



## CASE STUDY

# Insights derived from POS systems helped a Bakery store chain forecast demand and eliminated manual interventors through DataMart development

## Quick Summary

The bakery store chain faced high sales returns and increased production costs due to a lack of market demand visibility.

CRG Solutions created a DataMart to reduce returns, increase profitability, and streamline the ordering process through a data-driven approach.

## About the Customer

A Bakery Store company with locations all over the country that sells products like cakes, pastries, delicacies, bread etc. which are of perishable quality with a short shelf life requires processes that can help optimize inventory, resource allocation, production planning, marketing & promotion and enable automate order management.

## Problem Statement:

The company sells perishable products with limited shelf life in its stores nationwide. The high number of sales returns caused by faulty inventory and production planning resulted in decreased revenue and product waste.

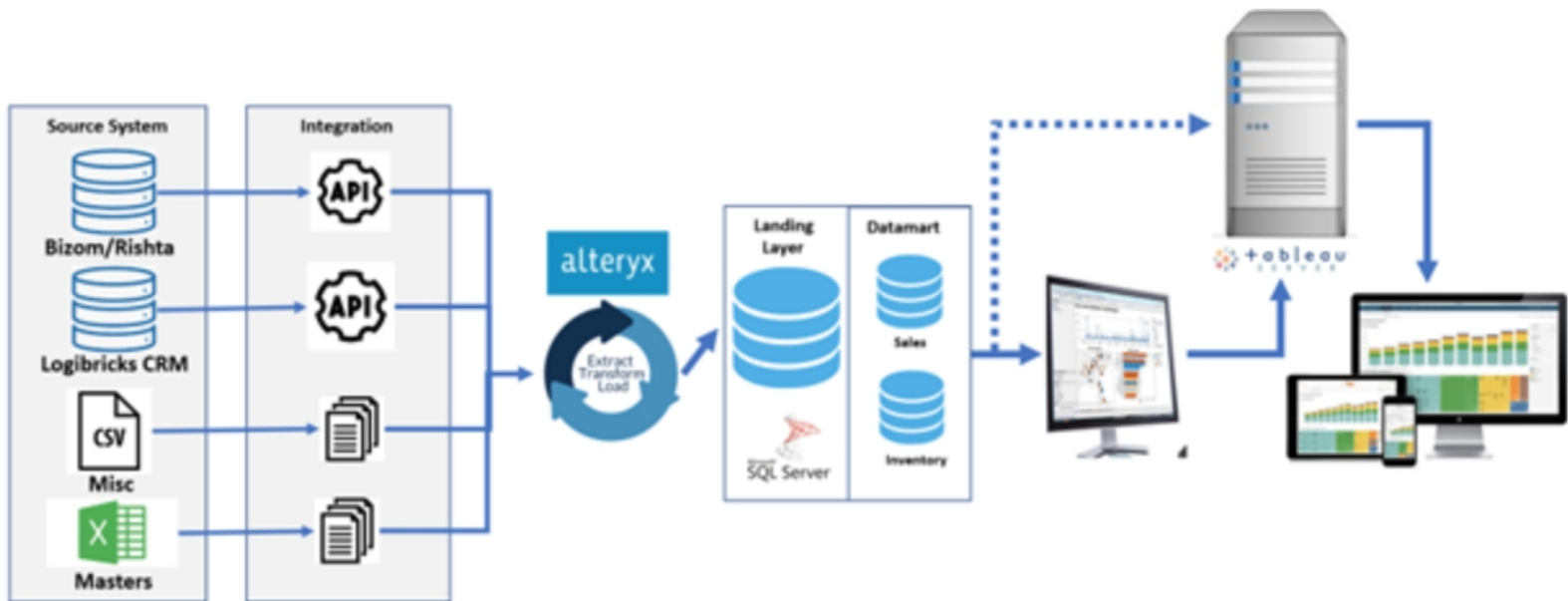
It was inefficient to use manual techniques for ordering and forecasting. To minimize revenue loss from sales returns and improve inventory and production planning, the CRG team has been assigned the responsibility of implementing a fully automated solution from start to finish.

## Solution:

The CRG data engineering and data science teams collaborated on a solution to construct a data mart. This data mart collects historical data from POS Systems (Bizom for owned outlet & Rishta for Franchisee outlets) & CRM (Logibricks). They also developed and trained a precise forecasting model to predict demand for each SKU and store.

