



CASE STUDY

Tableau Pulse enhances retail performance for KPI monitoring.

Quick Summary

Leveraging Tableau Pulse for KPI monitoring enhances the retail chain's operational responsiveness and strategic advantage. Real-time data visualization enables swift, informed decisions, improving profitability and customer satisfaction. This use case highlights how Tableau Pulse transforms retail operations with data-driven insights.

About the Customer

A national retail chain seeks to enhance its business operations by closely monitoring and improving its core KPIs. These KPIs include sales performance, inventory turnover, customer satisfaction, and employee productivity, which are critical for maintaining competitiveness and optimizing profitability.

This close monitoring was necessary to get real-time insights on core KPIs and enable store managers and corporate executives to make data-driven decisions that boost overall retail performance.

Problem Statement:

Given the need to enhance business operations, it was important for this national retail chain to optimize its core Key Performance Indicators (KPIs). The data was challenging and underwent multiple processes that had to give visibility on sales performance, inventory turnover, customer satisfaction, and employee productivity. Important among these challenges was to also build capacity for store managers and corporate executives to make informed, data-driven decisions to sustain competitive advantage.

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Solution:

The solution was to implement Tableau Pulse to provide advanced analytics and real-time insights on core KPIs, enabling store managers and corporate executives to make data-driven decisions that boost overall retail performance.

Tableau Pulse is implemented.

Integration and dashboard customization

- The retailer integrates Tableau Pulse with its existing data systems, including point-of-sale systems, inventory management software, and customer feedback tools.
- Tableau Pulse develops custom dashboards to aggregate and visualize data related to sales figures, inventory levels, customer feedback scores, and employee efficiency metrics.

Real-time KPI monitoring and alerts

- We have configured Tableau Pulse to provide real-time monitoring of critical KPIs across all stores. This enables immediate visibility into sales trends, inventory shortages or surpluses, and customer satisfaction metrics.
- We set up automated alerts to notify store managers and corporate executives when KPIs deviate from targeted thresholds, facilitating swift actions to rectify issues or capitalize on emerging opportunities.

Performance Benchmarking Across Stores

- Tableau Pulse allows for benchmarking KPIs across different store locations, identifying best practices and areas needing improvement.
- This comparative analysis helps standardize successful strategies across the chain and customize interventions for underperforming stores.

Business Benefits:

Improved inventory management
Real-time monitoring and predictive forecasting of inventory levels help prevent overstocking or stockouts, reduce carrying costs, and optimize the supply chain.

Enhanced customer satisfaction
Immediate feedback on customer satisfaction scores allows for quick service adjustments, enhancing the customer experience and potentially increasing customer loyalty.

Optimized sales and marketing efforts
With enhanced insights into sales trends and customer preferences, the retailer can tailor marketing efforts more effectively, improving customer engagement and increasing sales.



Increased operational efficiency
Employee productivity and store performance insights drive better workforce management, employee satisfaction, and operational efficiency.

