Purchase Decision Analysis

The Client Challenge

Our client, a leading manufacturer of personal health equipment, was looking to identify the underlying drivers of purchase for its portfolio of products

The GemSeek Approach

GemSeek collected all relevant brand, marketing, sales, advertising, promotion, pricing, discounts and distribution data. We used a three step modeling approach:

- **Conditional random forest** to select the most relevant drivers of purchase based on Conditional Variable Importance
- **Country level tree models** to identify thresholds and impact for each individual variable
- **Supplementary regression-based models** to identify which factors impact individual drivers

We created a robust approach based on mathematical and statistical modeling to identify relevant drivers of purchase, provided insights on their impact as well as specific business actions on how to influence these drivers.

The Deliverables

Our final deliverable served as the basis for Marketing Budget Allocation, Business and Country level strategic and tactical planning as well as cross-country product level analyses carried out by the client.