



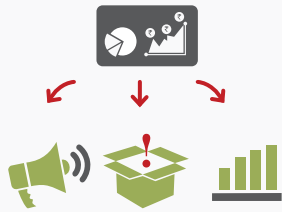
Retailing Industry - A comprehensive Business intelligence and Analytics solution



CHALLENGE



Consolidating sales, inventory and finance data from myriad sources for effective analysis



Enabling better Decision Support in the areas of Procurement, Campaign Effectiveness, stockout / replenishment and profitability



Dealing with big data - SKU level sales and inventory information of over 100 million records per annum

APPROACH



Scalable solution to extract information relating to sales, inventory and finance at the "atomic" level, and create a data model for enabling analysis



Combine multiple data points using Business and Computational logic to accurately produce KPI's



OLAP cubes to enable multi-dimensional analysis to help decisioning around new launches, sales campaigns and pricing



Effective visualization to share easily decipherable output to a dispersed salesforce

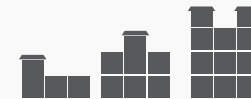
BENEFIT



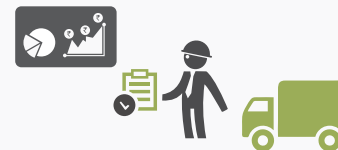
Better sales performance analysis including own brand/store vs. competing brands and third party outlets



Better performance management at a store/brand and model level



Improved Inventory Analysis and Planning leading to optimal stocking



Backward integration of intelligence with vendors for optimized procurement

IMPACT



10% improvement in working capital through inventory optimization



Better alignment of commissions and sales incentives



More effective promotions/ campaigns (better timing and targeting)



Improved sales focus and productivity

"We had to combine data across multiple systems to deliver insights and intelligence around opportunities for procurement, campaign effectiveness, re-stocking and profitability. We automated complex business logic, with multiple permutations & combinations. The solution had to be "fail proof" as critical decision are taken based on the results."

ALTAF BARADIA,
Head - Client Account Management, Pragmatix



CLIENT

A pan-India footwear retailer with sales across 600+ outlets in over 60 cities with 3,00,000 SKUs