

Global Retailer Enhances Customer Engagement with MicroStrategy AI

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

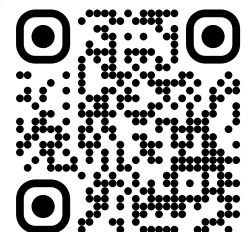
The large retailer faced challenges in understanding and leveraging the massive amounts of data from their loyalty programs. With millions of loyalty customers and data points on buying behaviors, sales trends, and customer interactions, they needed a way to make this information accessible and actionable 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."

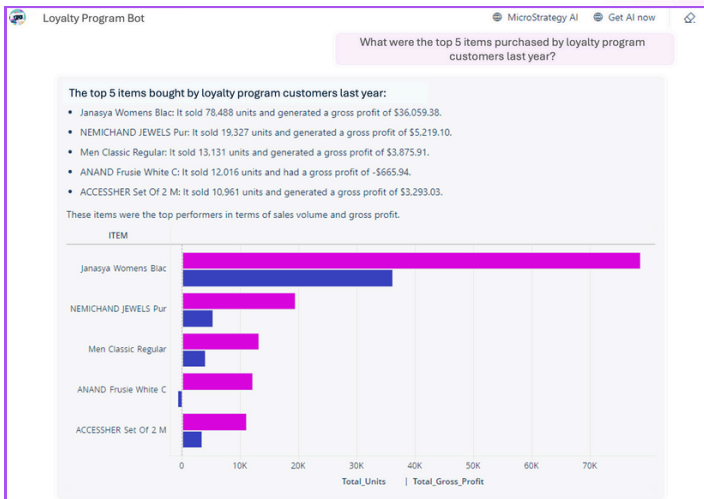
-Large Retailer

Solution

MicroStrategy's AI Bot provided a streamlined solution by offering a 360-degree 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.



Sample Questions that Business Users Can Ask a Loyalty Program Bot



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?

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?

