

Optimizing Supply Chain Efficiency Of A Multinational Retail Company



ABOUT CLIENT

Based in the USA, this big American retail company has stores and online shops in five countries. They specialize in selling a wide range of consumer products through their brick-and-mortar stores as well as e-commerce platforms.

PROBLEM STATEMENT

This company specializes in selling a wide range of consumer products through both physical stores and e-commerce platforms. However, they encountered a series of challenges in their operations. These challenges included difficulties in tracking and monitoring orders, spotting delays and bottlenecks in their supply chain, and effectively managing inventory levels. Their procurement process for raw materials faced timeliness and reliability issues, leading to supply chain disruptions, increased costs, and delayed deliveries. Inaccurate manual forecasts resulted in inefficient resource allocation, impacting customer satisfaction negatively. Additionally, the absence of real-time visibility into deliveries caused delays and higher transportation costs. A lack of centralized monitoring and data-driven decision-making further exacerbated their problems, leading to issues such as inventory stockouts, excess inventory, reduced visibility, higher costs, customer dissatisfaction, and missed revenue opportunities

SOLUTIONS

To address these challenges, we developed a supply chain analytics dashboard to visualize and monitor supply chain operations and enable clients to make data-driven decisions

- The dashboard offered real-time visibility into tracking orders, monitoring shipments, and inventory levels. This helped the company to address delays, and effectively manage inventory in the supply chain process.
- Our integration of historical data and predictive analytics models enhanced procurement planning, ensuring the timely and reliable procurement of goods.
- The dashboard allowed the client to create custom reports, enabling them to analyze the spend analytics by category, supplier, location, and other related parameters.
- Manual forecasting was completely automated as our experts devised and incorporated machine learning algorithms to forecast demand and inventory levels, reducing the reliance on manual processes and improving forecast accuracy.
- We established a centralized data pipeline with insights from the dashboard. Eventually, we applied advanced analytics and real-time reporting to optimize transportation routes, reduce costs, and improve customer satisfaction.

Overall, we encouraged the cross-functional collaboration of decision-making with real-time information



Industry

Retail and E-commerce



Products used

Supply chain analytics dashboard



Functionality Enable

Data science



Impact

12%

Reduction in forecast errors with the forecast accuracy achieved from the implementation of the Power BI analytics dashboard.

16%

Reduction in manufacturing lead time along with timely delivery of products achieved

20%

Decrease in production costs with accurate demand forecasts and improved resource allocation strategies.

15%

Reduction in stockouts by minimizing supply chain disruptions through enhanced inventory management.



pro tip

Get a custom supply chain analytics dashboard to decode customer trends and outsmart the competition



Take the next step

Rewrite your retail success, today