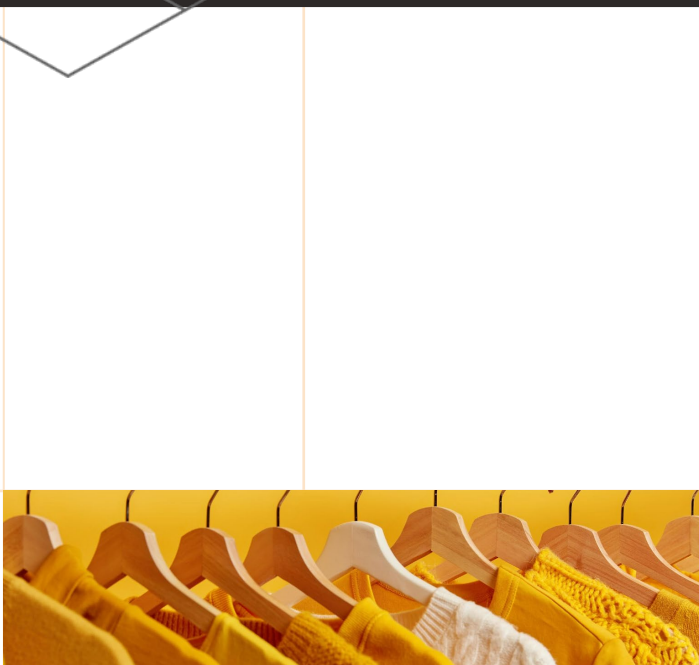


The Background

Our client is a leading Clothing and Lifestyle brand based in the US. Primarily, they leveraged e-commerce and mail orders as the sales channels to attract and grow customers. The client had several customer targeting models used to support a diverse range of CRM activities. These models were deployed in a legacy SAS environment, which meant they were looking to migrate to a modern cloud-based set-up. They specifically explored opportunities to drive increased automation, superior model performance, and more process optimization.

Key Challenges

- \ **Manual customer modeling:** Building and refreshing customer targeting models involved significant manual effort.
- \ **Resource unproductivity:** The Data Science resources were distracted from focusing on new value-added initiatives.
- \ **Low documentation and compliance:** Prior models were built organically over time, which led to limited documentation and a lack of adherence to well-defined standards.

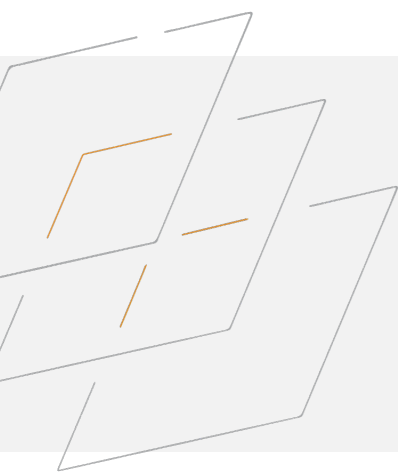


Our Solution

Tiger Analytics initiated the solution by examining the existing SAS code. Given the limited documentation, this helped better understand the existing processes and functionalities. The team spotted opportunities to enhance efficiency through this examination, particularly by optimizing the sequencing and parametrizing the code. Consequently, a strategic roadmap was laid to transition away from the older system.

Subsequently, the team developed a powerful Customer Data Garden, a repository encompassing customer data features like transactional, CRM, geo-demographic, engagement, response, and interest metrics. A major advantage was reusability; the features were consistently repurposed across different customer targeting models.

Finally, the team engineered a Machine Learning pipeline, streamlining the modeling process. This encapsulated everything from outlier treatment and feature engineering to optimal model selection and scoring. It also seamlessly handled model refreshes and ongoing monitoring.

