



Retail



CPG



Consumer Goods

# Tangible & Actionable Value Adds For Business Leaders

1. How do we know if the customer is happy shopping with us? ➤
2. How can we figure out whether the customer is going to be a loyal customer? ➤
3. How can we increase the share of our high margin items? ➤

## INSIGHTS ➤

1. Consumer sentiment analysis helped the client understand the connection between 'purchase' and 'feeling' and improve their 'loyal' customer base
2. Further to this study, impulse purchases with higher margins shot up, and at the same time they significantly reduced the ordering of 'kill price' inventories

## Retail Sentiment Mining

