



STEPPING UP SUCCESS: GLOBAL FOOTWEAR LEADER BOOSTS SALES BY 18% WITH ANALYTICS

DATAMATICS

The client is a global leader in footwear, renowned for its craftsmanship and innovation. With a presence in over 70 countries and thousands of retail stores, its products reach customers worldwide. Operating multiple production facilities across several nations, it is driven by a dedicated workforce of over 32,000 employees. Its commitment to quality, style, and comfort has made it a trusted name in the industry. More than just a footwear brand, it is a symbol of excellence embraced by millions.

The Challenge: Lagging Sales, Unmet Custom Needs

The global leader in footwear found itself at a crossroads. Despite a strong presence across men's and women's fashion categories, sales had plateaued, signaling a lack of growth momentum. The marketing strategies in place were failing to spark demand, leaving the business struggling to engage its target audience effectively.

Beyond sales performance, the client had a vision: to offer highly personalized shopping experiences tailored to different customer segments. However, achieving this level of customization while maintaining operational efficiency proved to be a formidable challenge. The absence of a data-driven segmentation strategy meant that personalization efforts were more guesswork than precision.

With stagnating revenues and growing complexity in customer expectations, the company needed a breakthrough solution—one that could unlock hidden patterns in customer behavior and redefine its market approach.

The Solution: AI-Driven Customer Segmentation

Recognizing the need for a smarter approach, the client partnered with **Datamatics** to harness the power of **advanced analytics and AI-driven segmentation**. The goal was clear: to discover deep insights into customer behavior and optimize in-store experiences through data-backed decision-making.

To achieve this, Datamatics deployed sophisticated clustering methodologies, including **k-means, k-prototype, and agglomerative clustering**. These advanced techniques allowed the team to analyze store data at a granular level, identifying subtle customer preferences that traditional methods had overlooked.

With these insights, the client was able to:

- **Refine its segmentation strategy**, ensuring each customer group received highly relevant offers and product recommendations.
- **Enhance store experiences**, tailoring layouts, promotions, and inventory based on precise customer needs.
- **Drive revenue growth**, transforming stagnation into renewed business momentum.

By embracing data-driven retail segmentation, the company transitioned from broad, ineffective marketing tactics to a **personalized, precision-driven approach**—one that not only elevated customer engagement but also positioned the brand for sustained success.

Impact: Data-Driven Growth in Action

**15% increase in revenue
per employee**

**18% increase in sales
per store**

**42% reduction in
Inventory days**

**Enhanced marketing
ROI by 12%**

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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