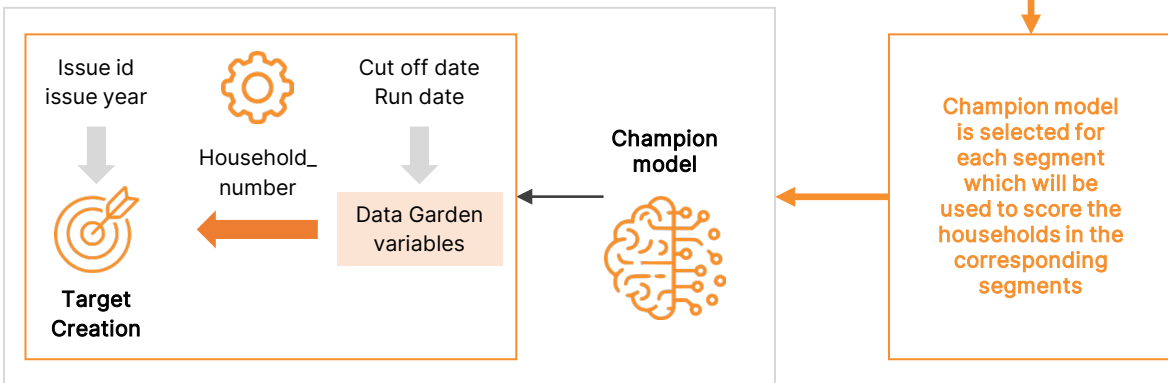
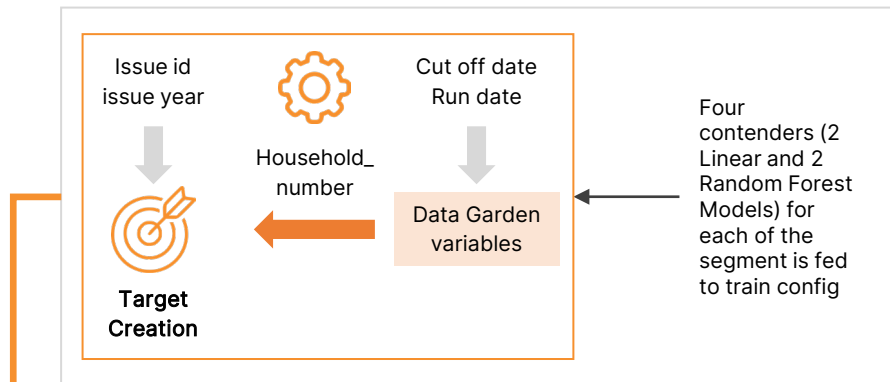
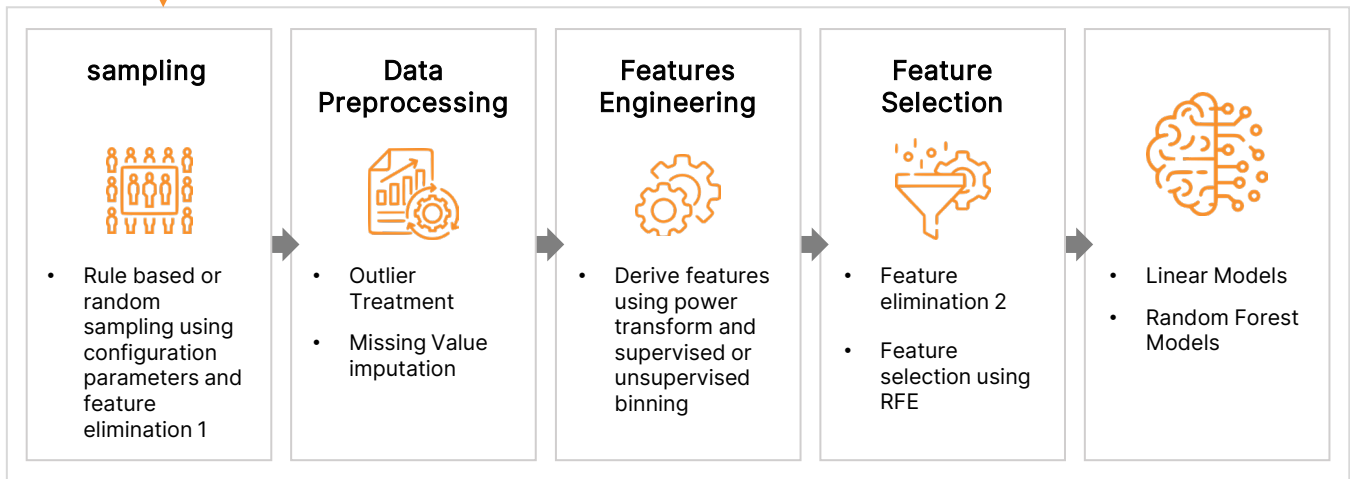
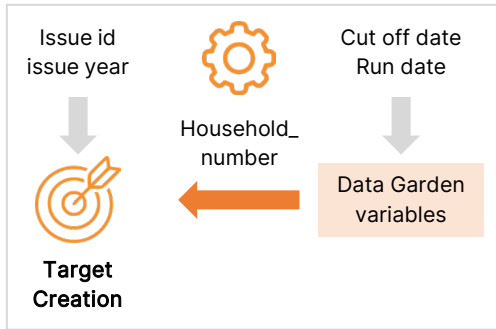
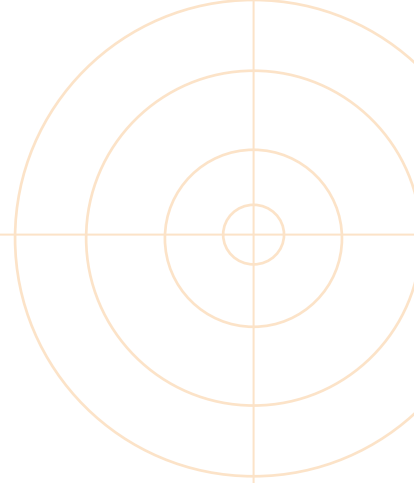


Tech Stack

/ AWS

/ NLP Capabilities

Solution Architecture



Value Delivered

A **~6-8% lift improvement** was recorded compared to historic models.

25% productivity gains were achieved by enabling the deployment of Analytics talent for activities with higher business impact.

Internal coding efficiency was significantly increased.



About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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