

Case Study

Store Sales Analytics For A Retailer



Industry

Retail

Location

North America

Function

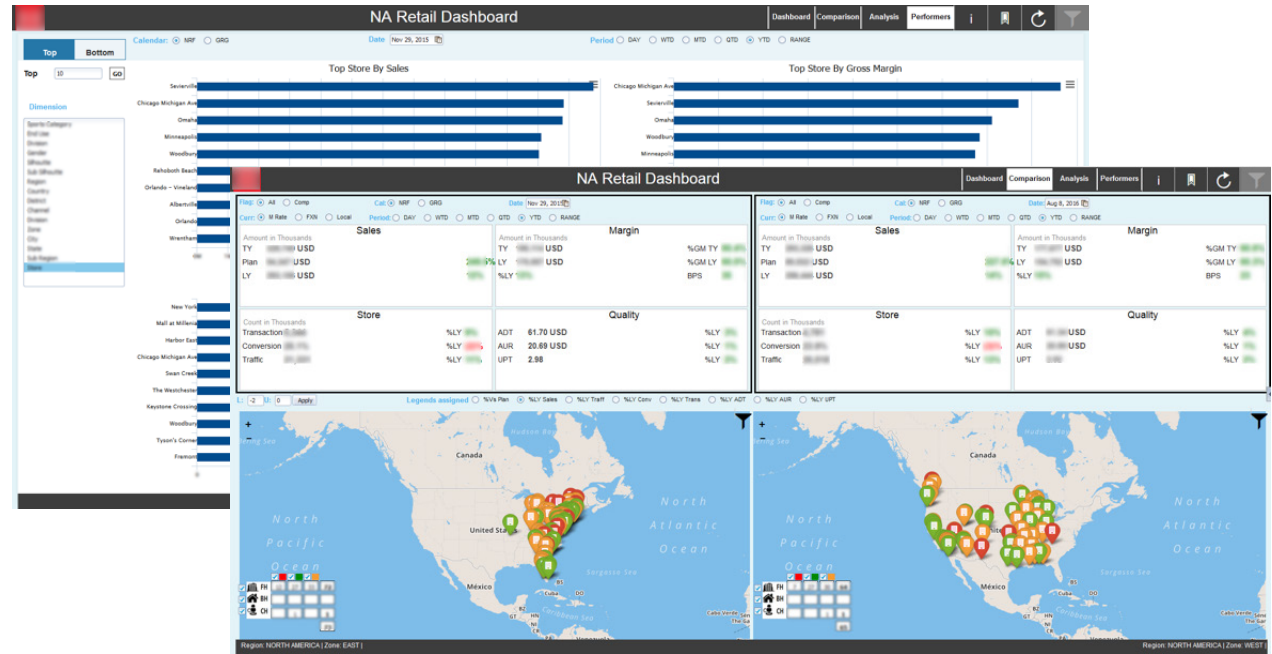
Sales

Challenges

- Ineffective and time consuming information delivery that was not designed to provide critical insights at a glance
- Making comparisons across different sales regions/metrics and slicing & dicing by time period were tedious

Engagement Highlights

- BI Strategy
- BI Managed Services
- SAP HANA Modeling
- Support & Maintenance
- SAP BW / BO
- Data Integration (BODS)
- Reports - Web Intelligence & Crystal Reports
- Visualizations
- Custom Extensions (VBX)
- Predictive Analytics



- Designed & implemented executive dashboards that delivered daily sales performance to executives
- Integrated KPI tiles and intuitive alert-driven location analytics that tracked performance metrics for planned & actual sales, traffic and conversions
- Created new SAP HANA views and optimized existing views to deliver a flexible and scalable solution with support for global integration
- Bridged the gap between dashboards and existing reports through value-added features & functions that facilitated drilldown & detailed analysis
- Leveraged Visual BI Product Extensions (VBX) for SAP Design Studio for delivering advanced capabilities