



CASE STUDY

Standing perennially tall, a leading Indian company in watches, jewellery, and eyewear, partnered to create insightful Tableau dashboard

Quick Summary

Indian company known for high end lifestyle products needed data-driven insights to optimize sales, stores, and product performance.

CRG Solutions partnered to create visually appealing dashboards that empower real-time, data-driven decisions on sales, inventory, pricing, and promotions.

About the Customer

A renowned conglomerate with diversified interests in various consumer goods segments, including watches, jewellery, eyewear, and accessories. The company's commitment to excellence is evident through its premium products and strong market presence.

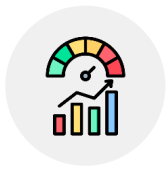
The company sought to leverage data for strategic growth. Their focus lies on creativity, design, and customer satisfaction across their diverse product portfolio and global reach.

Problem Statement:

The company's data analysis relied on manual data obstructing efficient decision-making and operational optimization. Manual excel reports creates delays, limits marketing and strategic planning insights and impedes real-time operational adjustments.

CRG Solutions - CASE STUDY

It needed solutions to analyze:



Sales Performance: Identify trends, seasonal patterns, and customer behavior changes.



Stores Performance: Track individual stores/regions, optimize inventory & marketing strategies.



Product Performance: Analyze individual product performance, identify top sellers/under performers, optimize pricing, placement, and promotions.

Solution:

CRG developed visually engaging Tableau dashboards for Watches & Wearables; Eyewear; Saree Brand etc. These dashboards provided comprehensive insights for data-driven decision-making.

Value-Driven Features

Watches & Wearables

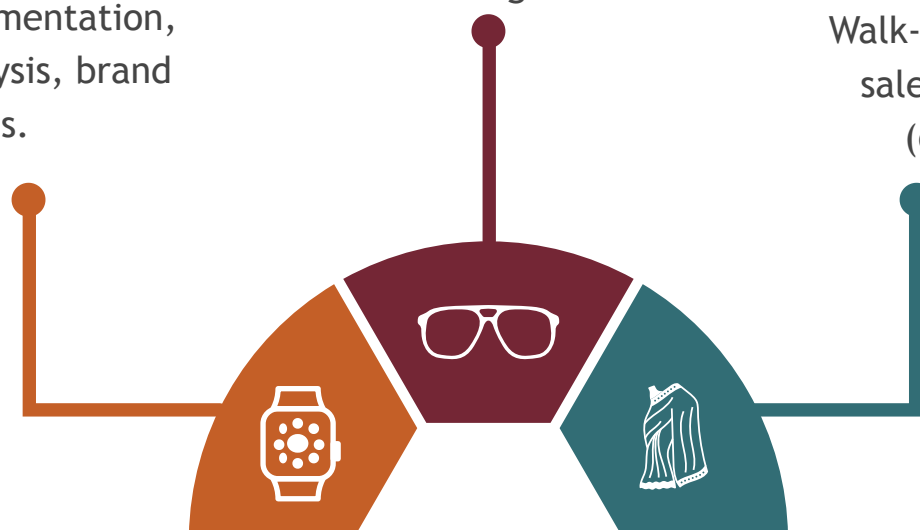
Sales, volume, average unit cost analysis, customer segmentation, city performance analysis, brand launch analysis.

Eyewear

Competitive analysis, store performance evaluation, sales reports for regional/area managers.

Saree Brand

Walk-in & conversion analysis, sales performance metrics (overall & city-wise).



Business Benefits:



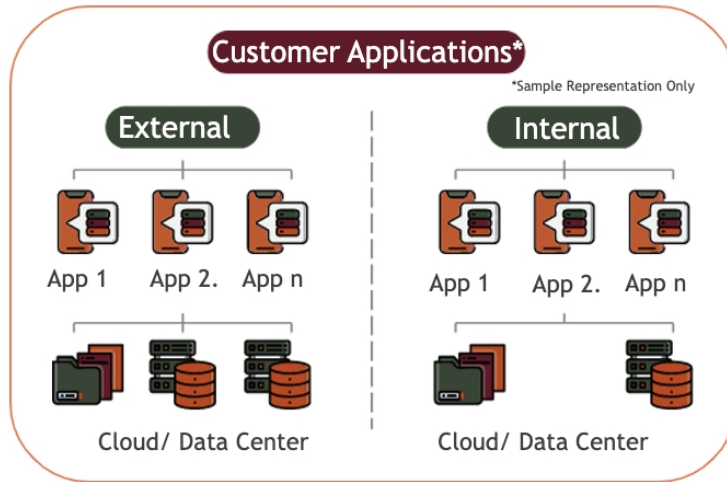
*A Trusted Solution Partner
to achieve
Business Excellence*

