



## Analytics and Customer Value for QSR

Cartesian works for multiple markets (including India) of a leading global QSR brand with a few hundred outlets in these markets. Our mandate with this brand was to improve the use of data in marketing decisions, and drive “Precision” thinking. At any point one is dealing with data of tens of millions of customers and a few hundred thousand daily transactions – all leading up to a large database and complex needs to be delivered to multiple departments and multiple markets of a very data-hungry organization.

## The Journey with Cartesian

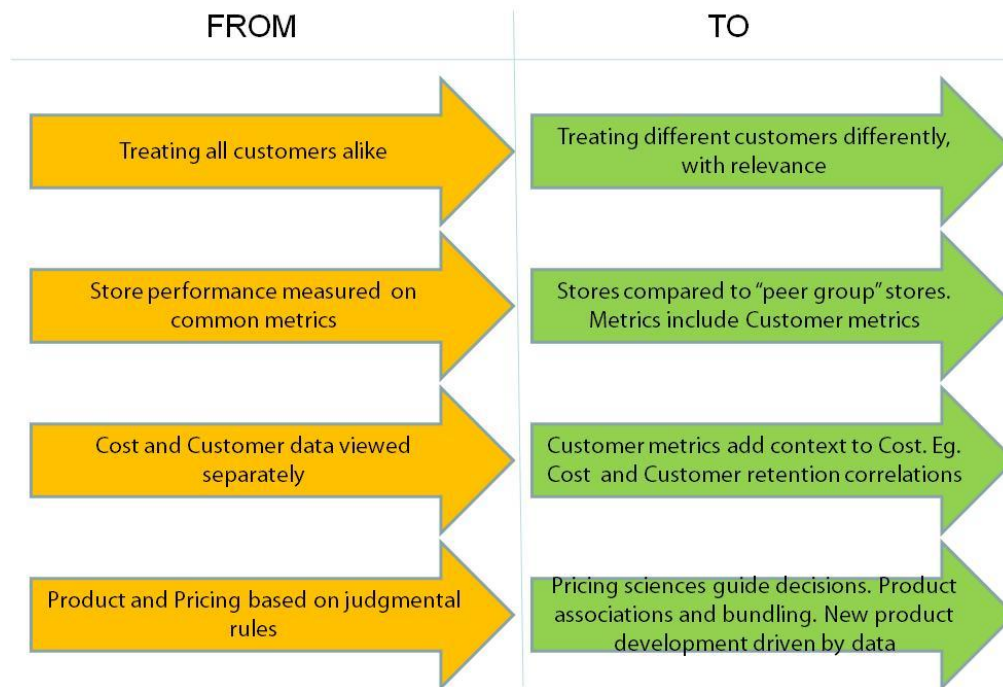
We started work with the client in 2009 and have crossed many milestones in the years since. 4 stages we have evolved through are:

1. Basic precision marketing using RFM
2. Predictive Modeling and Segmentation to improve campaign response
3. Move to an automated Campaign management system that does tens of campaigns a day
4. Add cost and profitability views to the analysis and taking it across the enterprise
5. Work on menu price setting, reporting views across the enterprise





The journey encompasses the following changes:



## Some outcomes

The impact of our work with the client is reflected in the fact that from one market and one department, we now work across the enterprise and for multiple markets. We have:

- Driven some of the highest response campaigns globally for the brand
- Tracked and proven lift and incremental sales with high ROI
- Improved outlet segmentation and performance benchmarking
- Improved profitability through better pricing