CASE STUDY

Driving Product Marketing Strategies with Pareto Analysis for India's leading credit information company.

Quick Summary

India's leading credit information company with a core mission of promoting financial literacy and inclusion, plays a pivotal role in the Indian financial landscape, serving as a trusted resource for diverse stakeholders.

CRG Solutions through the Pareto analysis-based solution, successfully optimized the product marketing strategies, enhancing business growth through data-driven decision-making.

About the Customer

India's foremost credit information company is renowned for its comprehensive data and insights that empower banks, financial institutions, and non-banking financial companies to make informed credit decisions and manage risk.

The credit information company needed to gain insights into customer segments and optimize product marketing strategies across various industries.

Problem Statement:

The company's services extend to providing credit reports, scores, and analytics that facilitate lending decisions and help individuals and businesses navigate the complexities of the credit ecosystem. In order to identify important customers who are responsible for the majority of product sales, the company conducted an analysis of its client base across a wide range of product offerings. The goal was to improve product marketing tactics across a variety of businesses by gaining in-depth knowledge of different client segments.

Solution:

CRG Solutions suggested using Pareto analysis and the 80/20 rule to deduce that 20% of customers likely contributed to 80% of product sales. CRG Solutions developed a user-friendly crosstab report featuring product names and the number of customers driving 80% of sales, implementing multiple calculations based on window and table calculations.

The implemented report enabled the company to identify the most profitable products and pinpoint the customer segments driving 80% of their sales. Armed with these insights, the product team could strategize and develop targeted offerings for other customer segments, ultimately increasing sales for identified products and facilitating the creation of new products tailored to the needs of high-contributing customers.
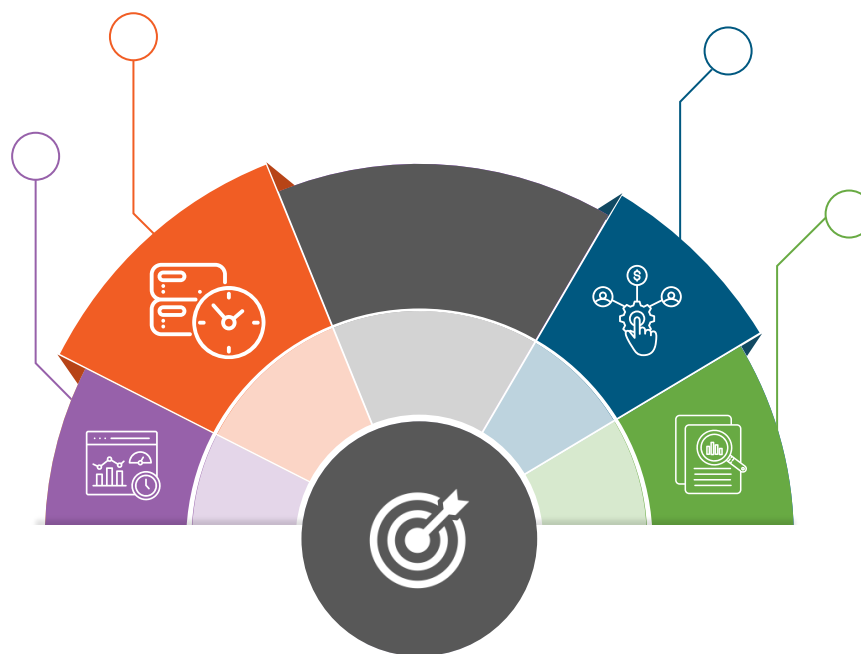
Business Benefits:

It enabled the product team to strategize targeted offerings for other segments.

It increased sales for certain products.

The solution identified the most profitable products and customer segments, accounting for 80% of sales.

It also facilitated the creation of new products tailored to high-value customers.

