

'DIY' framework helps in driving analytics from spend management



Industry

Retail

Overview

The retail sector has evolved dramatically from traditional village fairs, street hawkers to malls and hypermarkets. During the last decade, the retail markets have seen considerable growth. Major domestic and international players have now entered the retail arena while initiating plans to expand across various verticals, formats and cities.

Leading hyper mart giant adopts Retail Analytics to give a comfortable shopping environment



Client

Client pioneered mall culture in India. Client has universal class and appeal while seeking to provide a one-stop destination for fashion, lifestyle, food and entertainment leading to a personalized & professional experience for families.

Business needs

Some of the outcomes desired by the client were:

- Automate and streamline client's existing MIS process for any-time, any-where information availability for Operational & Strategic decisions
- Enable on-the-fly data-analysis to provide business insights for faster decision making
- Deploy Executive Dashboards to measure and monitor key KPIs for business improvement and Growth strategies

Challenges

- Lack of accurate information hampered data based timely decision making
- Dependency on manual MIS processes impacted organizational productivity
- Absence of a singular system to measure cross KPI's on data from multiple systems and data points resulted in ineffective or

prolonged decision making cycles

- Too much time was lost in data collection, integration [in excel] and validation which meant no time for data analysis
- Negative Cash Flow Impact – as crucial customer data points and their related KPIs were not measured on time, there was no way to identify exceptions and forthcoming collection milestones

Datamatics' Solution

Datamatics helped the clients deploy a centralized home grown BI solution along with SAP & Excel data using smart API framework thereby completely eliminating manual intervention and data quality issues

- Inculcated a culture of flexible, data-analysis ready reports & dashboards available online as well as offline
- Automated end-to-end including data integration, report & dashboard generation with KPI measurement and aggregated business logic
- Reports and dashboards are deployed using hybrid BI architecture using In-memory analytics
- Moved to graphically intuitive and easy to comprehend visually stunning graphical analytics using nSights touch
- Multiple analytics using mall specific data models have been deployed

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 3 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

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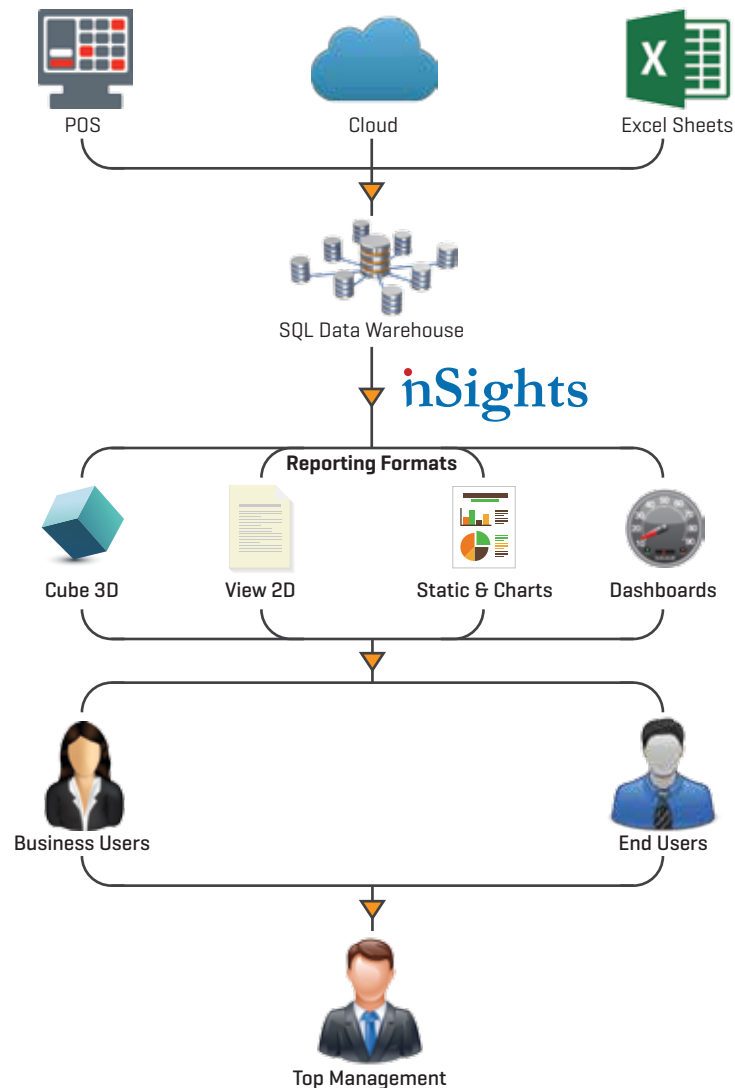
Approach

- Datamatics team of experts worked with the operations team to understand and analyze the gaps in the existing system
- Designed and developed data repositories to integrate the data from SAP and legacy sources
- Designed efficient workflows for automation of manual systems and approvals
- Configured alerts and notifications to trigger scheduled reminders

Benefits

- Data integration and provisioning was now significantly reduced by almost 10-15 man days
- Users were now able to spend more time on data analysis with the implementation of centralized BI tools
- Users now saved almost 10-15 man days over manually mashing multiple data points such as historical data with current data, managing multiple excel worksheets and establishing relationships, re-building business logic etc.

Process



Result

Datamatics successfully implemented an automated BI reporting system with data being facilitated from the cloud, SAP and Excel sheets. Client could now plan for innovative schemes on a particular week-day, time-slot etc. to increase traffic have a higher chance of improving volumes and sales.