

# MatchView: Introduction

End-to-End Rapid Experimentation  
Engine



latentview

Actionable Insights • Accurate Decisions



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INTRODUCTION TO

# MatchView

End-to-end Rapid Experimentation  
Engine



# MatchView philosophy



Accurate lift measurement



Ensemble algorithms



Simple, flexible, and intuitive



Bespoke control selection



Multi-dimensional Driver Analyzer



What if simulator for pre-test and rollout







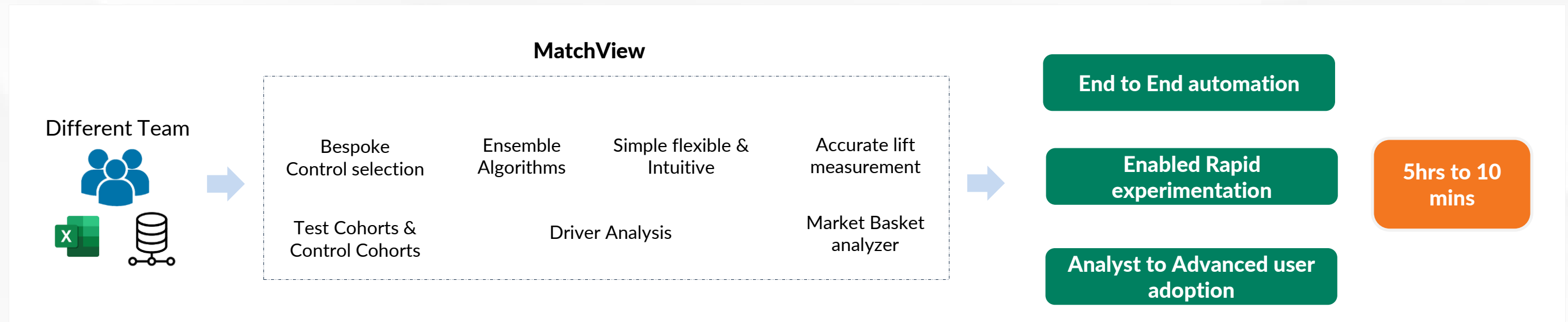
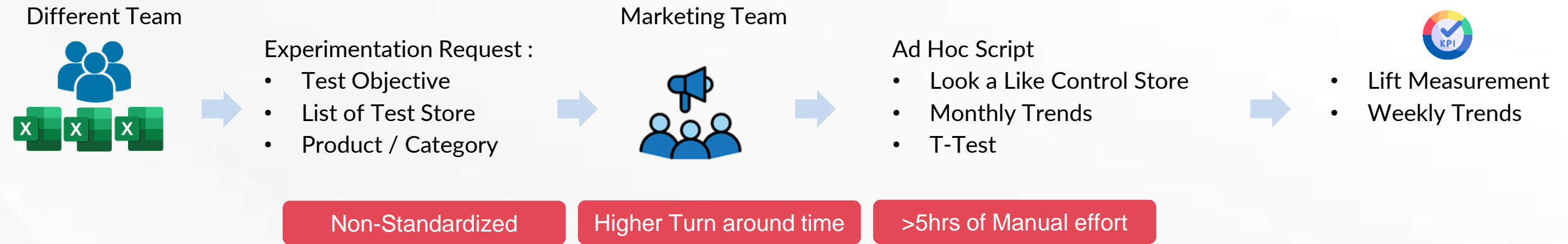
**MatchView** is trusted by iconic brands, which can pay for itself with just **one TEST**.

Influenced **\$240 M incremental revenue** & reduced by **90%** the turnaround time in test design & analysis for a global fashion brand.

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Leading convenience store chain achieved **lift in sales by 7%** using accept & redeem offer shown at LBAR Screen at Fuel Stations