A Trusted Solution Partner

to achieve

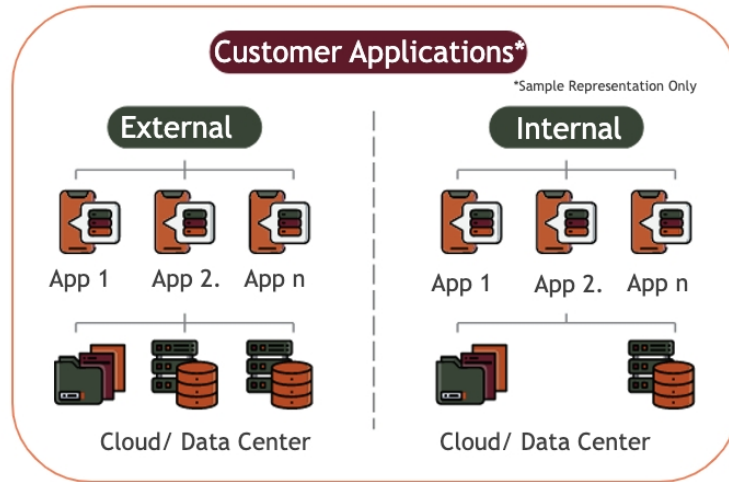
Business Excellence

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

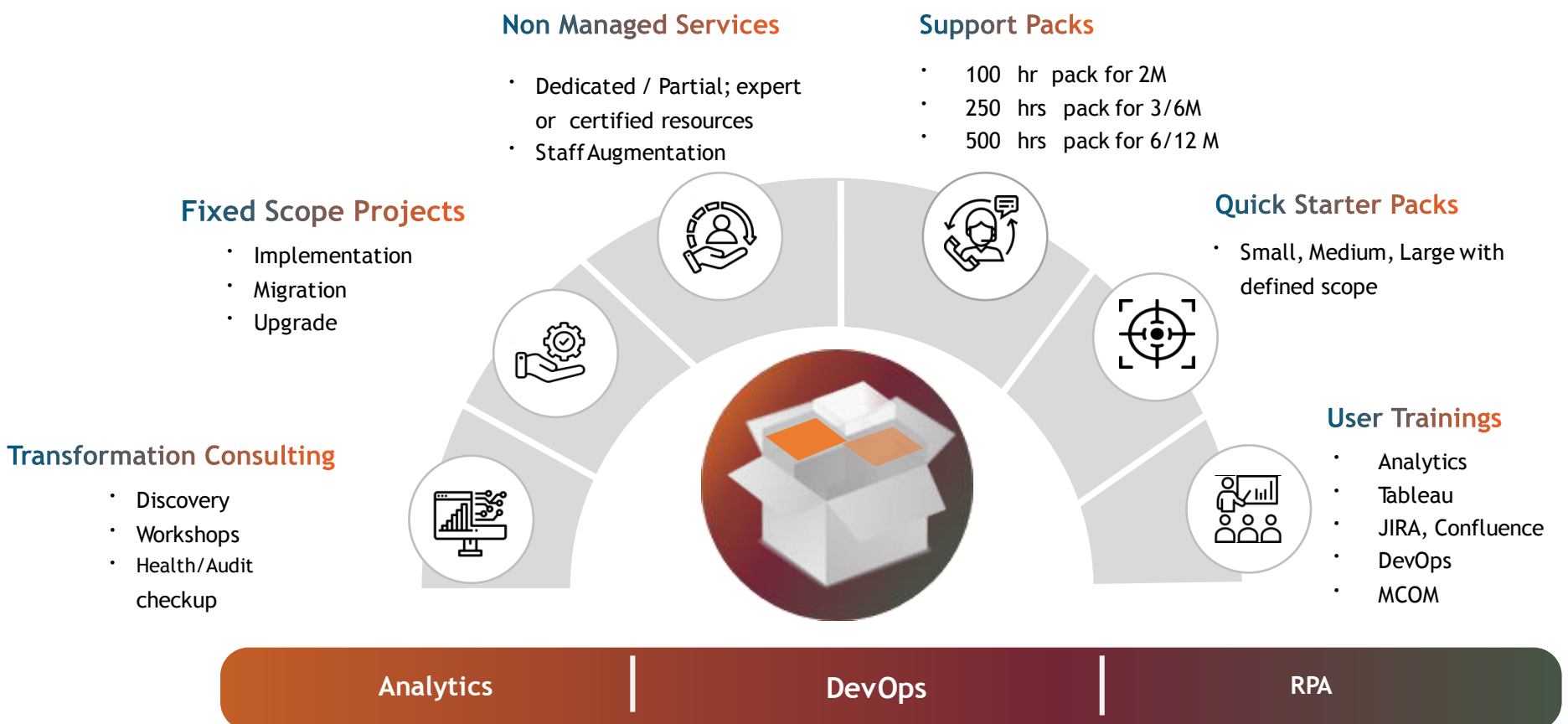


DevOps

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



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