Case Study

Business Intelligence & Augmented Analytics

Smarten Case Study: Smarten Augmented Analytics Provides Comprehensive Solution for India's Largest Jewelry Brand

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The Client

The Client is India's largest omni-channel jewelry brand, and is recognized and renowned by India consumers. The Client has 165 retail stores in 66+ cities across India, as well as a thriving jewelry eCommerce presence online. Its product line includes rings, earrings, pendants, necklaces, chains, bangles, bracelets, mangalsutra, and nose pins, as well as 22k (916) and 24k (995) gold coins with certification and BIS Hallmark stamp guarantee. The Client customer base is growing rapidly, and to attract and retain customers, the business provides new designs and uses a mobile application to bridge the gap between brick-and-mortar stores and the virtual world. The mobile app provides a Virtual Try-On feature that allows customers to 'try on' jewelry and designs using a virtual reflection and image.

The Objective

The Client has managed its data using a single solution and this approach has become unmanageable as the business grows. The Client wishes to implement an agile augmented analytics solution to manage the growing volume of data and provide a consolidated analytics approach for all current and previous applications and for daily transactional data.

Challenges

- Need for analytics within the confines of the system
- The existing solution has built-in reporting, but reporting is not interactive, and there is a continuous need for new reports to satisfy end-users. This process is time consuming and expensive
- Client end users use time-consuming, non-interactive, Excel-based reports with unsecured data
- Management requires revenue tracking reports
- The Client needs interactive Dashboards to accommodate end users with no statistical or technical skills
- The business requires faster, more confident decision-making and performance
- The users have a need to export and publish reports
- Users need to send daily automated reports to the management team

To overcome these challenges, the Client wanted to create a powerful analytical solution built on industry-standard architecture to analyze data. This system should be browser-based and accessed from any location via any device, in order to answer all business and time-critical questions and support

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assisted predictive modelling, to improve planning and forecasting, and to assure data-driven decisions.

The Solution

The Smarten team developed and presented a Proof of Concept (PoC) to the Client to demonstrate the features and functionality that address all functional and technical needs. The PoC deployment was analyzed and verified by the Client technical and management teams. After an extensive and rigorous evaluation, the Client chose Smarten as its analytics solution, to expand its product and service offerings and satisfy management, IT and end-user needs.

The Smarten team integrated Smarten Augmented Analytics features and functionality with the Client SQL-based application and created datasets and appropriate objects to satisfy all Client requirements.

Technical training was delivered to address administration, data source connectivity, datasets architecture, and best practices for the IT team so that the Client could accurately serve its analytics needs.

Solution implementation was a joint effort between the Client IT team and the Smarten team, and through this collaboration the teams were able to quickly

and effectively roll-out the Smarten solution to Client end users and to meet budgetary and time constraints.

Technology & Platform

Server	: Intel Xeon CPU-E5 (12 Processor) X 64 bit
Operating System	: Linux with 256 GB RAM
Applications	: Google Sheets
	CSV/excel files for different modules
	Excel Sheets
Back-end (Database)	: Google Big Query

Key analytical objects implemented in the first phase of deployment included:

- **Business Funnel Reports**
  - Bifurcation for Bestselling and Non bestselling orders by Price bands

- **City Funnel Reports**
  - City wise Orders and Revenue
  - Store orders

- - Store revenue
  - Total Order Total revenue
  - PDP vs Cart
  - Cart vs Order
  - Online Conversion and Business Conversion
- **Customer Reports**
  - Customer Information Details
- **Dynamic Inventory**
  - Bestseller SKU Details
  - Segment SKU Details
- **Impressions Type Wise**
  - Post and Pre-Impressions by Unit
  - Clicks and Growth
  - Pre-Click Through Rate (CTR) and Post CTR
- **International Summary**
  - Margin USD Data

- - Billing Countries
  - Shipping Countries
  - USD Data
- **Indus Reports**
  - Business Segment Summary
  - Monthly Campaign Group
  - Monthly Open-To-Buy Quantity
- **Job Sheet Adherence**
  - Norms Summary
  - Bestseller Quantity Summary
  - Bestseller Value Summary
  - Focus Collection Quantity Summary
  - Focus Collection Value Summary
  - Stock Order Quantity and Value Summary

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- **Store Reports**
  - Cross-Channel Data
  - Individual Sales Report
  - Leads Conversion Summary
  - Region Level Leads Conversion
  - Repeat Conversion

These templates were developed for the Client team to enable end users to accomplish analytics with off-the-shelf, ready to use templates that do not require implementation or development efforts. In addition, numerous, meaningful, and easy-to-understand datasets were provided, so the Client, or its end users can develop new reports, KPI and dashboards on their own.

The Smarten Team Role

The Smarten team developed Proof of Concept (PoC) to demonstrate how Smarten Augmented Analytics would satisfactorily address functional and technical needs.

The Smarten team provided support for the Client team as it modified and enhanced Smarten templates, and created datasets dashboards, and reports.

The Smarten team provided training for the Client to support its end users, if, and as they choose to modify or create dashboards, reports etc.

- Installation and connectivity with data
- Assessment of Client data structure
- Design and development of meta data structure, and datasets
- Work with Client team to create default analytics template for Interaction related data
- User Acceptance Testing (UAT)
- Go live support
- Analytics and best practices sessions for users
- Technical training
- Administration training
- Business analyst training

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Key Benefits and Deliverables:

- Seamless connectivity and integration with data
- Management Dashboard for Business Summary Report, Customer Report, Dynamic Inventory and Post and Pre-Impressions Per Unit Report
- Consulting to define key performance indicators (KPIs) and modify existing templates to suit Client needs
- Exception and alert analysis to monitor performance across various Cities and Customer
- Training for Client IT and Business Analyst teams
- Low cost of acquisition, short roll-out time, and minimal training
- Enhance the value provided to end users by offering an analytical platform
- Provide a uniquely designed, simple Client process with straightforward licensing and Client policies
- Provide easy integration with the Client
- Provide a technical team with experience in working across platforms and applications to deliver effective integration
- Provide ready-to-use templates to reduce the burden on Client IT team
- Assure an enterprise architecture with zero footprint browser interface, and rapid roll-out across various locations to a large number of users

Conclusion

This Client required a comprehensive, easy-to-use augmented analytics solution with simple reporting capability, integrated with its system to provide easy-to-use dashboards for use by all of its end users. The integration of augmented analytics gave the Client a competitive advantage, and enabled the business to better leverage its data and to operate more efficiently, thereby increasing revenue and allowing the client to monitor their data and sales trends. Smarten Augmented Analytics provided an extensive set of reporting and analytics tools, and the features and functionality to meet the business, end-user and Client team needs with Business Funnel Reports, City Funnel Reports, Customer Reports, Dynamic Inventory, Impressions, and Indus Reports. This integrated analytics approach guarantees a fact-based, data-driven business environment and improves decision-making and results.

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