BellaDati Agile BI
Effective Cross-sell and Up-sell
E-commerce Analysis

There are multiple **strategies how** retailers and e-commerce entrepreneurs can **increase their revenue** today. Usually, the well known approaches comprise of invasive and unpopular actions such as:

- extending / supplementing product offering
- decreasing margins
- investing in large into marketing and advertisement

At the same time, it happens very often that owners and managers don't see trees because of the forest and overpass **the most precise resources they possess to easy revenue boost** - their DATA.

By **looking into your data in the right way**, you can **easily and at no cost increase value of customer's basket** via up-sell and cross-sell strategies.

So what is Up-sell and Cross-sell? How does it work?

Up-sell occurs every time when customer **replaces chosen product by its better and more expensive version**. Imagine upgrading to iPhone 5 after originally going for 4.

Cross-sell on the other hand happens when you **supplement original item with accessory or product from other category**. *"Let's just take this nice headphones along with my new smartphone!"*

How to effectively analyze Up-sell and Cross-sell opportunities?

1. Identify best up-selling products

Look at your offering products by product.

Which has been replaced by more expensive version most of the times? What additional value did it generate? When it is worthy to offer up-sell?

Use this information to build your **welcome pages and product suggestions lists**. But you can go even further. Choose your product and drill to its detail and see what product your sales and e-commerce platform **should offer to increase chances of successful up-sell**. Do your customers tend to upgrade more to GoPro Hero or DropCam?

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2. Segment your most promising up-selling and cross-selling customers

Who are the people, who are most willing to spend additional buck on more expensive and accessory products?

- *Male or female?*
- *Young or seniors?*
- *New or loyal customers?*

Young men are happy to pay more for good electronics, teenage girls for nice clothes.
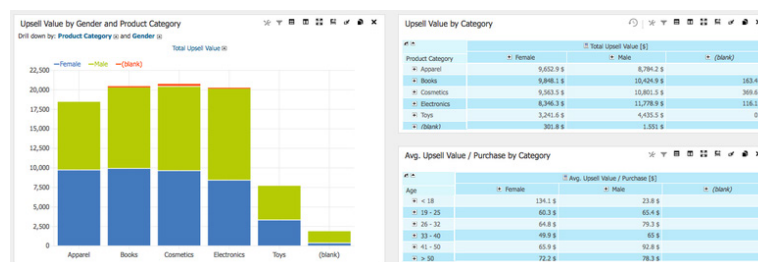
By knowing that, you can more effectively target your advertisement, product recommendations or create personalized programs and offerings.

3. Find interesting product and product categories combinations

Does your customers tend to purchase more cosmetics or shoes along with the apparel? What product combinations do they use to buy most often together?
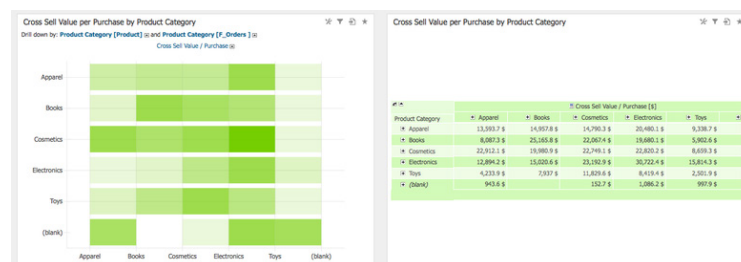
Use this insights to built your own recommendation system or prepare your sales force to be always ready to come up with the right suggestions.

Anxious to learn more? Try BellaDati Up-sell and Cross-sell E-commerce analytics now?

Ready to start right away? Give us a call or an email for exclusive one to one demo.

BellaDati is Agile BI, Pure Web Application, Complete BI Solution

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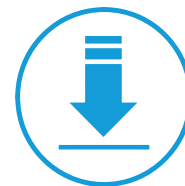## NO-SQL/SQL biz data integration and analysis
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