



CONRAD

CASE STUDY 2022

Providing Actionable, Data-Based Business Insights For This European Electronics Retailer

📍 CENTRAL EASTER EUROPE

aliz

 Google Cloud
Partner

We are a Google Cloud Partner, delivering data analytics, machine learning, and infrastructure solutions, off the shelf, or custom-built on GCP using an agile, holistic approach.

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Objectives

Aiming to better understand buying behavior and improve customer experience, Conrad wanted to make better use of its existing Google Analytics 360 data. They needed help cleaning and reformatting data, reducing human input through ML models, and enabling generalization to gain actionable insights.

Solutions

"Since Conrad's Google Analytics 360 data already resided in Google BigQuery, Aliz used BigQuery to design and implement the ETL pipeline for cleaning & reformatting data and obtaining informative features. We transformed data to engineer historical purchase patterns and session-level user behavior (search, time spent, etc).

We fed the training pipeline with relevant aggregated data, created simulations to run the model, and tested the ML solution under real conditions in customer sessions. Aliz's smart solution and our positive simulation results were welcomed by the business side at Conrad."

Business Value

The cutting-edge propensity-to-churn model implemented by Aliz helped Conrad offer a more personalized experience for its customers. Our hands-on implementation support helped the team take a step forward on Conrad's journey to becoming more data-driven.

Challenges

- Clean and reformat Google Analytics 360 data
- Frame the machine learning task & test the trained model
- Improve data use and derive actionable insights

Results

Support

Conrad's data journey

Help

gain actionable business insights

Deliver

an ML solution to analyze customer behavior