



# Qlik for Digital Consumer Analytics

## Understand Digital Consumer Behaviour Impact through Data Discovery

### Challenge

The past five years have brought a step change in the way people interact. Almost every aspect of their lives now interconnects across a personal network of online devices and services, driven by technology that is continually advancing and customer expectations that are constantly evolving. \* The number of global online shoppers will grow 50% to 1.6 billion in 2018 from 1.3 billion in 2014.\* Mobile devices have turned the corner as purchasing tools, 46% of consumers buy products via mobile device, compared to 40% last year. There are 3 Vital Digital Customer Insights that companies must analyse about their customers; 1. Understanding Customer Browsing & Purchase Behaviour and how this changes overtime. 2. Understanding Customer Interactions and their experience across Digital Channels. 3. Understanding Customer Multi-Device usage and changes in behaviours by Channel type.

### Solution

Qlik have built a 'Qlik App' with our technology partner Celebris Technologies, to address and demonstrate capabilities related to this solution area. Qlik Digital Consumer Analytics App allows business users to make faster and better informed decisions by allowing them to:

- Discover and analyse how many times customers are visiting and how much they are spending on a company website. Next best actions can be analyzed by identifying who are your high-value customers and which customers you can target with an up-sell campaign
- Analyse which campaigns are generating visits and purchases to your website. Determine where your new customers are coming from, i.e. referral or direct or social media
- Identify if there is a difference in behaviour between mobile and PC customers. Analyse overtime if customers are changing their preferred device to interact with your company brand website

### Benefits

- **Understanding Customer Journey** through analysing customer path analysis and their patterns of behaviour. How customer journeys change over time.
- **Improve Segmentation and Targeting** by using Qlik to enable simple discovery of who to target based upon identifying your most profitable known customers and their previous behaviour and purchase patterns.
- **Cross-Device Analytics** by identifying where to invest in future multi-channel offerings for customers. Determining engagement with your brand by time-of-day.

### About Qlik

Qlik® lets you create visualizations, dashboards, and apps that answer your company's most important questions. Now you can see the whole story that lives within your data. Contact your Qlik representative to schedule a discussion and live demonstration related to this solution area. Visit us at: [qlik.com](http://qlik.com)

- \*Source Retail Week/InternetRetailer.com/IMRG
- 1 Partner Technology: Celebris Technologies

### Example:

A self-discovery Digital Consumer Analytics Qlik App designed to uncover insights into consumer behaviour impact



### Example:

A self-discovery Qlik app designed for Customer Insight and Customer Service teams to analyse where changes in customer behaviour patterns has occurred and where investment and performance can be improved