# Leading convenience store – end to end automation using MatchView for rapid experimentation

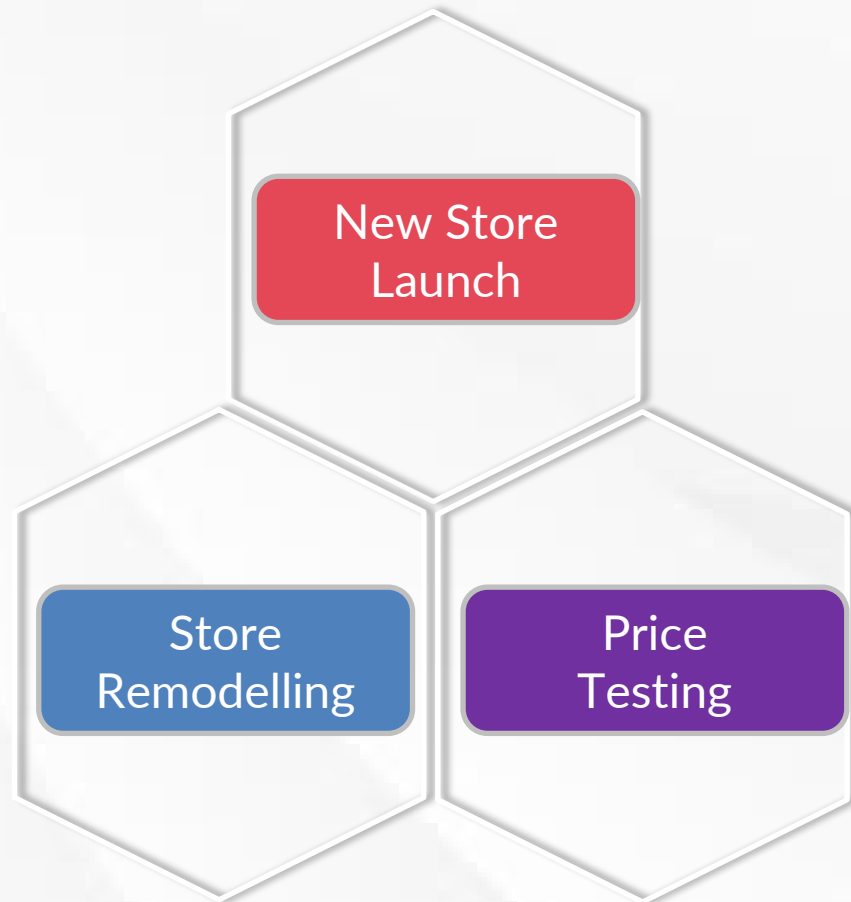


**8 weeks**

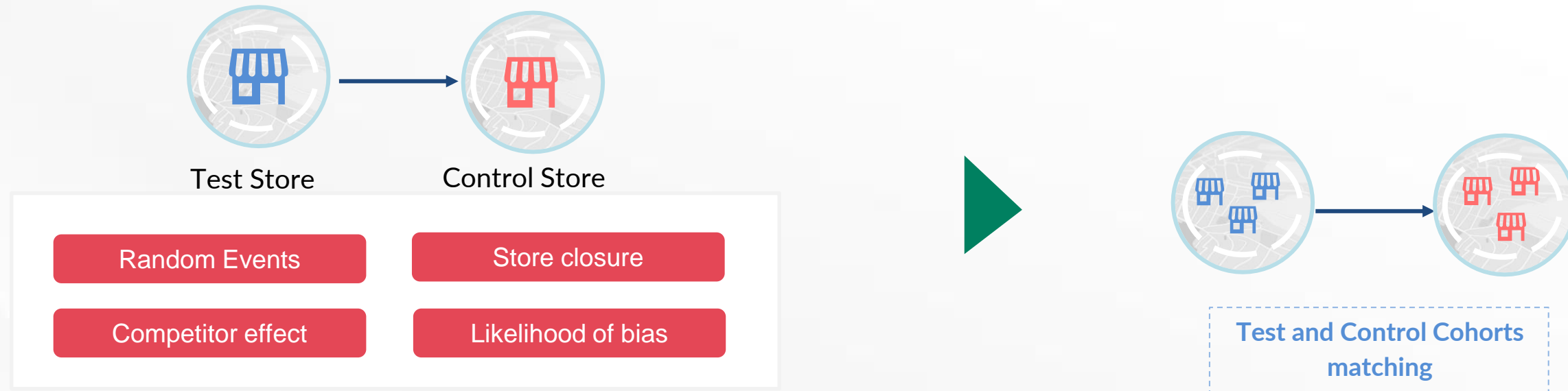
# With MatchView you can:



