CASE STUDY

Enhancing Business Insights for an Italian food retailer with Advanced Analytics Dashboards

Quick Summary

CRG Solutions' development of a sophisticated analytics dashboard for the retail store transformed the company's approach to managing its extensive restaurant network. This case study underscores the critical role of advanced data analytics in the food service industry, enabling strategic decision-making and fostering operational excellence through innovative technological solutions.

About the Customer

The food retail outlet embarked on an initiative to enhance its data-driven decision-making processes across its numerous outlets by partnering with CRG Solutions. The goal was to develop a sophisticated analytics framework that would provide detailed insights into sales performance, promotional effectiveness, and strategic outlet expansion.

Problem Statement:

The retail outlet famous for its Pizzas faced several challenges that necessitated an overhaul of its analytics capabilities:

- Varied Performance Across Outlets: There was a significant disparity in the performance of outlets, necessitating a need for detailed performance tracking.

- Inconsistent Impact of Promotions: The effectiveness of promotional campaigns varied significantly, requiring a robust analytical approach to optimize marketing strategies.

- Data-Driven Expansion Decisions: Strategic decisions regarding new outlet openings lacked a solid data foundation, impacting the overall efficiency of investments.

● Boost Sales Performance: Implement detailed analytics to assess the performance of outlets, identifying key drivers of sales and areas for improvement.

● Optimize Promotional Strategies: Analyze the impacts of promotions, particularly those facilitated through digital payment platforms, to enhance promotional effectiveness and customer engagement.

● Strategic Outlet Expansion: Leverage analytics to guide the expansion of new outlets based on comprehensive data analysis of market demands and sales contributions.

Solution:

CRG Solutions developed a multi-faceted analytics dashboard that included:

● Sales Performance Tracking: This feature provided real-time insights into sales trends, outlet performance comparisons, and achievement against targets.

● Promotional Analysis Dashboard: A dedicated section for assessing the effectiveness of various promotions, focusing on those driven by digital payment methods to understand their direct impact on sales.

● Outlet Expansion Analytics: Visual tools to analyze the performance contributions of newly opened outlets and demographic analytics to support strategic placement and market penetration efforts.

Implementation of the solution impacted

● Integrated Data Systems: Unified disparate data sources from sales, promotions, and customer interactions into a single analytics platform.

● Customizable Dashboard Features: Enabled the store's managers to tailor the dashboard views to meet specific operational needs, improving usability and insight accessibility.

● Real-Time Data Processing: Ensured the dashboard reflected up-to-the-minute data, facilitating swift and informed decision-making.

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The analytics solution delivered notable improvements:

- **Enhanced Sales Insights:** The dashboards provided a clear view of which outlets were performing well, and which were not, guiding targeted interventions.

- **Improved Promotional Returns:** In-depth analysis of promotional tactics allowed for fine-tuning strategies, resulting in higher engagement and increased sales.

- **Informed Expansion Strategies:** Data-driven insights into demographic trends and outlet performance supported strategic decisions about where and when to open new outlets.

Business Benefits:

Cost Efficiency:
Optimization of promotional spending and targeted outlet expansions helped reduce unnecessary expenses and maximize ROI.

Enhanced Market Competitiveness:
Advanced analytics gave Pizza Hut a competitive edge, enabling quick adaptation to market changes.

Data-Driven Strategic Decisions:
Comprehensive analytics empowered the retail store to make informed decisions, enhancing both operational and strategic outcomes.

Consumer-Centric Approach:
Insights from analytics allowed for a better understanding of consumer preferences, aligning strategies with customer demands.
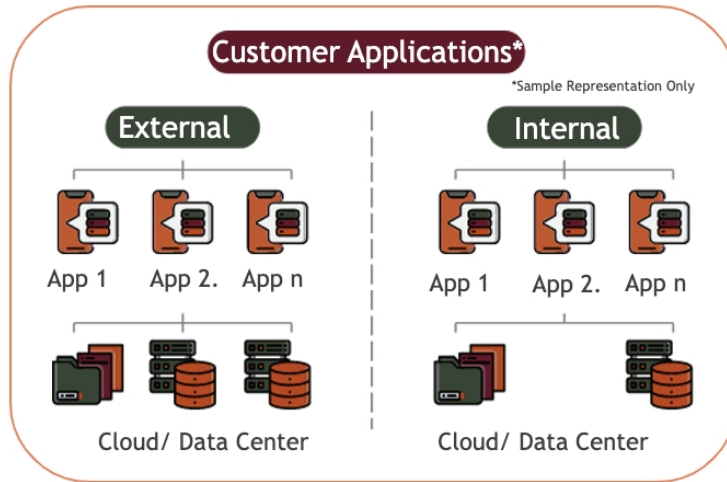
A Trusted Solution Partner

to achieve

Business Excellence

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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

