

Make Critical Business Decisions Faster with eCommerce Analytics



The Business

The online retail market is developing at a rapid pace and customers are actively looking for more engaging and highly personalized retail experiences. To achieve success in this dynamic market, eCommerce businesses must stay one step ahead of their customers. They must be able to predict what customers are looking for on their e-commerce Store.

Not all customers will interact with an eCommerce Store in the same way. Every customer is unique and their online behavior will differ based on individual tastes and preferences. Using advanced eCommerce analytics help to assess different variable elements in a customers' behavior. This will generate the desired engagement and responses from the customer, making their eCommerce experiences highly personalized.



The Solution

Recognizing that eCommerce is a business managed real-time, OBASE developed an eCommerce analytics solutions on streaming data, employing Big Data principles and tools, marrying them with the powerful MicroStrategy platform.

OBASE eCommerce analytics solution help companies better understand customer expectations, personal preferences, and retail trends and offers eCommerce businesses more advanced business intelligence and valuable real-time insights.

We aim to enable eCommerce businesses to make faster, more relevant critical business decisions that will have a positive impact on business performance.

Using eCommerce analytics enable you a deeper understanding of customer habits and preferences, to offer enhanced product recommendations and promotions, to minimize fraud, to enhance pricing models, to get effective supply chain optimization opportunities and to make critical business decisions faster.



Predictive Analytics

With predictive analytics capabilities, companies will be able to assess various products featured in their stores and set suitable prices that will encourage sales and conversions.

To ensure a healthy conversion rate on their eCommerce stores, online retailers are making concentrated efforts to improve product recommendation capabilities on their eCommerce platforms. By harnessing the potential of predictive analytics, online retailers can gain relevant insights about individual customers. This will help them to offer targeted product recommendations, based on analysis of past shopping history, store browsing patterns and most popular products or items within a specific price range.

Predictive analytics, coupled with advanced Machine Learning capabilities can correlate data from different sources to create personalized recommendations for particular customers or segments.

Predictive analytics can also help eCommerce businesses drive targeted promotions to their customers, by closely analyzing campaigns that have worked well in the past. Promotions can be offered to relevant customer segments in real-time to encourage customers to complete a purchase or even to retrieve an abandoned shopping cart.

Seller & Performance Analytics

By consolidating Google Analytics data, eCommerce store data, ERP and CRM data, social media data we create real-time datamarts. We provide eCommerce companies main order and order value datas to enable them track their KPIs. It is also possible to measure customer segments, order status, waiting orders, campaign/coupon interaction and social media conversions.



KPIs

Analysis -seller scorecard, payment history, account health-check, comments, performance of the SKUs, anomaly detection & alerts, search keywords, market price analysis, on-time delivery rates

- ▶ Traffic drivers – visits, revenue per visit, qualified visits, unique visitors, channel attribution, registration
- ▶ Sales – sales amount, profit, sales growth, sales forecast, sales by channel, payment
- ▶ Order– order count, average order value, # of complaints, lost sales
- ▶ Customers- new customers, returning customers, customer lifetime value, customer acquisition cost, net promoter score
- ▶ Capacity- capacity fill rate
- ▶ Fulfillment- receipt of goods, packing, shipping, warehouse management, returns
- ▶ Conversion-conversion rate, average order value, card abandonment rate