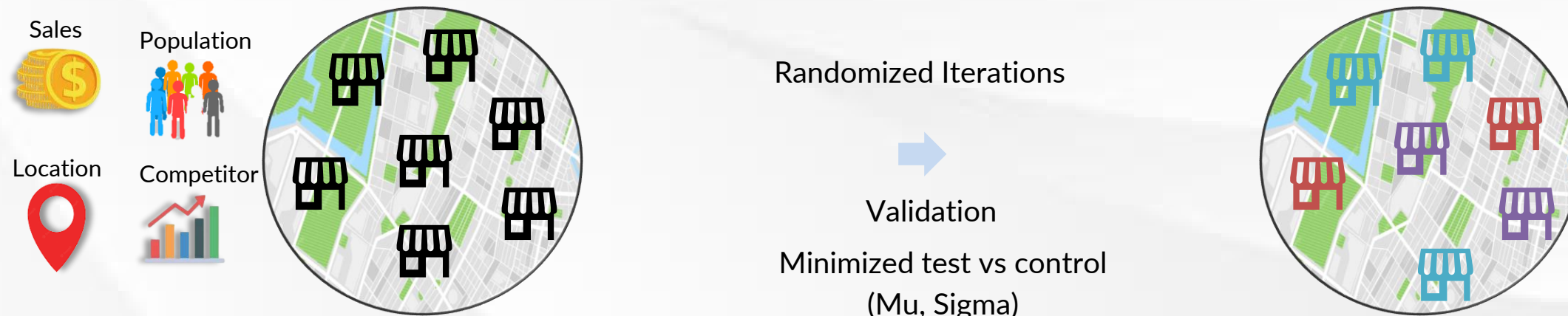
Expand Store to 15000 including Mobility Location



# Test Cohorts <> Control Cohorts



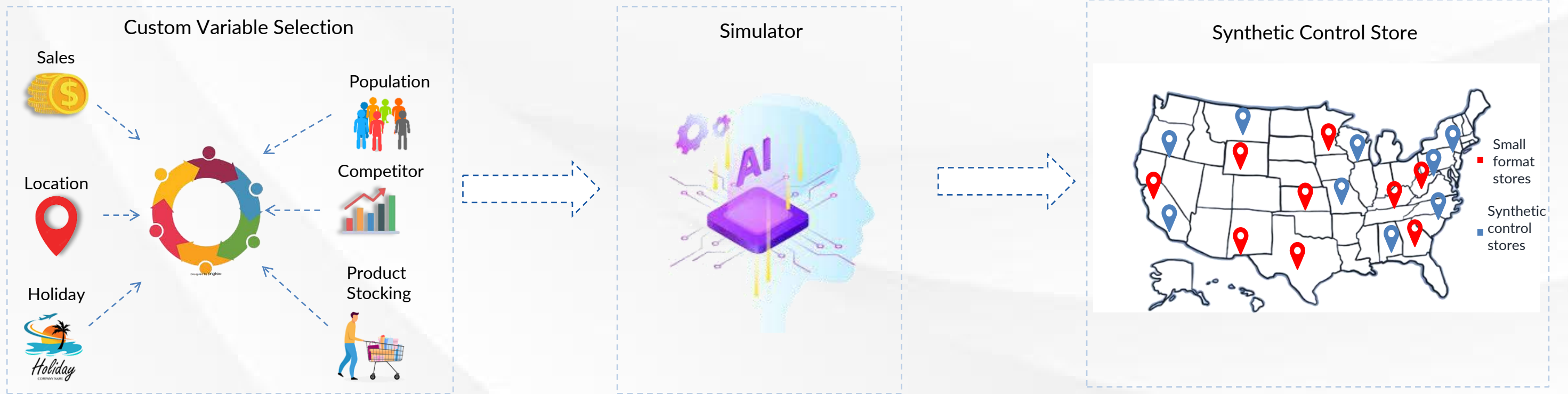
## MatchView - Bespoke control selection



# Unique Feature: Synthetic Control Curation

Unprecedented Store Type? Running a Unique Test? Synthetic Control to the Rescue!

## MatchView Pre-Test Simulator





# Unique Feature: Driver Analysis - Causal explanatory study



Comprehensive driver analysis to help businesses discover Causal explanatory variables and factors

## MatchView – Driver Analysis



### Input Parameters

### KPIs

### Causal explanatory variables & factors

Customer Demographic data



Transactional Data



Store Attributes



Store location attributes



Product & Promotions Data



Sales

Margin

ROI

Etc.,



Store Size - Small

8 % ↑

Location - Urban

4% ↓

Age Group - GenZ

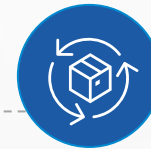
6 % ↑



Unlimited number  
of tests



Low implementation  
cost



Collaborative  
product road map



Dedicated  
customer support



Unified test  
platform





# Representative Use Cases

## CASE STUDY 01

# Influenced \$240 M of accrued revenue for a global fashion leader



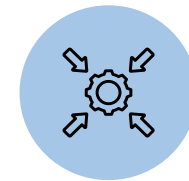
### Problem

- An apparel company had an unstandardized process of store identification and campaign assessment took ~ 2-3 weeks.



