"A man is great by deeds, not by birth"
-Chanakya
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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

Case Study

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Relish Pizza India (A)

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Relish Pizza India (A)

Abstract:

Relish Pizza with 286 stores in 59 Indian cities selling 15MM pizzas in 2008 was on the expansion path. It has started rapid expansion from 2007 by opening more stores in metros and key cities and launched a very successful mass media advertising campaign emphasizing its expertise in timely home delivery of pizzas.

Relish was using Recency, Frequency, Monetary value (RFM) analysis to target customers for its coupon based sales promotion campaigns. The campaigns based on RFM analysis had certainly improved the response rates compared to only frequency based targeting prior to 2005. Ravi Kiran, Vice President Marketing at Relish wanted to leverage the information on customer's response to promotional campaigns to further improve the RFM based analysis. Customer response data to different coupon based sales promotions from 2006 could be used for this purpose. This database included customer, product and situation related characteristics. What analytical techniques could be used to identify relevant variables that could better predict customer's probability to respond to different types of promotional offers for different product offerings?

The objective of the case is to enable students appreciate the evolution of database driven marketing from RFM analysis, to predicting customer' probability of purchase using improved modeling using additional information relating to customer, product and purchase situation related characteristics to further using personalized intelligence in AI driven marketing. It could be used in the core course on Principles of Marketing Management or in the elective courses of Customer Relationship Marketing or Marketing Analytics in sessions dealing with database marketing and personalized marketing.

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-Socrates
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