

## Defining a Measure of “Batteryiness” at a Leading Consumer Electronics Retailer

**Service:** Data Mining for Affinity Sales

**Industry:** Commercial; Retail

### BUSINESS CASE

This leading consumer electronics retailer identified an opportunity to significantly increase revenue through add-on sales to its web customers. Currently, consumers spent millions of dollars with other retailers on batteries to power purchases made on this client’s website. Data Blueprint was engaged to capitalize on this opportunity by designing a solution that allows our client to offer batteries as add-ons to web purchases.

### SOLUTION

Data Blueprint developed text-parsing to identify batteries and other add-in products to be offered when customers purchase products.

### TECHNICAL ENVIRONMENT

- ☞ Custom developed utilities (please contact us for more information)

### RESULTS

Among the many benefits that this client realized from Data Blueprint’s solution were:

- ☞ Huge increase in sales of high margin add-on products
- ☞ Solution can be scaled to other products
- ☞ Concept similar to “Would you like fries with that burger?”

### ABOUT DATA BLUEPRINT

Data Blueprint is a Richmond-based IT consulting firm that was founded in 1999. We are dedicated to helping organizations gain more value from their data assets. Our industry leading data management methodologies improve our clients’ data quality, reduce implementation cost and decrease time-to-market for strategic IT projects. Poor data management creates high levels of risk and can lead to poor decision making. Data Blueprint has developed internationally recognized approaches to data architecture and engineering that have resulted in centuries of time and tens of millions of dollars in savings to our customers. Our scientifically based analysis measures the maturity of your firm’s data

management practices and brings insight into the strengths and weaknesses of your organization's data strategies, policies, procedures, organizational roles, IT development, and on-going maintenance.

*For additional information, please contact:*

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