### Approach

- Data-driven store identification
- Drivers and drainers analysis
- Accurate lift measurement and significance



### Impact

- 90% Reduction in end-to-end test rollout
- Influenced revenue up to \$ 240 M
- Dealt with large datasets (1-2 TB)

NEW  
COLLECTION





## CASE STUDY 02

# 3X ROI increase through effective space planning for a software giant



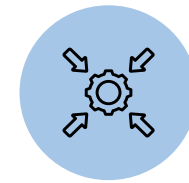
### Problem

- A software giant faced challenges in manually testing its space planning experiments



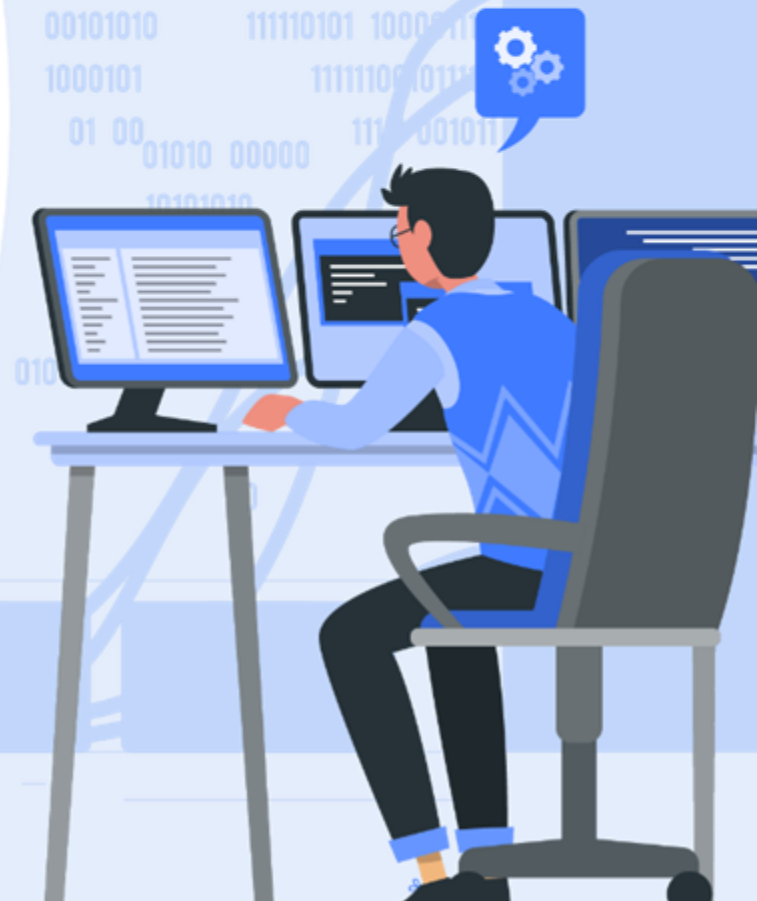
### Approach

- Captured store specifications in input to meet expected ROI criteria for store identification
- Precise lift and ROI measurement



### Impact

- Led to an expected increase of 3X ROI for the client
- Reduced end-to-end test execution time by 50%





# Appendix



# 01 MatchView Features | Retro test results

MatchView

Region

City

Store

Category

Sub-category

Product

Test Name

Test Status

Test Type

Time Period :

