

Improved User adoption & Added revenue with **Embedded Analytics** on the **Merchandise portal**

The client infused shopping insights into the product pages of its merchandise portal to cross sell more products and delight customers with recommendations through Embedded Analytics solution

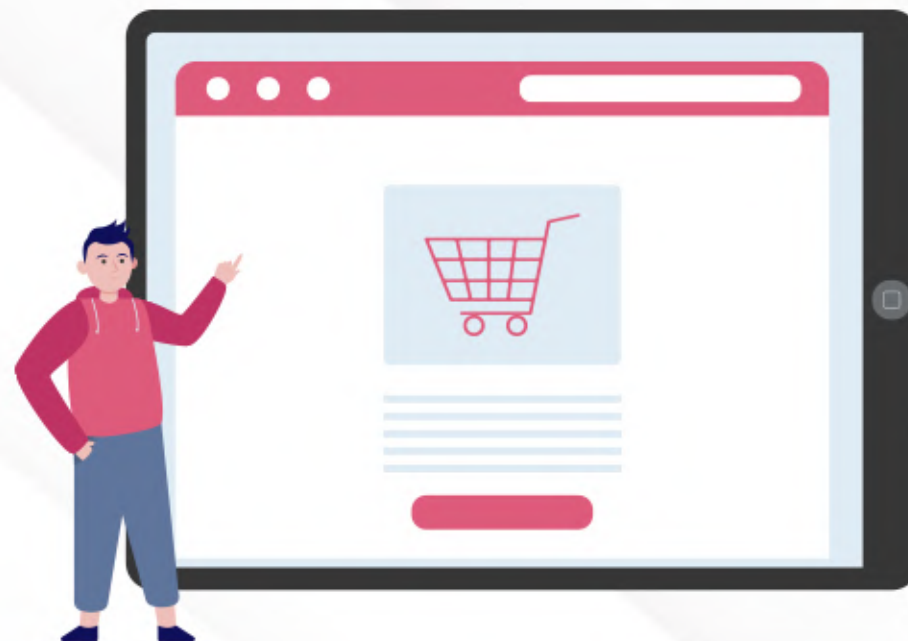
**FORTUNE
500**

Entertainment giant



Before **Embedded Analytics**

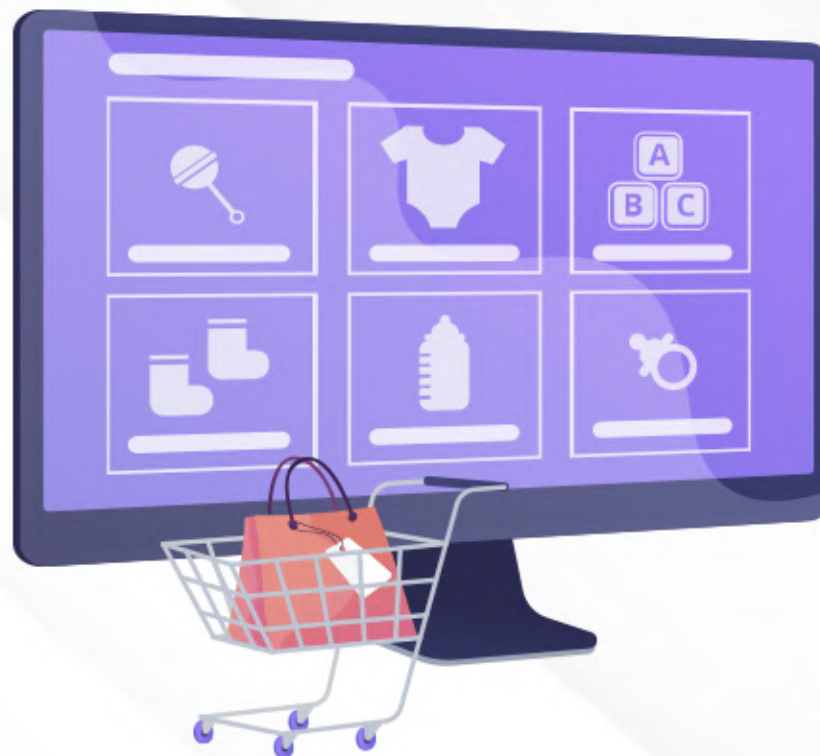
- ➔ During the initial days, the **consumer adoption was less** as the pages looked very static and not engaging for the fans visiting the merchandise portal.
- ➔ Also, the client was **missing on the opportunities to monetize** their customer's shopping behavior data. Though the client's application development team developed shopping insights in-house, there was still **delayed time to rollout new features**



The Goal

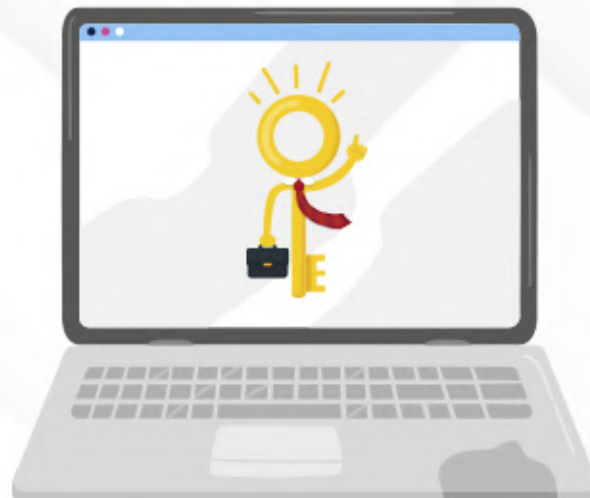
Deliver superior shopping experience and cross sell products -

Customer needed a way to simultaneously display insights on the product page in intuitive ways and driving effortless transactions in their products



The Solution

- 1 Head of Product development being an AWS ambassador, **chose Amazon QuickSight's embedded analytics platform** to deliver Insights into their merchandise application
- 2 Customer chose Agilisium after taking part in their **1-day Immersion day customer workshop** for Embedded Analytics with Amazon QuickSight where Agilisium provided a live experience and hands-on training using a sample ecommerce app and data provided by the customer
- 3 Agilisium delivered Data Insights in the form of **"Related Products, Recommended Products, Product Rating, Reviews"** by embedding Amazon QuickSight to the merchandise application
- 4 Agilisium also **redesigned the user experience** of the merchandise application and added an extra layer of security plus custom functionalities



After **Embedded Analytics**

- ✓ With Amazon QuickSight, the customer can now give a **superior shopping experience** through guided shopping and recommendations
- ✓ Customer **increased revenue up to 30%** by cross selling other merchandises
- ✓ Customer **shelved 50% development time** by just embedding analytics and not building manually



With its **embedded analytics** solution on the Merchandise portal, client can now deliver recommendations to its shoppers at the point of purchase thus delivering superior CX and also cross sell / upsell products

Learn more about Agilisiium's Embedded Analytics capabilities

Join our **Webinar** to jumpstart your **Embedded Analytics** journey

