

Case Study

Business Intelligence & Advanced Data Discovery

Smarten Augmented Analytics
Implementation for Growing India Retail Clothing Chain



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Client

This Client is one of the fastest growing retail clothing chains in India.

The Client has more than 50 stores located in 18 cities, and offering more than 8 in-house brands of apparel with an annual revenue of more than INR 250 crores. The Client business is experiencing consistent growth with new stores opening in numerous cities at prime locations.

The Objective

Given the rapid and expansive growth the Client is experiencing, its management team has found it difficult to track and measure metrics from each location and to optimize operations.

The Client wanted a consolidated view of all stores, with the ability to analyze its various departments, e.g., Sales, Inventory, Purchasing, etc.

The Client uses an ERP solution from a local vendor to manage functions like Sales, Purchase, Inventory and Finance, but is unable to perform flexible, ad-hoc analytics or reporting.

Challenges

- Gathering, Measuring, Tracking and Reporting data from multiple stores
- Data security
- The need for dynamic ad-hoc analysis at various levels of the organization
- Heavy dependence on non-interactive, inaccurate, time-consuming Excel-based reporting with no ability to secure data
- Need to track inventory level across all locations
- Need to roll-out analytics and reporting across all functions in the organization
- Compatibility with Client data sources and operating systems, currently and in the future

To overcome these challenges, the Client wished to implement an advanced analytics solution built on industry-standard architecture to analyze data from various stores and integrate data contained in its ERP system. The Client wanted to deploy a browser-based augmented analytics solution, accessible from any location and easy enough to deploy to all business users. Its roadmap for the future included assisted predictive modeling for business users to enable, simple, accurate planning and forecasting.

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The Solution

The Smarten team developed and presented Proof of Concept to demonstrate to the Client that the solution would satisfactorily 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 for its augmented analytics solution.

The Smarten team worked with the Client to define functional areas and identify effective KPIs to implement within the analytical solution. The Client team helped with queries to build cubes and address modules like Production, Finance, Inventory, Purchase, Stock and Purchase Orders.

Technology & Platform

Server	: On-Premises Server
O.S.	: Ubuntu
Applications	: ERPX.IN ERP from Local Vendor
Backend (Database)	: Staging – Oracle

Key functional areas addressed in the first phase of deployment include:

Finance Management

- Receivables and Payables Analysis
- Overdue Monitoring

Sales Management

- Sales Overview Dashboard
- Monthly Branch Growth in Percentage
- Yearly Sales Trend
- Sales Contribution
 - By Branch
 - By Department
 - By Brand
- Price range by Item MRP based report

Stock Management

- Sales vs Stock Reports
- Daily Stock Movement
- Sales vs Stock Comparison

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Purchase Management

- Purchase Order Qty vs Actual Purchase Qty
- Branch Purchase Distribution
- Brand Purchase Trend

Smarten addressed analytics for all critical functional areas, e.g., Sales, Purchase, Finance, and Inventory and helped them derive accurate analytics from the data stored in ERP.

Smarten Team Role

The Smarten team developed Proof of Concept to address functional and technical needs.

The Smarten team worked with the Client team to complete implementation of the solution in less than two months.

The Smarten team provided support for the Client IT team to expand implementation.

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

- Installation and Connectivity with ERP
- Understanding current reporting structure and flow
- Design and Development of meta data structure, cubes and front end objects
- UAT
- Go Live Support
- Training and support with best practices sessions
- Technical training
- Administration training
- Business analyst training
- End user training

Conclusion

The Client business was constantly evolving and adding more stores as well as launching an online presence. Smarten offered a complete range of reporting and analytics tools including complex analytics to measure and manage stores sales performance, out-of-stock situations analysis, merchandise management, finance etc., with interactive self-serve reporting, intuitive dashboards, KPIs, Graphical analysis and more.

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Key Benefits and Deliverables:

- Seamless connectivity and integration with existing ERP solution
- Sales Dashboard to manage sales, revenue and profit from all stores, departments and products
- Cross-tab analysis of revenue growth to identify opportunities for growth
- Consulting to define KPIs and design personalized dashboards for key people in Client organization
- Exception and alert analysis for monitoring performance across all stores
- Onsite training for IT staff, power users and other end users
- Low cost of acquisition, short roll-out time, minimal training required to support rapid ROI and low TCO.
- User-friendly interface reduced burden of ad-hoc queries to IT team
- Enterprise architecture with zero footprint browser interface ensured rapid roll-out across various locations to a large number of users
- Responsive user interface allowed users to access the augmented analytics solution with all popular smart phones, tablets, and other mobile devices

The Client achieved clear visibility of operations and performance of each product line and store, resulting in quick decision-making at all levels from HQ to individual stores. Ad-hoc analysis allows store managers and product managers to identify trends and opportunities and plan according to sales trends and seasonal cycles, so the Client organization can make the best use of the data in its ERP solution, operate more efficiently and increase revenue.

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