**Total Tests**  
**24**  
▲ 2% over previous year

**Completed**  
**24**  
▲ 2% over previous year

**Successful**  
**12**  
▲ 5% over previous year

**Failed**  
**6**  
▼ 5% over previous year

**Total Revenue**  
**\$6.6 M**  
▲ 5% over previous year

**New Customers**  
**1.8 K**  
▲ 5% over previous year

Summary

Driver Analysis


Create Test ▼

**Test Summary**

Test ID	Test Name	Test Outcome	Start Date	End Date	Test Goal	Inc Revenue (\$)	ROI	Lift % <span style="font-size: 0.8em;">[↑]</span>	Significance
T-234	<a href="#">Flat 20% on Sony TVs</a>	Successful	Jan-01-2022	Jan-15-2022	Test Goal?	16 K	25%	32%	98%
T-234	<a href="#">Flat 20% on Sony TVs</a>	Successful	Jan-01-2022	Jan-15-2022	Test Goal?	11 K	25%	32%	98%
T-234	<a href="#">Flat 20% on Sony TVs</a>	Successful	Jan-01-2022	Jan-15-2022	Test Goal?	17 K	25%	32%	98%
T-234	<a href="#">Flat 20% on Sony TVs</a>	Successful	Jan-01-2022	Jan-15-2022	Test Goal?	14 K	25%	32%	98%
T-235	<a href="#">Flat 20% on Sony TVs</a>	Successful	Jun-01-2022	Jun-15-2022	Test Goal?	13 K	15%	22%	95%