## CRG Solutions - CASE STUDY

This ensures that the production department always has the right quantity of products to manufacture. Additionally, they created an automated order sheet for stores, eliminating the need for manual intervention throughout the process.

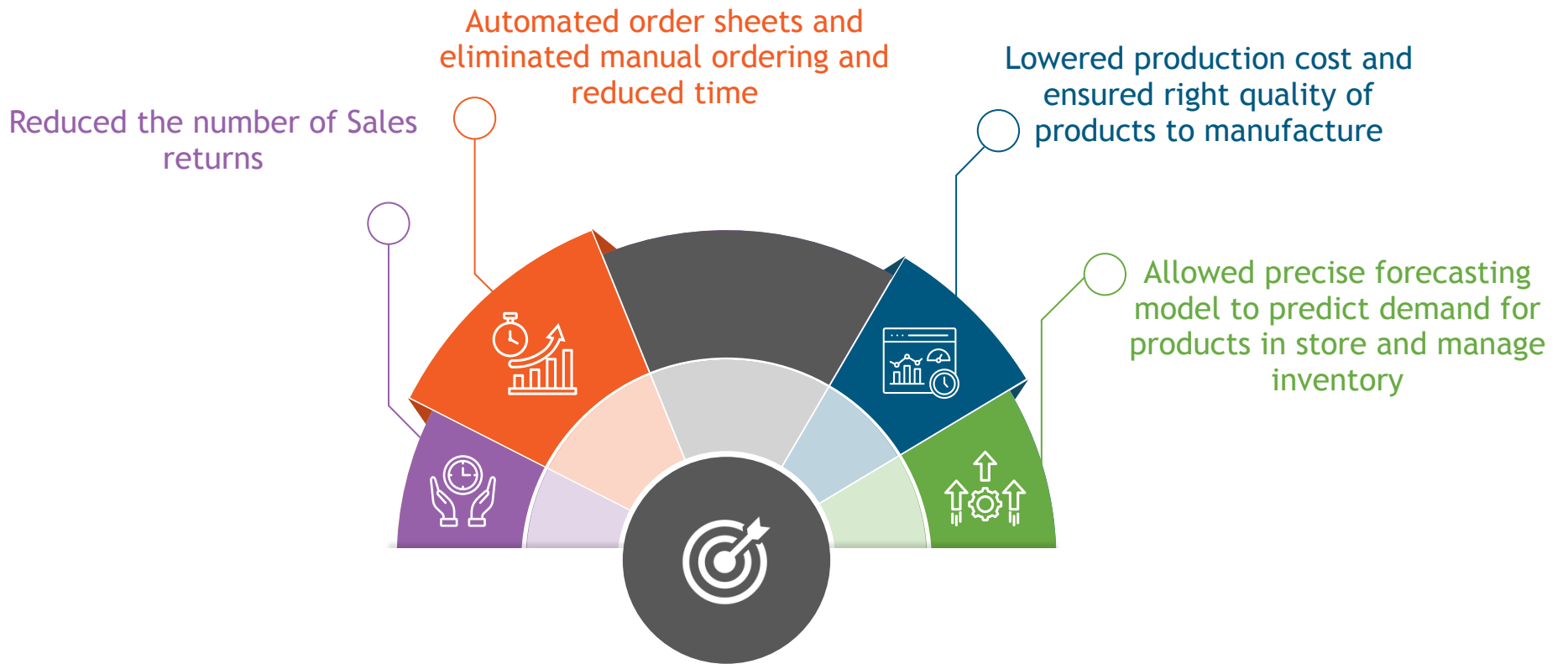


Having obtained historical information from point-of-sale (POS) systems and customer relationship management (CRM) systems CRG developed and trained a machine learning model to forecast the demand for each product in each store.



By developing an automated order sheet, CRG eliminated the need for manual ordering.

