Identifying Purchase Drivers using Bayesian Networks & Text Analytics

The Client Challenge

Our client, a major broadband service provider in Belgium, struggled with too much data on purchase drivers and was looking to understand the relations between drivers to prioritize actions for the local sales teams.

The GemSeek Approach

Bayesian networks are used to represent knowledge about an uncertain domain. In particular, each node in the graph represents a random variable, while the edges between the nodes represent probabilistic dependencies among the corresponding random variables.

Our model selected preference drivers that customers rate the highest and measures their weight on their final decision. It focuses on the features which have the biggest impact on customer decision-making to increase time and budget efficiencies.

The Deliverables

GemSeek provided insights on the importance of drivers vis-à-vis a chosen factor (preference, purchase, etc.) and each other. We constructed a customer decision-making model, identifying the drivers the company can leverage better.