# 02 MatchView Features

## Driver analysis



### Driver Analysis

Region: All

City: All

Store: All

Category: Electronics

Sub-category: TVs

Product: Sony TV

Test Name: Flat 20% on Sony TVs

Time Period: 1/1/2022 -- 1/15/2022

Test Stores

4

Control Stores

4

Incremental Revenue

\$61 K

▲ 5% over previous year

ROI

25%

▲ 5% over previous year

Lift

32%

▲ 5% over previous year

Significance

98%

▲ 5% over previous y

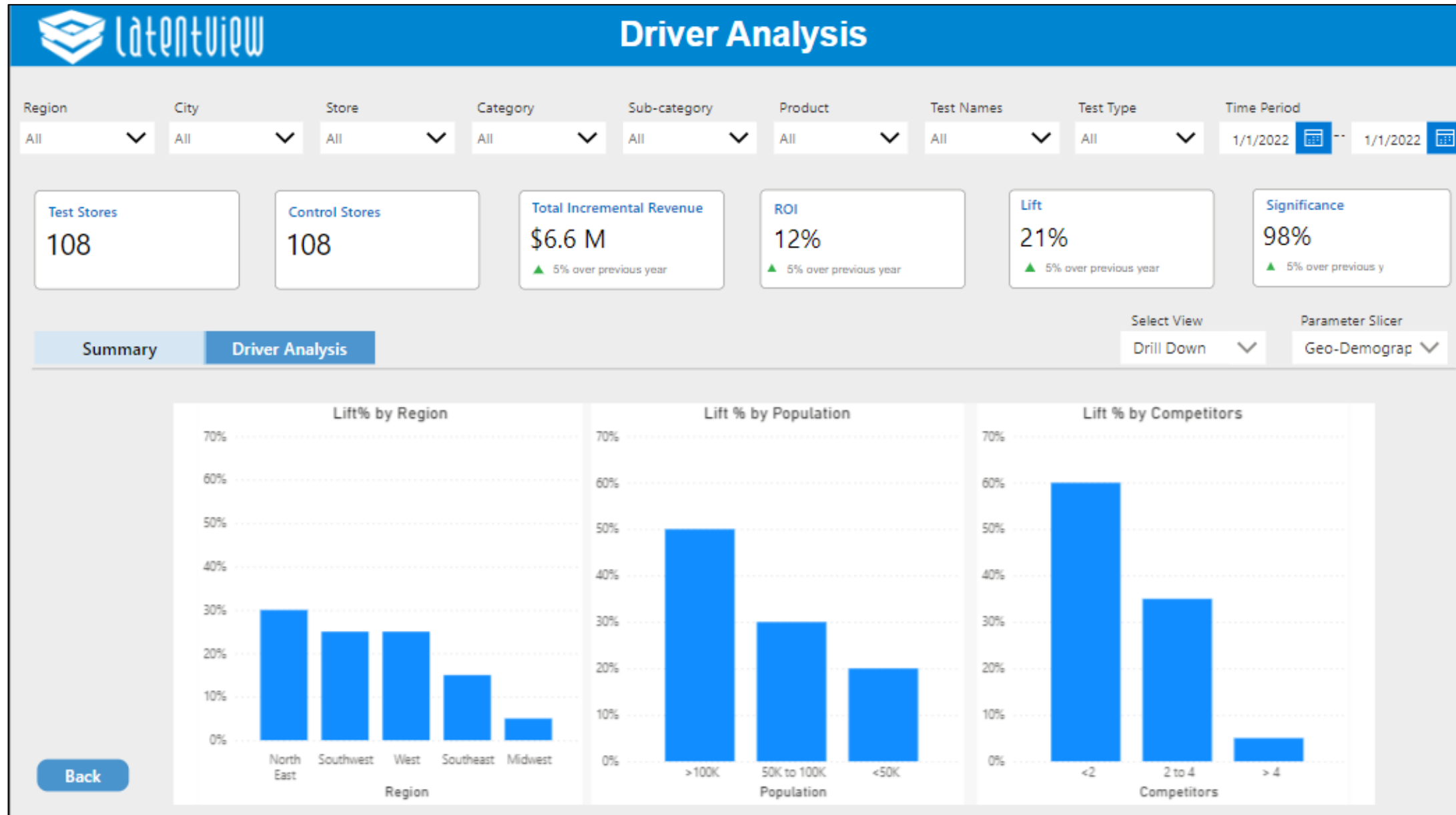
Summary
Driver Analysis

Select View  
Summary ▼

Driver	Impact	Lift%	Significance
Sales from Silver Segment	\$ 40K	25%	95%
Avg Txns from 50K - 80K sq ft store size	117	14%	90%
Avg Units per customer from Population > 5K	16	10%	99%
Avg Sales from Northwest Region	\$ 15K	-8%	91%
AOV from customers where competitor radius < 3km	\$ 115	-13%	99%
Avg Footfall from Store Age > 6 Years	600	-20%	90%


# 03 MatchView Features

## Driver analysis drill down



# 04 MatchView Features

## Store identification based on parameters


MatchView

Create Test From Existing Template - Store Determination ▼

Enter Test Name ✎

Test Start Date ✎

Test End Date ✎

#Test Stores

#Control Stores

[Upload Stores](#)

Parameter Selection - Edit/ Add New

City

Region

Store Type

Store Size

Store Age

Neighborhood Ethnicity

Neighborhood Income

Competitors

Seasonality

Last Year Sales

[Recalculate](#)

Test & Control Store List

Test Store	Control Store	Lift %	Significance	Existing/New	Actions
S234	S236	27%	Significance?	Existing	
D235	D237	29%	Significance?	Existing	
SF240	SF242	30%	Significance?	Existing	
C243	C239	34%	Significance?	Existing	


[Back](#)

[Summary](#)



# 05 MatchView Features

## Store filtering based on parameters


MatchView

Create New Test - Store Filtering

Region	City	Category	Sub-category	Product	Enter Test Name <input type="checkbox"/>	Test Start Date <input type="checkbox"/>	Test End Date <input type="checkbox"/>
All <input type="checkbox"/>	All <input type="checkbox"/>	All <input type="checkbox"/>	All <input type="checkbox"/>	All <input type="checkbox"/>	Flat 20% on Sony TVs	1/1/2022 <input type="checkbox"/>	1/15/2022 <input type="checkbox"/>

Select Parameter	Revenue <input type="checkbox"/>	Store Age <input type="checkbox"/>	Store Size <input type="checkbox"/>	Competitors <input type="checkbox"/>
<input type="text"/>	is greater than <input type="checkbox"/>	is greater than <input type="checkbox"/>	is greater than <input type="checkbox"/>	is greater than <input type="checkbox"/>

24

Total Stores

\$209 M

Average Sales

5.8K

Average Units Sold

3.9K

Average Transactions

NA

Average Population

NA

Average Household

NA

Average Store Footfal

2.2K

Average Customers A

NA

Average Family Size

NA

Median Age

4 yrs

Average Store Age

164 K

Average Store Size

Back

Recompute

# 06 MatchView Features

## Store selection summary

**MatchView**

Create Test From Existing Template - Selection Summary

Region

All

City

All

Store

All

Category

All

Sub-category

All

Product

All

**6**

Test Stores

**\$265 K**

Total Sales

**414**

Total Units Sold

**360**

Total Transactions

**6**

Control Stores

**\$194 K**

Total Sales

**242**

Total Units Sold

**208**

Total Transactions

Test & Control Store List

Test Store	Control Store	City	State	Total Sales	Total Units Sold	Total Transactions	Customers acquired
S234	C239	Sacramento	CA	\$150 M	24926	16617	2469
D235	D260	Dallas	TX	\$161 M	26720	17813	2085
SF240	SF242	San Francisco	CA	\$222 M	36890	24593	2279
C243	C239	Charlotte	NC	\$154 M	25624	17082	1870