+**tableau**   **alteryx**

Microsoft   **USEReady**
WE EMPOWER PEOPLE TO SUCCEED WITH DATA

Customer Applications*
*Sample Representation Only

External

App 1   App 2.   App n

Cloud/ Data Center

Internal

App 1   App 2.   App n

Cloud/ Data Center

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

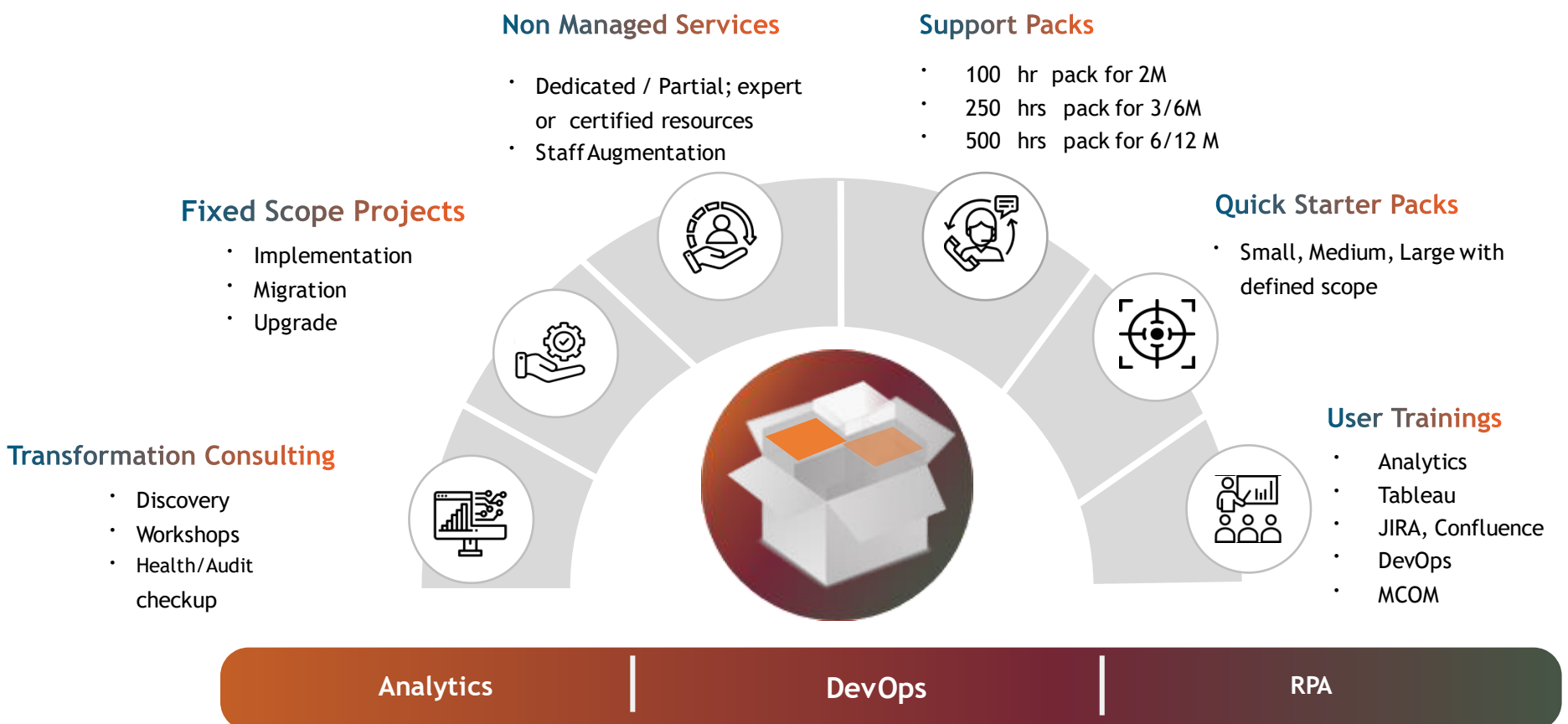AUTOMATION ANYWHERE   **yellow.ai**

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

ATLASSIAN   Microsoft

Services Portfolio

Non Managed Services

- Dedicated / Partial; expert or certified resources
- Staff Augmentation

Support Packs

- 100 hr pack for 2M
- 250 hrs pack for 3/6M
- 500 hrs pack for 6/12 M

Fixed Scope Projects

- Implementation
- Migration
- Upgrade

Quick Starter Packs

- Small, Medium, Large with defined scope

Transformation Consulting

- Discovery
- Workshops
- Health/Audit checkup

User Trainings

- Analytics
- Tableau
- JIRA, Confluence
- DevOps
- MCOM

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