

Industry

Retail

Objective

Standardize existing Key Performance Indicators and rationalize enterprise reports so that people encounter 'right information' at the 'right time'

Manthan's Approach

Manthan considered three major levers to rationalize information – User (needs and adaptability), Business (objectives) and Technology (optimization)

Benefits Achieved

Before: 312 Reports, 503 Measures and 181 dimensions

After: 43 KPIs, 117 Measures and 29 Dimensions

“INFORMATION STANDARDIZATION AND REPORT RATIONALIZATION FOR BETTER AND EXACT DECISION-MAKING”

Information is available throughout the organization. Flexibility and scalability in a business can be fully realized with - streamlining and hence effectively using information across the breadth of the business.

Leading Middle East based Retailer

Client is a large retail conglomerate in the Middle East and India, with a diverse portfolio of retail and hospitality brands. It has its presence spanned across 19 countries, with over 20 home grown and 30 franchise brands.

Business Context

In order to address the global reporting needs, over the time our Client invested in multiple information-management systems that resulted in generation of redundant and non-cohesive reports. Inconsistent KPIs and metrics across various departments retarded the reliability and so impacted their decision-making ability.

It became essential to provide consistent KPIs and reports across the organization so as to-

- Rationalize and optimize reports and information
- Enhance and standardize KPIs aligning to organizational vision
- Standardize the layout and report templates to bring consistency in communicating decisions across the organization

Industry

Retail

Solution

Manthan considered a collaborative approach to understand the influx of information from multiple sources that led to a disconnected approach. On the basis of the Information requirements of the client, we proposed a plan to optimize the same by-

- Evaluating the current usage, user base and level at which information is being viewed for decision-making
- Categorizing reports into operational & analytical streams
- Identifying the key metrics and indicators required for report generation and Analytical decisions
- Conducting workshops with senior management and key business leaders to derive consensus for rationalization

Outcome

Our client reaped significant benefits by achieving the following results -

- Standardization of the KPIs and recommended to include additional KPIs (8) aligned to client's organizational vision.
- Standardization of report layouts in Oracle BI Enterprise edition 11g and decreased usage of manual excel based reports.
- Allowed business users to perform operational and diagnostic analytics of the data addressing the user adaptability challenges.
- Helped client in successfully completing the foundational step in moving from a *reporting-centric to an analytic-driven* organization.

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