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Compare Stores



# Synthetic control store simulator



## Custom variable selection

Add variables

Sales

Population

Competitors

Customers

Product Hierarchy

Units sold

Simulate

Confidence

Power

Desired lift

#Control stores

Control stores split

Equal

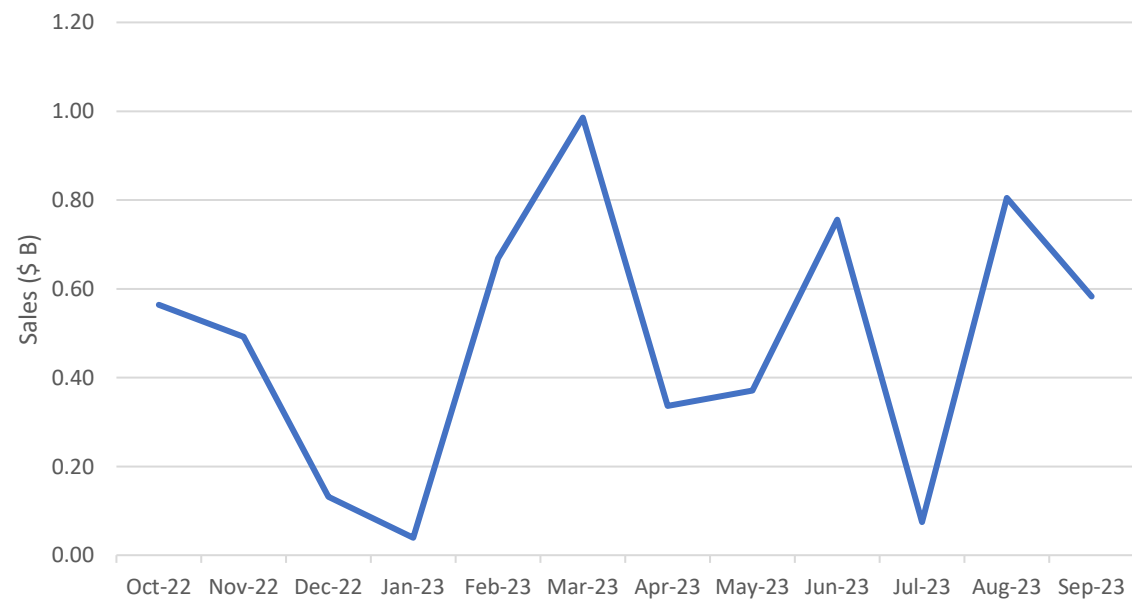
### Small format Store statistics

Regions	Stores	Total Sales
Southeast	270	\$270 M
Northeast	197	\$197 M
Southwest	172	\$172 M
Midwest	169	\$169 M
West	131	\$131 M

### Small format store locations



### Small format stores sales trend



Select metric

Sales



# Synthetic control store simulator

## Custom variable selection

Add variables

Sales

Population

Competitors

Customers

Product Hierarchy

Units sold

Simulate

Confidence

95%

Power

80%

Desired lift

4%

#Control stores

56

Control stores split

Equal

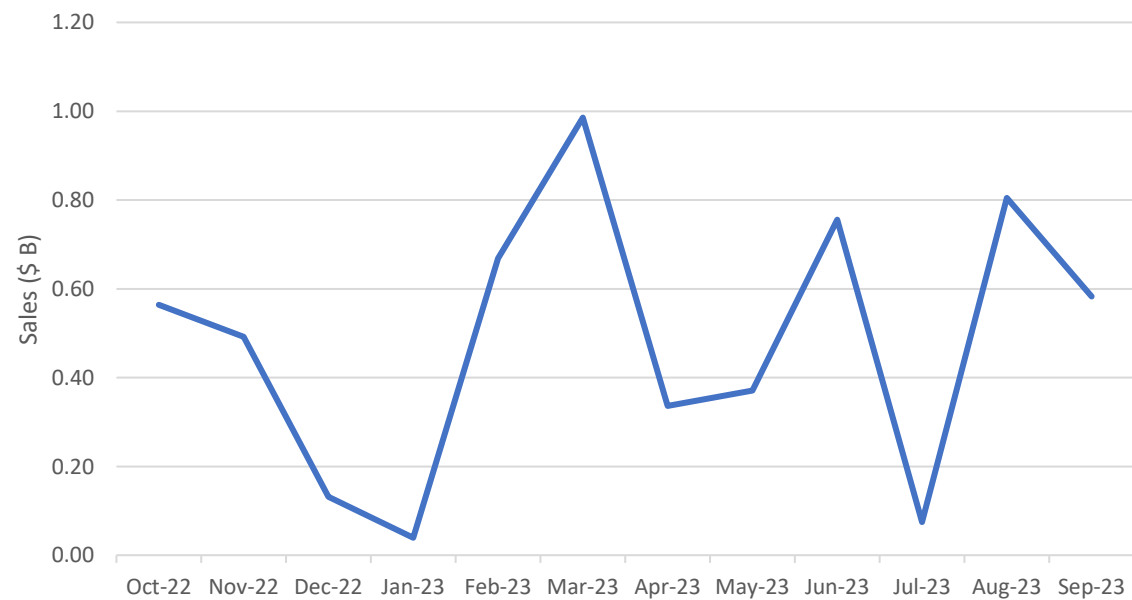
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Small format store locations