## Business Benefits:



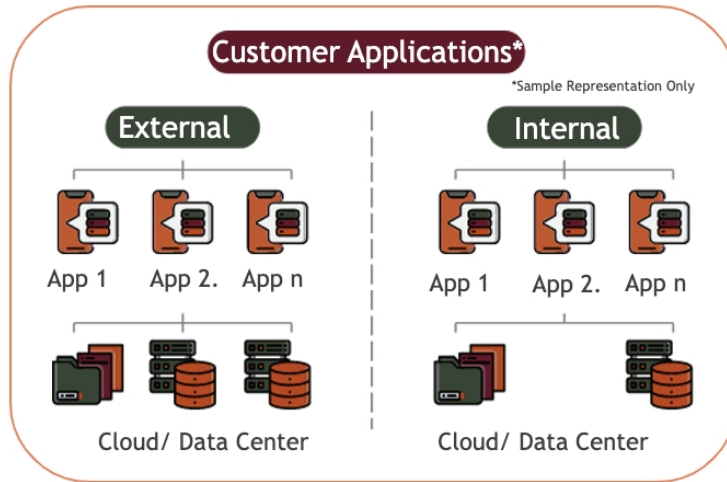
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to achieve  
Business Excellence*

# About CRG solutions

## We Cover

### Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



### RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

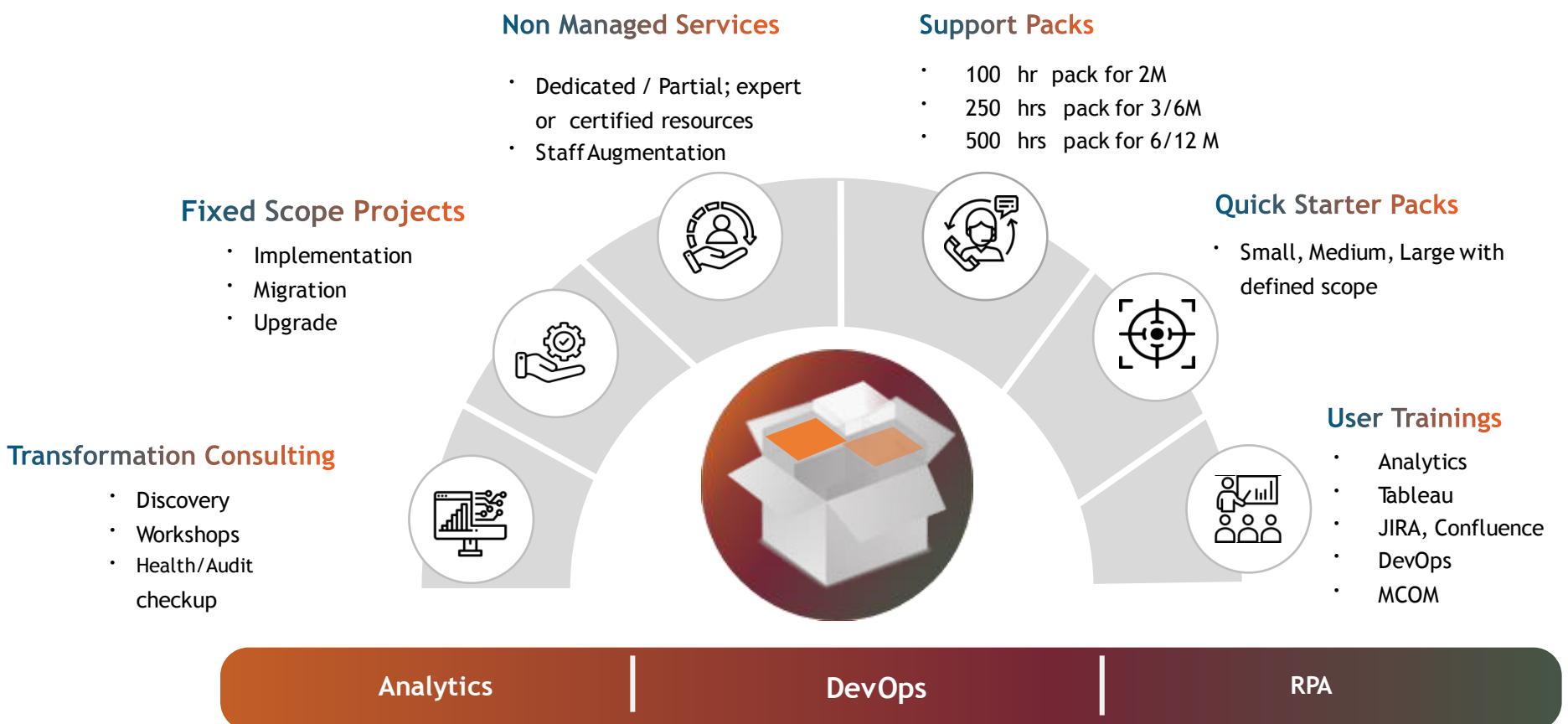


### DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



## Services Portfolio



### Our Socials



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