Case Study
Interactive Geo-Sales Analytics For A Retailer

visualbi
LOOK FORWARD. THINK AHEAD.

Industry
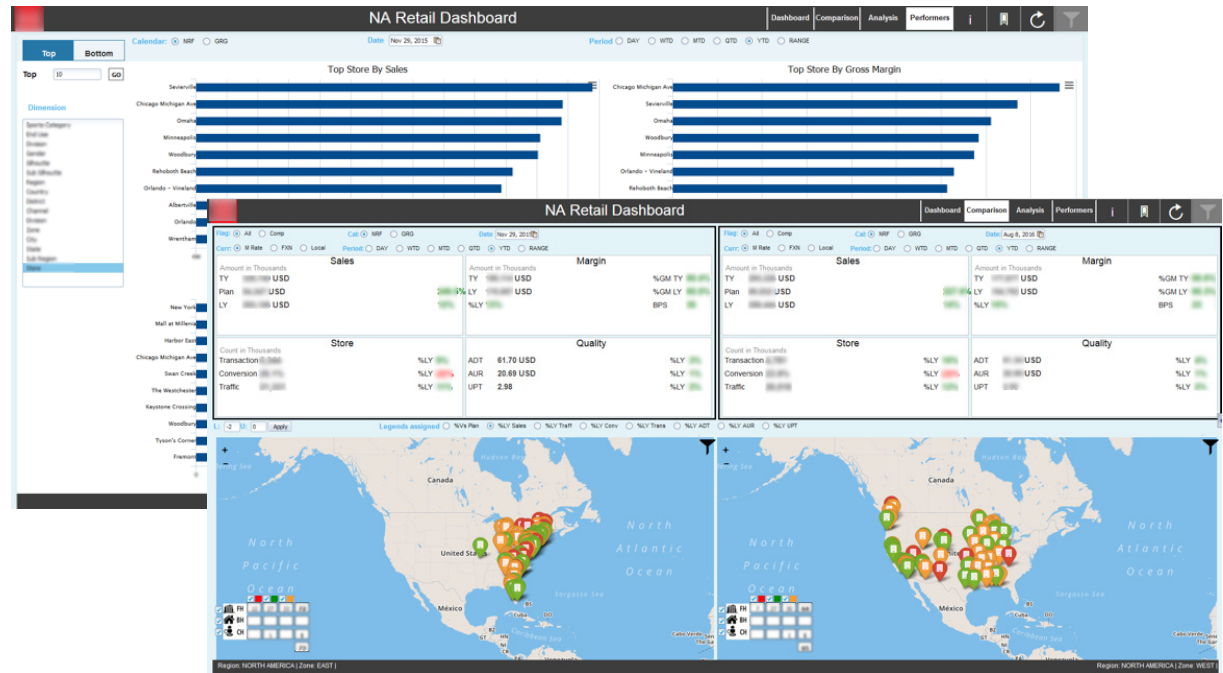Manufacturing & Retail - Apparel & Accessories

Location
North America

Function
Retail Sales

Challenges

- Ineffective and time consuming information delivery that was not designed to provide critical insights at a glance.

- Making comparisons across different sale regions/metrics and slicing & dicing by time period were tedious

Engagement Higlights

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

- Designed & implemented daily sales performance dashboard to executives

- Integrated KPI tiles and leveraged intuitive alert-driven maps that tracked performance metrics for planned & actual sales, traffic and conversions

- Created new SAP HANA views and optimized existing views to deliver a scalable solution with support for global integration

- Bridged the gap between dashboards and existing reports through value-added features & functions that facilitated drilldown and detailed analysis

- Leveraged Visual BI Product Extensions (VBX) for SAP Design Studio for delivering advanced capabilities