

Industry	Chemicals
Use Case Title	Market Segmentation for Cross-Sell and Up-sell Opportunities
About the Customer	The Client is a multinational chemical company based in North America and The Netherlands. The Client is one of the largest licensors of polyethylene and polypropylene technologies. It also produces ethylene, propylene, polyolefins, and oxyfuels.
Business Problem	The Advanced Polymer Solutions (APS) division had lot of historical data. The client was looking for a solution to leverage this data to identify upselling & cross selling opportunities.
Solution	<p>Three objectives were given for phase 1:</p> <ol style="list-style-type: none"> 1. Identify potential customers for US-CANADA based on their historical purchasing regions. 2. Find potential customer for US-CANADA based on their buying patterns and portfolio of each market segment. 3. Find correlation between products to increase sale of complementary products. <ul style="list-style-type: none"> • For Objective 1, Identify customers who are situated in US-CANADA region and those that are situated outside. For customers that are common to both the regions, find those customers who buy a given division from companies outside US-CANADA but not from US-CANADA. • For Objective 2, identify the typical portfolio of all market segments from the context of division sold / purchased. And then, find those customers that only purchase a portion of a portfolio from US-CANADA. • For Objective 3, find correlations between different pair-wise combinations of divisions. For divisions that exhibit high correlation, find those customers that buy only one of the divisions from a pair, so that they can be pitched for the other division. • EDA and Co-relations were build using pythons • The outcome were rendered using Power BI with slice and dice features
Outcome	<ul style="list-style-type: none"> ▪ Great Insights into patterns & hidden trends in data. ▪ Visual platform to browse upselling / cross-selling opportunities. ▪ 50%-time reduction for identifying customers. ▪ Better Market Segmentation resulting in more cross sell and up sales revenue