

Urban Science

Visualizing Brand Loyalty

Urban Science is a business-solutions company focused on supporting the sales and marketing needs of automotive companies. They leverage a scientific methodology to help their client partners sell more vehicles, improve profitability, and increase customer loyalty.

At each client partner, marketing managers track customer loyalty through a variety of metrics. By looking at “repurchase loyalty scores,” managers determine the amount of customers repurchasing the same vehicle brands. Low scores prompt consideration of new marketing schemes.

Our *Visualizing Brand Loyalty* app consolidates loyalty data in expressive visualizations that enable loyalty managers at client partners to quickly assess market performance.

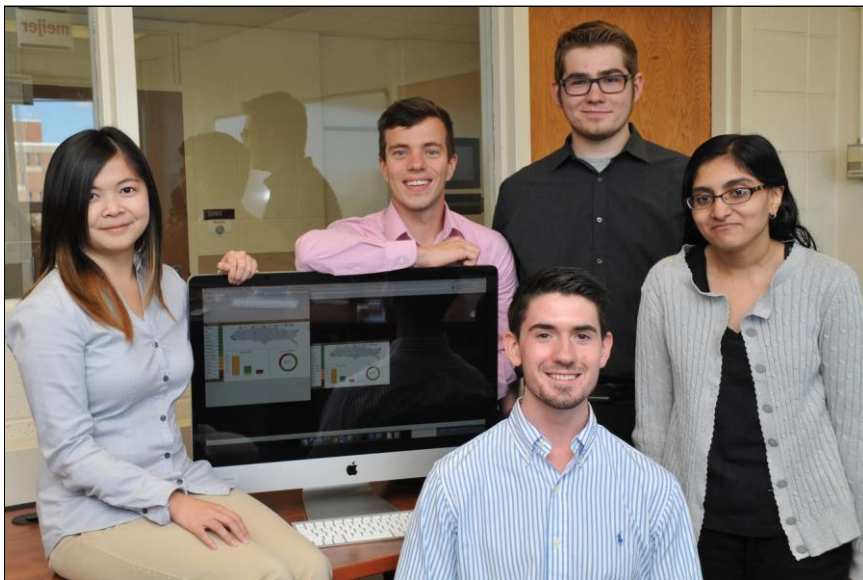
Using a multi-diagram interface, loyalty managers select a market of interest for a specific manufacturer’s brand or model. Markets are colored red or green depending on the loyalty of customers, which allows loyalty managers to identify which markets are struggling and what former customers are buying instead of their vehicles.

Loyalty trends over time illustrate new customer (conquest) data and former customer (defection) data. Monthly push notifications alert loyalty managers of newly acquired market data.

Visualizing Brand Loyalty is an application written for Apple and Android tablets. It is built on the Ionic framework using AngularJS and the D3 visualization library. PHP connects the application to a Microsoft SQL Server database.



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