



latentview

Actionable Insights • Accurate Decisions

Recommendation System

to Increase Share of Wallet

Client

Largest Food Distributor in the US



The Problem

In an industry where customer acquisition is fairly expensive, this company's repeat orders were at a low 4%.

The Before State

Sales teams tried to sell new products to existing customers based on shallow analysis of previous transactions and 'gut' feeling.

The After State

- **20% increase** in value of new orders from existing customers
- Higher customer satisfaction due to precise recommendations

The LatentView Solution

Built an innovative recommendation engine that combined customer segmentation, user-based collaborative filtering and market basket analysis.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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