# Multinational retailer uses AI from Aible to gain deeper understanding of customer LTV drivers in 30 days

## Company Profile

Major multinational retailer that specialises in selling clothing, beauty, home products and food products.

## Industry

Retail

## Region

Multinational

## Challenge

The company wanted to better understand the drivers and levers of customer lifetime value. There are a vast number of metrics available to measure customer behaviour and activity, and they wanted to understand which of these are most important, why, and how.
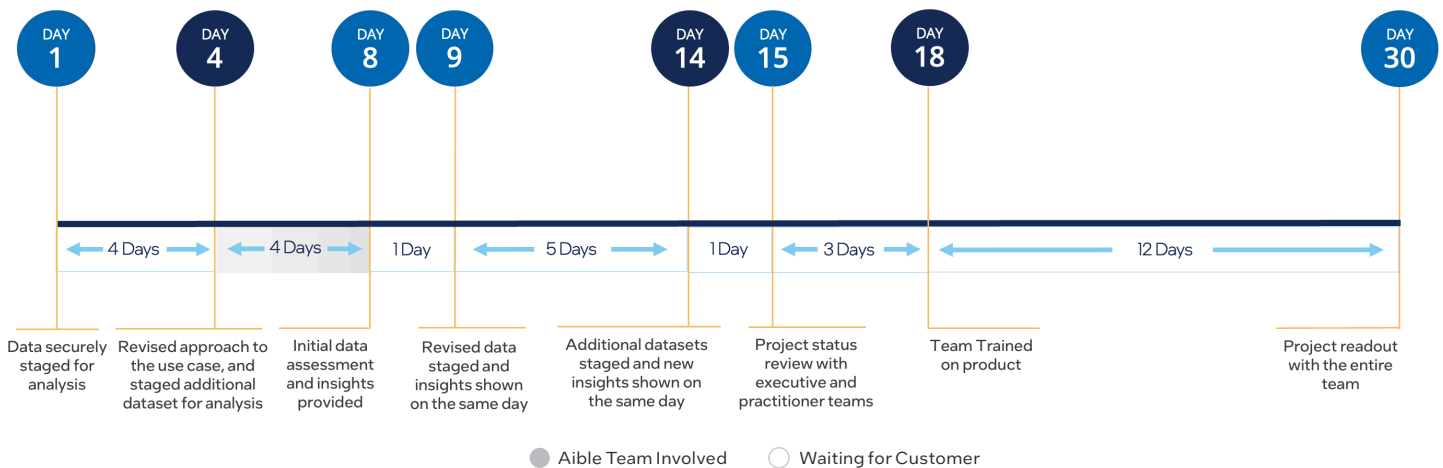
## Solution

Within a day of data provisioning, the team was able to assess their data quality for AI projects and also obtained preliminary insights using augmented analytics. Automated transformations were leveraged to further improve the quality and actionability of the results. The team was significantly hands-on in driving this analysis. Within 2 weeks severalmembers of the analytics team were additionally enabled on the product

## Use Case & Project Details

- **Goal:** Understand key drivers and determinants of customer lifetime value (CLV)

- **Results:** Increased speed to actionable insights

- **Time:** 30 days

- **Elapsed time from start of data evaluation to actionable insights on serverless infrastructure:** 10 mins

## Outcome

Delivered detailed understanding of the top drivers and actionable insights for customer lifetime value (LTV) in 30 days.

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| DAY 1 | DAY 4 | DAY 8 | DAY 9 | DAY 14 | DAY 15 | DAY 18 | DAY 30 |
|---|---|---|---|---|---|---|---|

| 4 Days | 4 Days | 1 Day | 5 Days | 1 Day | 3 Days | 12 Days |
|---|---|---|---|---|---|---|

| Data securely staged for analysis | Revised approach to the use case, and staged additional dataset for analysis | Initial data assessment and insights provided | Revised data staged and insights shown on the same day | Additional datasets staged and new insights shown on the same day | Project status review with executive and practitioner teams | Team Trained on product | Project readout with the entire team |

● Aible Team Involved    ○ Waiting for Customer

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"We were keen to understand actionable drivers that can lead to customer value growth over time. We were impressed by the speed with which Aible's platform was able to generate deeper insights using our data, quite a few of which were previously unknown. This also generated a lot of discussion internally and helped us take the analysis to the next level, which would have otherwise taken us a lot longer to accomplish. I believe Aible's platform can be a very effective for discovery and exploratory work.

– Head of Growth Insights

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