INTERQUARTILE ANALYTICS

YOUR DATA & AI ACCELERATOR

IQR Analytics helped **15–20%** higher conversions and a **10%** churn reduction for an e-commerce client.

Customer Intelligence dashboard for E-Commerce

IQR delivered a near real-time, unified customer intelligence dashboard for an e-commerce client, strengthening targeting and personalization while improving conversions and reducing churn.

Background

The goal was to consolidate an e-commerce client's customer data spread across multiple systems and create a single, unified view of their audience. Which can enable sharper targeting, stronger retention efforts, and more personalized customer experiences.

Fragmented data made it difficult to understand customer behavior or act on it in a meaningful way.

Key challenges

- customer data scattered across several systems.
- Unreliable existing data feeds — making dashboards tell a different story depending on when user checked.
- Varied KPI definitions across different teams.
- Existing dashboards struggled with performance due to High-volume data and unoptimized models.

Our Solution

Data Engineering Backbone

- Source Integration: Unified customer data from on-premises and external first-party systems.
- Implemented a robust raw→silver→gold data lakehouse model.
- Single Source of Truth : A single Customer 360 table in the gold layer.

Smart Visualization with Power BI

- Summary dashboards that capture customer KPIs at a glance.
- Decomposition trees for in-depth trend and segment exploration.
- Time-Based Comparisons: Side-by-side comparisons across custom date ranges.
- Flexible Filters: Dynamic slicers for region, customer tier, channel, and more.

Impact

- Enhanced visibility into customer journeys and lifetime value.
- Faster decisions enabled by centralized, self-serve dashboards.
- More precise targeting and personalization improved campaign conversion by 15–20%.
- Actionable insights across acquisition, retention, and churn analytics helped lower churn by 10%.

About Us

We are a team of passionate data enthusiasts who thrive on numbers, insights, and problem-solving. With a strong foundation in Retail, Hospitality, Banking, Insurance, Entertainment, and Technology, we bring decades of combined experience in transforming raw data into strategic business value.

Our vast experience handling large-scale customer transactional and behavioral data, building Customer 360 solutions help businesses understand customer journey, lifecycle analytics and engagement patterns.

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