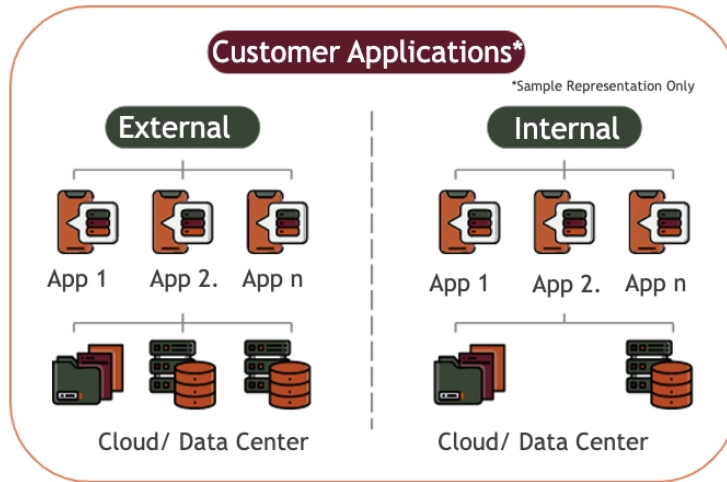*A Trusted Solution Partner*

to achieve

Business Excellence

CRG
SOLUTIONS
Analytics . DevOps . RPA

We Cover

Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs

+ableau alteryx

Microsoft USEReady
WE EMPOWER PEOPLE TO SUCCEED WITH DATA

Customer Applications*
*Sample Representation Only

External

App 1   App 2.   App n

Cloud/ Data Center

Internal

App 1   App 2.   App n

Cloud/ Data Center

RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai
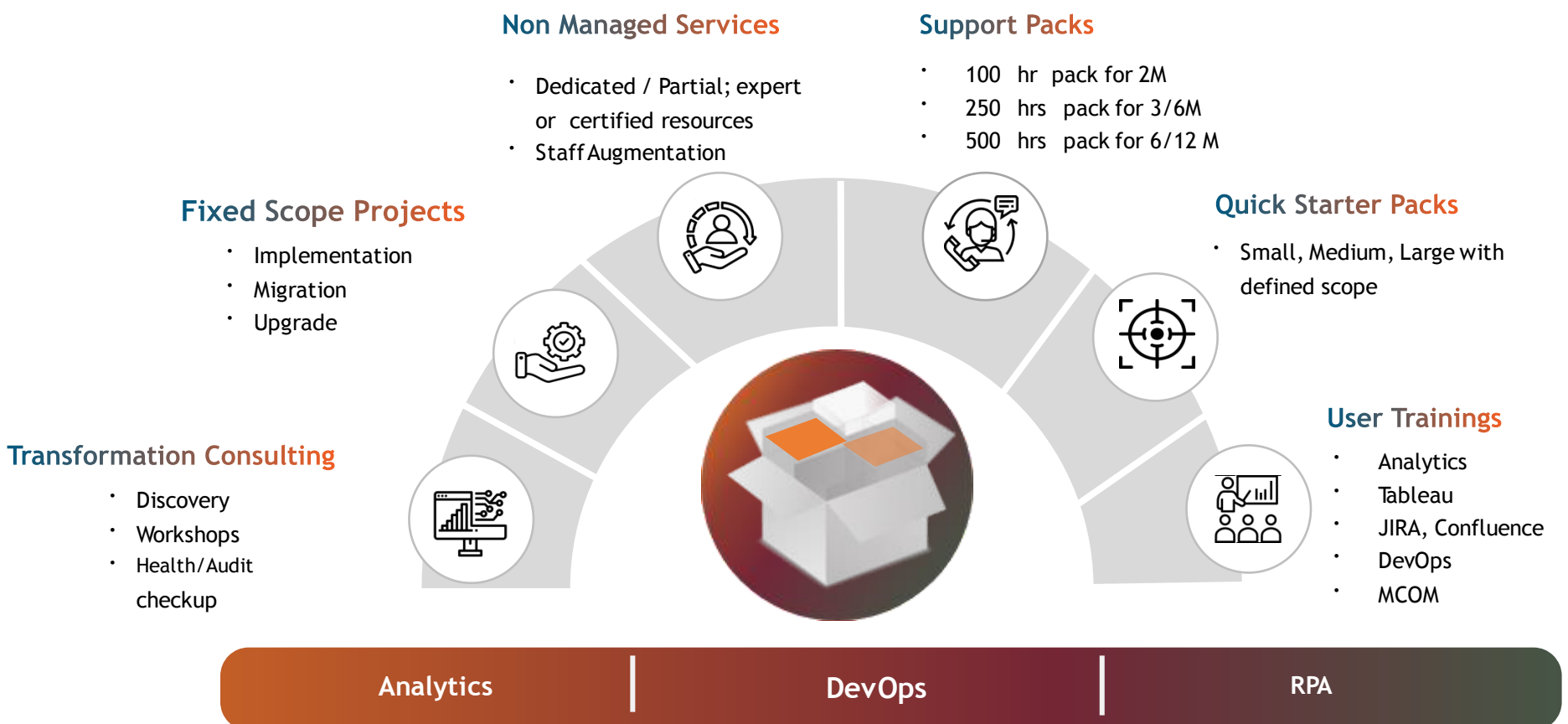
AUTOMATION ANYWHERE   yellow.ai

DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity

ATLASSIAN   Microsoft

Services Portfolio

Non Managed Services
- Dedicated / Partial; expert or certified resources
- Staff Augmentation

Support Packs
- 100 hr pack for 2M
- 250 hrs pack for 3/6M
- 500 hrs pack for 6/12 M

Fixed Scope Projects
- Implementation
- Migration
- Upgrade

Quick Starter Packs
- Small, Medium, Large with defined scope

Transformation Consulting
- Discovery
- Workshops
- Health/Audit checkup

User Trainings
- Analytics
- Tableau
- JIRA, Confluence
- DevOps
- MCOM

| Analytics | DevOps | RPA |

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Analytics . DevOps . RPA

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