

dunnhumby



## Customer reference

# dunnhumby and Blue Yonder boost personalised customer loyalty

*"We at dunnhumby want to continually explore new data and methods of understanding what matters to customers so we can help our clients do a better job for them. Both teams worked together very well to make this challenging preliminary project a success; this successful cooperation will hopefully form the basis of a fruitful relationship between dunnhumby and Blue Yonder going forward."*

Max Jolly, Global Head of Digital

## The challenge

The project between dunnhumby and Blue Yonder was focused on personalising the shopping experience of individual customers by predicting 10 articles from a dunnhumby client's wide range of food and non-food items any given customer is most likely to buy on the next shopping trip. As a twist the challenge aimed to predict items bought infrequently such as washing powder or table condiments. Hence all articles bought in a 6-week period prior to the shopping trip are removed from the list of eligible articles for an individual customer's purchasing forecast.

**blue yonder**

Forward looking. Forward thinking.

## The solution

The Blue Yonder Predictive Analytics Suite was trained to extract the individual shopping behaviour and preference from a 3-year shopping history of about 100,000 loyal customers. Loyalty data was the basis of the information made available.

## The results

Personalising a customer's shopping trip to increase loyalty and overall basket spend has now become a key objective for most grocery retailers. As a result, the information about which ten items customers are likely to buy on their next shopping trip is a highly valuable insight for retailers. Promotions and individual campaigns are more effective. Taking into account that a promotion recipient will potentially only look at a few recommendations on a mobile device screen, exact targeting increases the likelihood of meeting the customer's expectation.

## About dunnhumby

dunnhumby is a subsidiary of the Tesco retail group. Retail giant Tesco employs more than half a million people in 14 countries. dunnhumby operates over 30 offices in Europe, Asia, and the Americas and is the leader in personalising the world's experience of retailers and brands. dunnhumby serves a prestigious list of companies including Tesco, Casino, The Kroger Co., Procter & Gamble, Shell, Coca-Cola, and Mars by analysing data from over 350 million people in 25 countries.

Would you also like to make the most of your data? Talk to us!

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Software for data analysis and accurate forecasting

## About Blue Yonder

Blue Yonder is a leading provider in the fields of forecasting and data pattern recognition or 'predictive analytics' for short. Thus, valuable insights for company control can be gained from Big Data. Precise trends and developments can be predicted in real time using cloud-based technology. Companies use Blue Yonder solutions to great effect for purchasing, marketing, material planning, sales, and production control.

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