



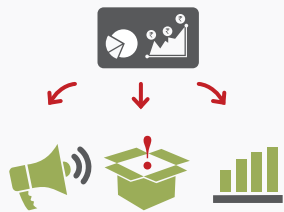
# Retailing Industry - A comprehensive Business intelligence and analytics solution



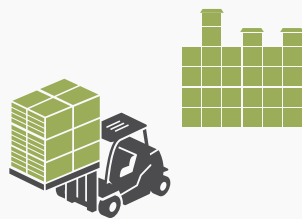
## CHALLENGE



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



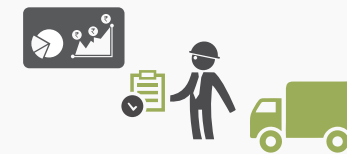
Better sales performance analysis including own brand/store vs. competing brands and third party outlets



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



## CLIENT

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

"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