SIDAGO CASE STUDY

A DATA MINING PROJECT FOR HATCHBUCK

In recent years, HatchBuck has become one of the leading companies associated with Customer Relationship Management (CRM). This is a vital part of any business, as it allows them to identify their customers' needs and concerns. Sidago was asked to help them to analyze current data to identify any new potential markets.

Challenge

One of the greatest challenges of this project was being able to identify which pieces of data needed to be extracted, but they also needed to know how to analyze the data effectively. Privacy is also a concern, as the rights of each individual must be protected.

The purpose of this project is to identify the needs of both current and prospective customers, so HatchBuck can know which areas they need to expand on. The company also wants to identify any new markets that they might be able to serve.

Solution

To start the project, Sidago used a series of pre-processing techniques to isolate which pieces of data they needed to extract. Once they retrieved the necessary information, they looked for any deviations from the typical pattern. This is a tedious and time-consuming process, as each piece of data has to be studied carefully, and each anomaly has to be analyzed in detail. They needed to find the reason for each change so they can interpret the data correctly.

Results

HatchBuck services a number of different markets – all of them related to CRM. The data suggested that the best course of action was to expand on what they already have by increasing their advertising budget. By implementing this strategy, the company expects their sales to increase by at least 30% in the next fiscal year.