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RETAIL USE CASE

Global Retailer Enhances Customer Engagement with MicroStrategy Al

Journey with MicroStrategy AI

A global clothing brand partnered with MicroStrategy to enhance their customer engagement through AI. This fashion retailer focused on a Customer Loyalty program use case to ramp up their adoption of AI capabilities, leveraging a dataset comprising 19 million rows of data, including sales, costs, and customer details across various dimensions.

Business Challenge

The large retailer faced challenges in understanding and leveraging the massive amounts of data from their loyalty programs. With millions of loyalty customers and data points on buying behaviors, sales trends, and customer interactions, they needed a way to make this information accessible and actionable for business users who lacked direct access to complex reports or were not trained in data analysis.

"With the MicroStrategy AI Bot, our organization got a 360-degree view of loyalty members and their buying behavior, ultimately driving increased sales and profitability." -Large Retailer

Solution

MicroStrategy's AI Bot provided a streamlined solution by offering a 360degree view of loyalty members and their purchasing behavior. This solution empowered customer experience representatives to easily interpret buying trends and price sensitivity, transforming how decisions were made, and data was utilized. By simplifying access to insights, the bot created with customer loyalty datasets acted as a subject matter expert on customer data, enabling employees across the entire organization to quickly find answers to business questions.



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Sample Questions that Business Users Can Ask a Loyalty Program Bot

alty Program Bot					Micro	Strategy Al	Get Al nov
			What were the top 5 items purchased by loyalty program customers last year?				
The top 5 items bought	by loyalty progra	m customers	alast year:				
Janasya Womens Blac: It	sold 78,488 units an	d generated a g	ross profit of \$3	36,059.38.			
NEMICHAND JEWELS Pu	r: It sold 19,327 units	and generated	l a gross profit o	of \$5,219.10.			
Men Classic Regular: It s	old 13,131 units and	generated a gro	oss profit of \$3,8	375.91.			
ANAND Frusie White C:	t sold 12,016 units a	nd had a gross	profit of -\$665.9	94.			
ACCESSHER Set Of 2 M:	It sold 10,961 units a	nd generated a	gross profit of	\$3,293.03.			
These items were the top p	erformers in terms of	sales volume a	nd gross profit.				
ITEM							
Janasya Womens Blac							
Janasya Womens Blac							
Janasya Womens Blac NEMICHAND JEWELS Pur							
Janasya Womens Blac NEMICHAND JEWELS Pur Men Classic Regular							

Insights by Brand and Store Type

- What is the percentage of loyalty sales by store type over the last 12 months?
- What is the forecast for loyalty sales for the next 12 months by store type?
- What is the total number of loyalty customers who made at least one purchase last year, shown by brand?

Comparison Analysis

- Compare the number of loyalty customers who made a purchase this year versus last year, and break down the results by Product Category.
- What product categories are my top 10% profitable loyalty customers purchasing this year?
- What is the total loyalty profitability compared to non-loyalty profitability in the last 3 months?

Sales and Profitability

- What were the top 5 items purchased by loyalty customers last year?
- Have sales decreased due to price sensitivity for my loyalty customers in the last 12 months?

Key Drivers and Insights

- What were the key drivers for increased or decreased loyalty sales percentage over time?
- What were the total loyalty sales for each department in the US in the last 3 months?

Loyalty Program	Bot 🎯 r	vicroStrategy Al	Get Al now	۲	Ø.	١				
		14:54								
	What were the drivers for increased or decreased sales percentage over time?									
Based on the key driver a driver for increased sales the "Website" account e overall average of sales b positive impact on sales, channel decreases the ov	as it increases the overal ngineer is the most signif y -88.8%. It's also worth increasing the overall ave	I average of sales icant driver for de noting that the "R rage by +44.2%,	by +91.5%. On the creased sales, as in the cre	ne other h t decrease hannel ha	and, is the s a					
Factors impacting the ove	rall average of SALES									
	Decrease	Increase								
ACC	OUNT ENGINEER - Website	ACCOUNT TYPE -	Approved Resale							
-88.8%				+91	.5%					
cu	STOMER CHANNEL - Other -15.2%	ACCOUNT EXECU	TIVE - Website +57.6%							
CUSTOM	ER CHANNEL - Distributors		NEL - Retail 44.2%							
ACC	OUNT TYPE - Entrepreneur	CUSTOMER CHAN	NEL – Retail Chain							
CUST	OMER CHANNEL - Supplier	ACCOUNT NAME	- NCSC							
	ACCOUNT TYPE - Startups	ACCOUNT ENGIN	EER – Vito Corleone							
			~	Related sug	gestion	5 2				
	Which item has the high	est gross profit?	Which territory	has the m	ost sal	es?				
		What is	the total cost for	each acco	unt typ	pe?				
	Based on the availa	hle data which vis	ualizations you co		nond n	ne?				

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