

250+ Kiosk's Clustering for Maximum ROI



**RETURN ON
INVESTMENT**

ROI.

About Client

With 250+ Kiosks across the United States, the client offers on-the-go mobile charging devices on rent or buy options. A customer can visit any kiosk, choose rent or buy, select device type, and swipe card to pay. When the customer is done with the charging, he needs to return the rental charger to any nearby kiosk. All Kiosks' transaction data is stored in a semi-structured database in MongoDB. The client wanted to draw a meaningful insight out of this huge volume of data to maximize ROI.

Our Approach

Segmentation Model

Looked at a total of 132 variables to be narrowed down to 31 to build a segmentation model

Clustering

Used a k-means algorithm which considered all of the different attributes to group the most similar kiosks together, split across 12 clusters

Recommendations

Set out the data challenges faced by the client and provided recommendations to improve the efficiency and accuracy of analysis

Solution Outcomes

- Predictive modeling
 - Revenue trend forecast
 - Market basket analysis
 - Predictive maintenance and up-gradation by kiosk and by location
- Daily, Weekly, Monthly, Quarterly and Yearly Average revenue and transactions per kiosk
- Actual vs. Budget revenue and transaction analysis
- Inventory analysis that shows the movement of inventory throughout the kiosk network
- Drawing the various patterns of kiosk networks' usage for efficient servicing, and process improvement
- Repeat Customers analysis
- Kiosks KPI reporting

About Us

Incorporated in 2005, Systematix is a global IT services and solutions company, transforming industries with the digital solution across web, mobile, IoT and data science. With a talented and experienced team of 250+, technology expertise and CMMI Level 3 appraised processes, we are a trusted technology partner of many leading ISV, Automotive, Manufacturing, Engineering and OEM companies

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