TREDENCE

Test & Learn Platform (TALP)

Customer Success Story

#BeyondPossible

Case Study - TALP

BACKGROUND

» The marketing team at one of the world's largest retailers was about to redefine their e-commerce business model to better compete with Amazon and wanted to carry out a series of experiments to test different delivery & marketing models

» Their legacy process involved using a dated test and control platform and led to significant manual interventions and a fragmented process to testing the scale of experiments they wanted to run

PROBLEM STATEMENT
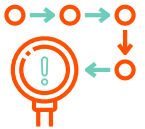
» The retailer wanted an entirely automated end to end workflow to test hundreds of different marketing and delivery engagement models with shoppers

Tredence Test & Learn Platform

Automated Data ETL, Feature Engineering and Modelling Pipelines to reduce manual interventions

Dashboards and views that were customized for the specific client objectives

Leveraged the Tredence TALP for one stop shop for Design, Measurement and Learning from experiments

Ongoing support for end-to-end experimentation governance and monitoring of model & data pipelines

OUTCOMES

~60% faster experimentation cycle

~70% **lesser time** spent by analysts on operations with their time being reinvested in value added insights

100% **sustained insights quality** & decisions

Thank You

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CONTACT DETAILS

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