Case Study

Agribusiness – Branch Success Characteristics

Determining a branch's success and recommending new branch locations and services to offer using predictive analytics

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Problem.

A national agribusiness, operating from hundreds of locations around Australia and who focus on supporting farmers grow their own agricultural businesses, were trying to find a cost effective solution for predicting which locations would require their services with a high probability of success.

In order to support the customer in identifying which other locations may be most in need of their services (and which branch would offer which services), it was required to first, find the characteristics of current branches and locations that associate with their success.

Solved.

This project was a proof of value to uncover whether there were strong relationships between known characteristics of branches and their success in order to determine new locations to be considered and the services they will offer.

Using the Python platform within Azure Machine Learning Workbench, a set of models were created to investigate this relationship. Aside from typical data preparation considerations, availability bias (where observations are only available for locations which already have the customer's presence) meant that additional considerations needed to be built into the model approach.

The end result of the proof of value highlighted a list of areas to be considered for branch locations and which services to offer in that branch.

Business Benefits.

1. Based on the produced model, a shortlist of other areas to be considered for branch locations was compiled, so that the customer had guidance on where to focus their attention which saved time and money as the recommendation process was faster and less reliant on manual intervention or analysis by users.

2. Important area and branch characteristics were identified, including an interesting relationship between branch success and the presence of a particular competitor for further business analysis.

3. The modelling process indicated some specific data gaps for the business to consider filling in order to make the shortlist more enriched and accurate for future recommendations.
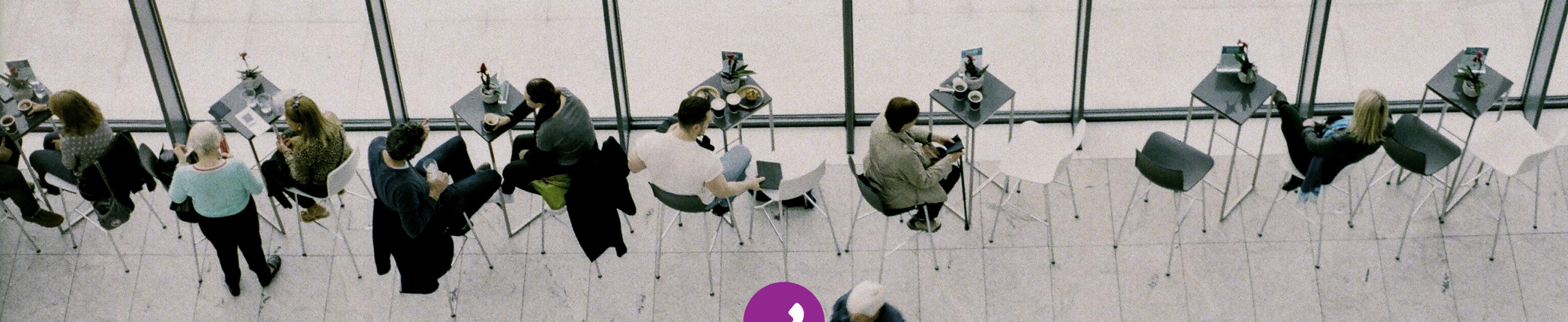
Do you have any additional questions, or want to know more?

We would love to hear from you.

#exposedata

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