



Transforming Retail: Navigating From Data Overload To Real-Time Business Impact

ABOUT CLIENT

Operating a vast network of retail outlets across North America, Europe, and Asia, the company serves a diverse customer base, spanning urban to suburban areas. Their clientele includes both tech-savvy urban consumers and traditional, locally-focused shoppers. Alongside physical stores, the company has a strong online presence, attracting a growing number of tech-savvy shoppers through e-commerce platforms.

PROBLEM STATEMENT

The client faced a series of challenges in managing and analyzing their company data. The large volume of information generated from various sources, including sales transactions, customer interactions, and inventory management, overwhelmed their existing infrastructure.

Data Overload: The existing systems were unable to manage large datasets generated during peak shopping/festive seasons, resulting in system crashes and downtime.

Lack of Modern Data Strategy: The lack of a digitally advanced data plan and scattered data sources made it challenging to create a cohesive view of the business, inconsistent data quality and integration issues further hampered the client’s ability to derive timely insights.

Delayed Decisions: The client was unable to access real-time sales data, which resulted in decision-making over outdated information. This led to poor inventory management and stockouts, which ultimately led to financial losses.

SOLUTIONS

Our team of data analysts along with the client’s internal management addressed these challenges by implementing a comprehensive managed analytics solution, including these key components:

Data Warehousing: We established a centralized data warehouse to streamline data storage, ensuring easy accessibility and scalability of the company’s information deck. This acted as a data repository, making it easy to store, organize, and retrieve information critical to the company.

Big Data Implementation: Implemented a robust big data infrastructure to handle large datasets and facilitate advanced data analytics processes including predictive analysis and trend identification.

Data Lake Architecture: Introduced a data lake to accommodate all their structured and raw, unstructured data, providing a flexible and scalable reserve for accurate data analysis.

Data Visualization: Our developers used visualization tools to create easy-to-understand dashboards, giving the client’s team real-time insights for independent data exploration. The interactive yet easy visuals turned complicated customer, finance, and other data into useful insights



Industry

Retail Industry



Products used

End-to-end Managed Analytics Solutions



Functionality Enable

Data science



Impact

11%

Increase in revenue from targeted promotions.

21%

Improvement in cross-functional collaboration

21%

Reduction in operational costs through data storage and processing solutions.

25%

Increase in customer satisfaction and loyalty.



pro tip

Prioritize data governance and quality assurance to ensure optimal results when implementing managed analytics solutions



Take the next step

Implement managed analytics solutions for your enterprise, [Get in touch](#)