

# Case Study

## Business Intelligence & Advanced Data Discovery

**Smarten Augmented Analytics Implementation for  
India Pharmacy and Wellness Retail Business**



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## Smarten Augmented Analytics Implementation for India Pharmacy and Wellness Retail Business

### Client

This Client is a pioneer speciality retail chain with pharmacy and wellness stores in India. The Client owns and manages a chain of stores located across Ahmedabad, Gandhinagar and Vadodara and offers pharmacy products sourced from manufacturers or channel partners. Its products are stored and managed according to regulation and standards and are dispensed by qualified, licensed pharmacists.

### The Objective

The Client has a rapidly growing business with new products introduced frequently. The Client has found it difficult to track and measure metrics across all locations and to optimize operations.

The Client wanted to achieve and manage a consolidated view of all stores, with clear data and information to monitor, manage and plan for Sales, Inventory, Purchasing, etc.

The Client had been using an In-house Store Management Application to manage these functions, but it was no longer possible to meet the needs of the organization for analytics and reporting from within that solution.

### Challenges

- Gather, measure, track and report data from all stores
- Security of data
- Need for dynamic ad-hoc analysis at various levels
- Heavy dependence on manual Excel-based reports that were non-interactive, time consuming and inaccurate and provided no data
- Need to track inventory across the entire network of stores
- Need to roll-out analytics and reporting across the organization
- Compatibility with current and future data sources and operating system

To overcome these challenges, the Client wanted to implement an augmented analytics solution built on industry-standard architecture to analyze data from its Store Management Application. The Client wanted a browser-based system that could be accessed from any location and would allow it to follow a roadmap to roll-out assisted predictive modeling with auto-recommendations and guidance for users so that business users would be empowered and could share fact-based data to plan, forecast and solve problems and to manage products and services and address customer needs.

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### The Solution

The Smarten team developed and presented a Proof Of Concept to help the Client understand how the solution would address all functional and technical needs. The PoC deployment was analyzed and verified by the Client technical and management team. After an extensive and rigorous evaluation, the Client chose Smarten as its enterprise-wide solution.

The Client team defined functional areas and identified effective KPIs and helped with queries to build cubes and leverage objects to create modules for Sales, Stock, and Discount.

### Technology & Platform

O.S. : Ubuntu Linux EC2 server  
Applications : In-house Store Management Application  
Backend (Database) : MS SQL Server (2012)

Key objects implemented in the first phase of deployment included:

#### Sales Management

- Top-Bottom Dashboard
- Achievement vs Sales
- Performance Dashboard
  - Monthly/Quarterly Performance
  - Performance by Product Categories
  - State, Area, Zone and Store Sales Performance
- Sales Contribution
  - Revenue Contribution by Product Categories
  - Zone Contribution
  - Monthly Contribution
  - Brand Contribution
  - Product Category Contribution
- What if Analysis
  - What-if By State Estimate Profit vs Actual Profits
  - What-if By Product Estimate Profit vs Actual Profits
- Store Activity Report
- Dashboard-Based ABC Categorization of Products Based on % Sales Contribution

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- Store Sales Based on ABC Categorization Using Status Color
- Sales vs Cost Report

### Stock Management

- Category Stock Difference
- Monthly Recent Stock
- Item Stock MoM Growth %
- Product Category Monthly Stock

### Discount Management

- Various Discount Dashboard (Item Discount, Customer Discount, Redeem Discount)
- Product Discount

### KPI Analytics

- Average Margin % KPI
- Total Net Purchase Amount KPI
- Total Net Purchase Including GST
- Total GST Amount
- Total MRP Amount
- .Avg GST %

### Membership Management

- Store Membership Analysis – New Members Created Per Store
- Inactive Members Report
- Membership Transition Report from Classic to Elite Member
- Brand Loyalty Report By Member
- New Members Frequency Report

The Smarten solution addressed all critical functional areas e.g., Sales, Inventory, Membership Management, and Discount Management and helped the Client users to derive accurate analytics from the data stored in the in-house application.

## Smarten Team Role

The Smarten team developed Proof of Concept to illustrate the solution would address functional and technical needs. After an extensive and rigorous evaluation, the Client chose Smarten as its augmented analytical solution.

The Client team provided queries to build the cubes and a clear understanding of all requirements. The Client team and the Smarten collaborated to implement the solution in less than two months, and the Client IT team further advanced the implementation with support from the Smarten team as and when needed.

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The Smarten team provided extensive support both onsite and offshore throughout the project implementation.

- Installation and connectivity with ERP
- Understanding of current reporting structure and flow
- Design and development of meta data structure, cubes and front-end objects
- User Acceptance Testing (UAT)
- Go live support
- Analytical concepts and best practices sessions
- Technical training
- Administration training
- Business analyst training
- End user training

## Conclusion

The Client business was evolving rapidly and the business was adding new products, stores and new members. It needed an affordable, intuitive solution that could be implemented and adopted rapidly by users to provide fact-based reporting, problem solving and planning features. Smarten provided a complete range of reporting and analytics including complex analysis for stores, sales performance, Inventory Management, Membership Management,

Discount Management and other factors, in an interactive self-serve environment that gave users a comprehensive set of reports, dashboards, KPI monitoring and metrics, graphical analysis and more.

### Key Benefits and Deliverables:

- Seamless connectivity to existing ERP
- Sales Dashboard for sales, revenue and profits from all stores, departments and products
- Graphical analysis of monthly margins by product category, brand, purchase type and other factors
- KPI analytics for average margin, purchase amount and GST
- Consulting to define KPIs and design personalized dashboards for key people within the organization
- Exception and alert analysis to monitor performance across all stores
- Onsite training for IT staff, power users and end users
- Low cost of acquisition, short roll-out time, and less minimal training requirements to achieve low total cost of ownership (TCO)
- User-friendly interface reducing the burden of ad hoc queries for IT team
- Enterprise architecture with zero footprint browser interface ensuring rapid roll-out across all locations to a large number of users
- Responsive user interface allowed users to access the solution with all smart phones, tablets, and other mobile devices

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## **Smarten Augmented Analytics Implementation for India Pharmacy and Wellness Retail Business**

The Smarten solution allowed the Client and its users to gain clear visibility of operations and performance of each product line and stores, resulting in quick decision-making at all levels from HQ to individual stores. Ad-hoc analysis allows store managers to manage inventory and identify trends and

opportunities, and to plan according to sales trend and seasonal cycles, so the Client can make the best use of the data contained in its ERP solution and operate more efficiently to increase revenue.



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## **Smarten Augmented Analytics Implementation for India Pharmacy and Wellness Retail Business**

### **Contact Us**

#### **Elegant MicroWeb Technologies Pvt. Ltd.**

A-305, Shapath - IV, Opp. Karnavati Club,  
SG Highway, Ahmedabad-380051 India  
Email: [contact@Smarten.com](mailto:contact@Smarten.com)  
URL: [www.Smarten.com](http://www.Smarten.com)

#### **Sales & Partnership:**

For sales, licensing, and partnership-related inquiries,  
please email [sales@Smarten.com](mailto:sales@Smarten.com)

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