



GRAPHICAL SIMULATION OF HOW B2B CUSTOMERS DECIDE

FOCUSING EFFORTS ON THE FEATURES WHICH HAVE THE BIGGEST IMPACT ON CUSTOMER DECISION-MAKING TO INCREASE TIME AND BUDGET EFFICIENCIES

CHALLENGE

A large multinational company approached us to find out what drivers impact their preference the most in their customers' decision-making process.

APPLICATION

We 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.

APPROACH: BAYESIAN NETWORK

IMPORTANCE OF DRIVERS

The model selects preference drivers that customers rate the highest and measures their weight on their final decision.

MAPPING OF DRIVERS

The Bayesian network provides a graphical simulation of how customers make decisions based on the probability that one driver would influence the score of another.

