ONYX DATA'S MACHINE LEARNING BOOSTS LUXURY E-COMMERCE REPORTING & REVENUE

OVERVIEW

Onyx Data worked with a leading UK based global luxury e-commerce retailer to support their existing Microsoft enterprise data platform and implement a greenfield Power BI solution.

Onyx Data used machine learning to implement basket analysis and drive revenue through cross-selling by examining historic customer data.

KEY METRICS

1. Improved Reporting: Onyx Data's solution improved the retailer's reporting capabilities, allowing them to create more informative and actionable reports on customer behavior, improving conversion rates by 15%.
2. Efficient Access to Data: Onyx Data implemented a more efficient way for the retailer to access and analyse their data, resulting in a 21% decrease in the time it took to create reports.
3. Basket Analysis: Onyx Data implemented machine learning techniques to analyse historic customer data, identifying cross-selling opportunities and increasing revenue by 10%.
4. Ad Hoc Support: Onyx Data provided ad hoc support for the retailer's Power BI implementation, ensuring they had the necessary support to make the most of their new technology investment.

AT A GLANCE

Key Objectives

- Support existing Microsoft enterprise data platform.
- Implement a greenfield Power BI solution.
- Implement basket analysis using machine learning.

Results

Onyx Data's solution helped the leading UK based global luxury e-commerce retailer to streamline their data access and analysis, improve reporting capabilities, and increase revenue through cross-selling opportunities identified through machine learning techniques.

By supporting their existing Microsoft enterprise data platform and implementing a greenfield Power BI solution, Onyx Data helped the retailer achieve greater data-driven decision-making and conversion rates.