

Industry

Retail

Objective

Enhance and streamline the existing BI and reporting structure to gain insights.

Manthan's Approach

Our group of experts in collaboration with their analytics team worked on the existing and new reporting requirements.

Challenges

- ▶ Multiple Data Source
- ▶ Basic Reporting Framework
- ▶ Manual dependency
- ▶ Lack of analytical insight into the business

“BUSINESS INTELLIGENCE AND REPORTING - KEY TO STREAMLINE AND SCALE UP BUSINESS EFFICIENCY”

A robust reporting structure plays a vital role in shaping up Business strategy and helps to take faster and accurate decisions.

Customer Profile – A Leading French Retailer

Our customer dominates the European retail market and became operational in India in 2010. With 5 stores and over 500 dedicated employees this retail chain has more than 15,000 SKUs in food and non-food segments combined together.

Business Challenges

The cash and carry format gained instant popularity in the Indian retail market. Encouraged by the enhanced sales and popularity this retailer opened more outlets with a wider product mix and customer data base. At a group level, they had deployed a basic reporting tool by Microstrategy which captured the supplier related data. For customer related data, at India level, they invested in Qlikview. Both these BI tools were restrictive in terms of providing insights which could influence decisions.

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Solution

We brought in together our team of business analyst, domain and technology experts and data scientists to evaluate their business reporting structure and requirements across every horizontal.

Our experts took the onus of providing the users with the required data adhering to the SLA setup between Manthan and the customer. Our team of Qlikview experts worked on automating the old and new reports and created dashboards for the CXOs.

Benefits

The business critical reports were scheduled and delivered automatically keeping the information ready for the users without having them churn the data.

- Reduction in report processing time by >60%
- Aided in timely and improved inventory planning on a daily basis.
- We re-analyzed their customer segment for better understanding of their baskets and customizing promotions for them.
- Our data helped the team plan - activation and retention efforts for their disappearing customers
- Increased fill-rates by continuous monitoring of the ordering and receiving
- Round the clock and prompt support for their customer tool allowed its uninterrupted usage
- Dashboards were created in Qlikview to give a concise view of the data

About Manthan



We are a high-end Analytics and Information Management Solutions company headquartered in Bangalore, India. We are a team of domain experts working round the clock to providing cutting-edge solutions to some of the biggest names in the Retail / CPG industry.

Analyze, Decide & Do