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

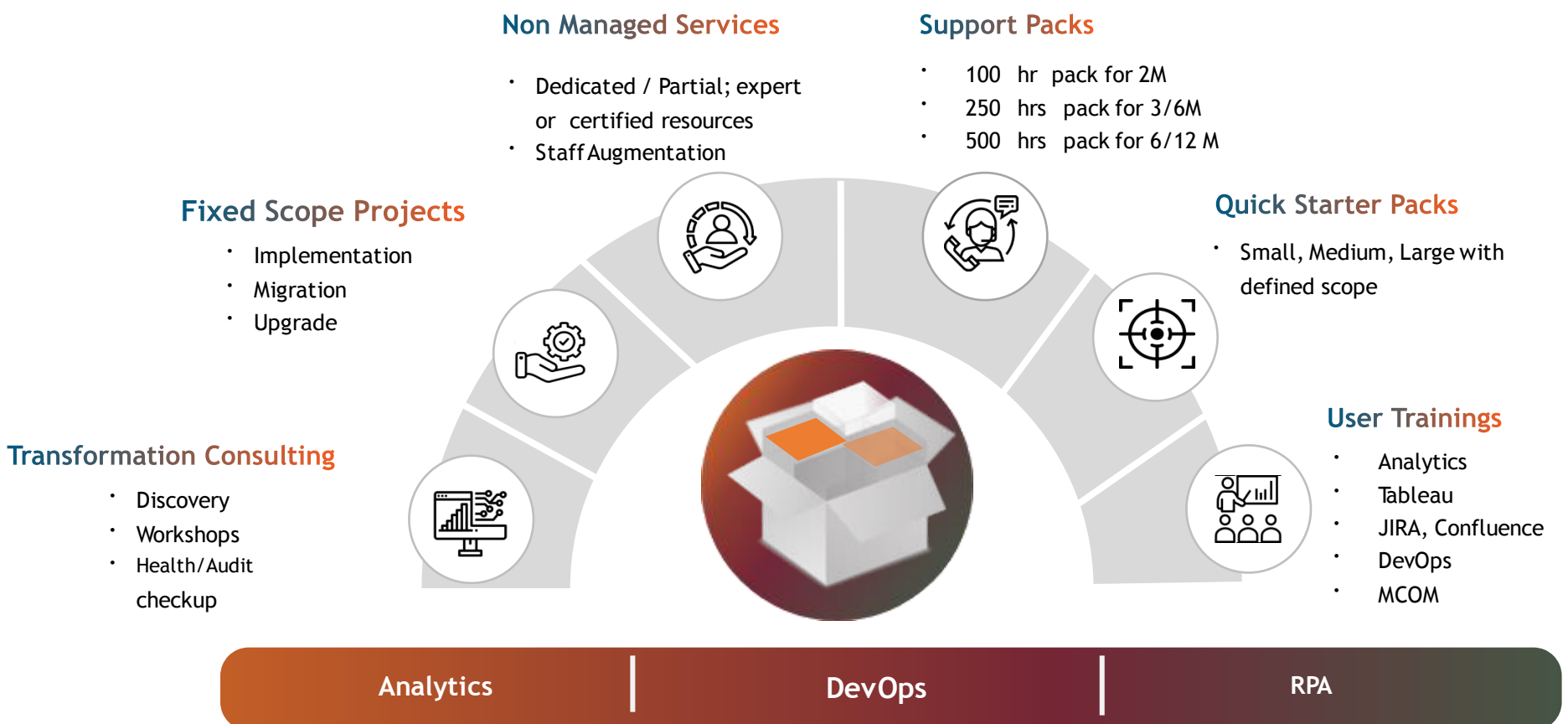


DevOps

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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