

Case Study - Retail

Client Overview

The Client is one of the leading global retailer having a wide range of merchandise, exclusive shop-in-shop counters of international brands and world-class customer service. The client has brought international standards of shopping to the Indian consumer providing them with a world class shopping experience. It is today recognised as India's premier shopping destination. With a customer entry of about 50,000 customers a day, a national presence with over 6,00,000 square feet of retail space and stocking over 250 brands of garments and accessories, it has clearly become a one stop shop for all customers.

Their motto: "We are responsible for the goods we sell".

Business Need

The client's customer loyalty program is called The First Citizen. The program offers its members an opportunity to collect points and avail of innumerable special benefits. Currently, the client has a database of over 2.5 lakh members who contribute to nearly 50% of the total sales. Also the stores offer a complete range of apparel and lifestyle accessories for the entire family.

Client's reporting system needs to be more flexible so that business users can extract complete information easily and quickly. Different source systems typically use inconsistent data, which needed reconciliation thereby to facilitate data consolidation.

The Challenge

- To provide a Business Intelligence solution that would access the operational data effectively to maintain the Loyalty program.
- To understand the importance of distribution and logistics in ensuring that merchandise is available on the shop floors.
- To help vendor management, purchase order management, stock receiving systems, purchase verification and inventory build up.
- To help faster replication of the data for new stores.
- To produce information about merchandise for quick decision making.

The Solution

iDecisions Consulting Pvt Ltd has successfully implemented Business Intelligence solution. The solution offers key advantages, such as a data model, which caters to the requirements of supply chain management with quick results. The implementation of BI involved the database level stored procedures, packages and business objects reporting solutions, performance tuning.

Methodology

Creation of procedures and packages

- Creating procedures and packages to convert information from the database to the format that will assist universe and report creation activity.
- Maintenance of procedures and packages.

Data Extraction (SQL Warehouse)

- Conversion of data from AS400 to SQL server through SQL packages.
- Data loading in the staging area using SQL packages.

Design of Universe

- Study of the reports that are required to be created from user's perspective
- Identification of drill down and hierarchy required for analysis
- Preparation and approval of Report Definition Document
- Study of ER diagram and the database structure
- Co-relating report requirements to database and feasibility study
- Creation and testing of universe
- Sample testing with SQL query and rectification of universe

Creation of Reports

- Creating, formatting and refreshing the reports in accordance with Report Definition Document
- Testing of reports against results of SQL query
- Report Documentation

The Benefits

With the BI solution in place, the client is now in a position to maintain the Loyalty program effectively. Users have more flexibility in producing ad-hoc reports. Further, the clients are in a position to analyze the merchandise as per the requirements. BI solution can answer to the following questions

- Do you need more shelf space?
- Do you need more stock?
- Do you need another promotion?

In addition to above, it provides following information:

- Product launches
- Promotions
- Product assortment
- Supply chain
- Consumer behaviour

Decision Making:

- Make faster more informed investment decisions to support new products throughout their life cycle.
- Reference the product launches of proven high (and low) performers and compare their adoption cycle to your current new product introductions.
- Further reduce risk by segmenting the consumer base to perform and monitor trials to predict the impact for your entire consumer base.
- Integrate market data and learn from your competitors.

Trend Indicators :

- Performance indicators alert users when one was not performing to expectations.
- Analyze performance against growth to find out which of the products are stars, which of accounts are dogs, who the star sales people are, which of the outlets represent opportunity gaps etc.

Promotions:

- Benchmark promotions against previous best and worst performers.
- Understand what the Halo and Cannibalization effects are likely to be.
- Quantify the overall impact of promotions on total sales and margin.
- Reduce risk by tracking a test of the promotion before implementation and making accurate predictions for the roll out.