Small format stores sales trend



Select metric

Sales



## Custom variable selection

Add variables

**Reset**

Sales

Population

Competitors

Customers

Product Hierarchy

Units sold

Confidence

95%

Power

80%

Desired lift

4%

#Control stores

56

Control stores split

Equal

## Small format stores vs synthetic control sales statistics

Region	Small format stores			Synthetic control stores		
	Stores	Sales	Competitors	Stores	Sales	Competitors
Southeast	270	\$270 M	250	20	\$10 M	210
Northeast	197	\$197 M	210	87	\$87 M	205
Southwest	172	\$172 M	177	62	\$32 M	170
Midwest	169	\$169 M	175	59	\$19 M	165
West	131	\$131 M	140	21	\$21 M	130

## Small format stores vs synthetic control store locations

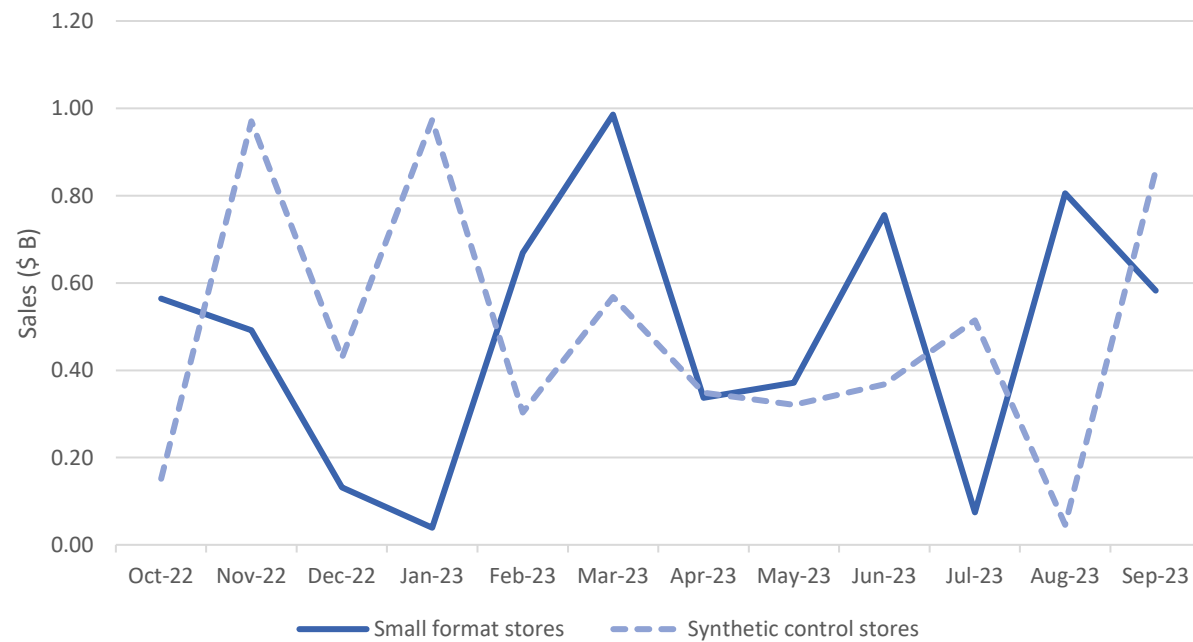


■ Small format stores  
■ Synthetic control stores

## Small format stores vs Synthetic control stores trend analysis

Select metric

Sales







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# Thank you

